

MASTER CLASS

ALIYA FAUST



NEIKO FLOWERS



THE STATE OF GOSPEL MUSIC: NEW MEDIA PLAYERS

HOSTED BY ALIYA FAUST (PROVIDENT) AND NEIKO FLOWERS (URBAN ONE)

Industry experts join forces for a lively discussion on the future of Gospel Music and Radio

Palms Casino Resort, 4321 W. Flamingo Rd. Las Vegas, NV 89103



Masterclass Purpose

July 13 | 10:00 AM - 1:00 PM PDT

01

Education

02

Branding

03

Artistry

In a post pandemic world, the Masterclass provides artistry knowledge and industry etiquette through enrichment sessions facilitated by industry experts.

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MASTER CLASS PANEL

Presented by

Stellar Awards



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Nielsen



Ritz McCain | @ritzmcfly

Ritz McCain is a Nashville-based entertainment industry professional with more than 10 years of experience in music, international relations, and digital strategy. McCain currently serves as a Senior Editor at Spotify, overseeing the streaming platform's Christian and Gospel music space and collaborating on cultural editorial campaigns globally. Prior to joining Spotify in 2020, McCain worked at Capitol CMG under Universal Music Group as the Director of Global Streaming. In addition, McCain fostered relationships with international teams within streaming companies like Amazon Music, Apple Music, YouTube, and others. Her accomplishments include arranging a Shazam campaign for Zach Williams' CMA Awards debut at the 53rd Annual CMA Awards, where he performed a duet with Dolly Parton. Hailing from Paterson, NJ by way of Phoenix, AZ, McCain had the honor of being named a Women in Music City Honoree in the Women to Watch category by Nashville Business Journal in 2019 and is a recipient of Women's Music Business Association's Movin' On Up Wonder Woman Award. She also is a member of The Recording Academy, the Gospel Music Association, the Stellar Awards Gospel Music Academy (SAGMA), and Leadership Music's Class of 2023. A former Division 1 student-athlete, McCain attended the University of Arizona where she graduated with a Bachelor of Arts in Communications and a minor in Business Management. She also holds a Master of Science in Exercise Physiology from Georgia State University and is a proud lifetime member of Delta Sigma Theta Sorority, Inc.





EJ Gaines | @ejgaines

EJ Gaines is currently the Senior Vice President of Marketing at Capitol CMG and Co-Executive Director of Motown Gospel. A music executive and entertainment attorney with over 20 years of experience in the music business, he has guided the careers of award-winning recording artists, producers and songwriters, as well as producers and talent in film, TV and other forms of multimedia.

Aliya Faust | @aliyafaust

Aliya Faust attended the Philip Merrill College of Journalism, where she received her Bachelor's degree in multi-platform journalism from the University of Maryland at College Park while minoring in Family Science. Aliya went on to work as a staff writer for Kontrol magazine and Examiner, a production assistant at ABC News, and has also contributed to VIBE magazine, Cosmopolitan and more. She began her radio career as a Promotions and Digital Assistant at Radio One – Philadelphia and later went on to work at Cumulus Media in New York City as a Digital Content Manager. In 2014, she founded gospelgoodies.com – a gospel entertainment and inspirational blog that later landed her a guest correspondent spot on "Inspire U" with Toya Beasley on Radio 103.9 NY and a partnership with Those Baxters' nationally syndicated radio show. She then went on to manage local digital content at Interactive One and continued to manage gospelgoodies.com, later being promoted to a Senior Managing Editor role at Reach Media, overseeing digital content & social media, marketing and creative services for Rickey Smiley Morning Show, the D.L. Hughley Show, The Morning Hustle, Get Up! Mornings with Erica Campbell, Black America Web and more. Aliya transitioned from radio to label exec in 2021, taking on a role as Director of Marketing at RCA Inspiration under Sony Music Entertainment. While her day-to-day now consists of leading the thought and creation of branding strategy for artists and projects, Aliya is a published Christian children's book author (The Adventures of Sam & Sarah), a certified yoga instructor, and also oversees Hazel View Media, LLC, a digital media company she launched in 2017.





Charlene Polite Corley

Charlene is the Vice President, Diverse Insights & Partnerships at Nielsen, and she is passionate about representation in media. As a part of the Diversity, Equity, & Inclusion Team, Charlene's research and thought leadership are used to amplify the power and influence of Black audiences, showcase media trends among historically excluded communities, and support both the moral and business case that representation matters. In her current role, Charlene also collaborates with media industry and advocacy organizations to provide insights on diverse communities and consults brands on more inclusive content practices based on her research. She joined Nielsen in 2009 after graduating from Florida A&M University with her BS and MBA. Outside of Nielsen, Charlene is a creative, mentor, event host and speaker, a wife and mom of two.

Craig A. Knight Sr. | @smoothsizzle7

Craig is a 25+ Year Veteran in the Las Vegas Radio Market with 15+ Years as a General Manager & Program Director. Currently, he is the General Manager & Program Director for KCEP-FM 88.1 (Power 88). A 2017 Inductee into The Nevada Broadcaster Association's Hall of Fame (Class of 2017), Craig is a Member of The African American Public Radio Consortium. He serves on several Boards including The Nevada Broadcasters Association, The Urban Chamber of Commerce, Las Vegas Metropolitan Police Department, Youth Violence & Homicide Reduction Committee, and more. A recipient of numerous awards Craig received a Proclamation on June 17, 2022 from the City of Las Vegas Mayor & City Council proclaiming June 17th as Craig Knight Day.





Neiko Flowers | @sirneiko

Neiko Flowers is a husband and father who grew up on the beaches of Wilmington, NC. Neiko has been known for being extremely outgoing, ambitious, and outspoken, Neiko pursued radio and television broadcasting in 2009. After receiving his first Position, Neiko spent the last thirteen years as a Producer and On Air-Talent in several different stations and markets including WPEG Power 98, WBAV V101.9 in Charlotte, NC, WHXT Hot 103.9 in Columbia, SC, and WALR KISS 104.1 in Atlanta, GA. Currently, Neiko is the Assistant Program Director, On Air Talent and Producer of the Jekalyn Carr Show for Radio One at Stellar Award Winning WPZE Praise 102.5 in Atlanta, GA. Neiko is now a Stellar award-winning programmer at WPZE for , a 2-time Spin Award winner for “Radio Man of the Year” and “Wildcard of the Year” and 2023 Black Media Honors Media Trailblazer of the Year. Neiko Flowers has developed a passion to inspire others to find and pursue their purpose and plans to use all his God giving talents to do so. He has blazed a path of his own and continues to be the epitome of the business.

Ak

Born and raised in St Louis, MO ; Ak is an award winning stand up comedienne, radio personality, voice actress, comedic writer, event host/organizer and community activist residing in Las Vegas.





Dave Dickinson | @knowwax.dave.d

Presenting the work of artists, David has studied the theory of music and explored the creative minds of many in the creative field. He thoroughly understands what invokes a connection with audiences. Along with his creative and artistic background, he has married years of business acumen and battle tested theory to complete a circle of understanding on how to balance what's desired with what's needed to make shrewd decisions. In his broadcasting career, he has conquered; social media management, building products and managing brands by using analytical research as well as unsystematic approaches.

SiriusXM has afforded David to program a variety of formats including Urban Adult Contemporary, Heart & Soul and the Soft R&B, Silk, as well as Gospel's, Kirk Franklin's Praise. In the terrestrial landscape, he was fortunate to lead WHUR, (at the time, Washington, DC's leading Urban Adult Contemporary station) to consistent overall market leads as recorded by Arbitron Radio Ratings and Media Research.

While at WHUR, David was responsible for developing product and generating revenue while managing a staff of 50 people, representing 60% of the company's personnel. David is proud to say that he kept turnover low with only needed designated cuts to personal and budget at the owners and his choice.

Charles Johnson | @pastorcejay

Charles Edward Johnson is a *licensed and ordained minister, Stellar Award-nominated radio announcer, and Shreveport Chamber of Commerce-recognized businessman*. He leads one of the most prominent radio stations in the country, owns several small businesses, and oversees a nonprofit organization that has impacted thousands. We know him as *Pastor CeJay, the Ark-La-Tex's Ambassador of Gospel Music*. He serves as *Director of KOKA, The Heart of Gospel*. The radio station has existed since 1950, the first urban radio station in the City of Shreveport and the second in Louisiana. Generations grew up listening to KOKA, so it enjoys over thirty-five thousand terrestrial listeners within the market and thousands worldwide. In addition, he's the *President of the National Association of Gospel Radio*. The association represents radio stations within 42 American cities, and together they reach over a million listeners. NAGR is America's only trade association for radio professionals working in the gospel/inspirational format. He also serves as *President of CeJay Cares and CEO of CJ Enterprises*. He believes in helping people reach their destiny; you have to meet people where they are. He's an influential figure in the pulpit, radio, and music. His radio show is one of the top-rated in the south and has generated millions in revenue.



Panelist Questions

Panelist and Host: Please scan the QR Code to access questions and provide feedback.



<https://docs.google.com/document/d/1Pwipwcn3GDodbQaew4AtXaskjCc9Yn3UlbiQxPD-IK0/edit?usp=sharing>

Social Media Post Copy Recommendation



Option #1

I am delighted to join forces with other industry experts as a panelist for the Masterclass, The State of Gospel Music: New presented by the Stellar Awards Gospel Music Academy (SAGMA). Register at www.stellarplusexperience.com.



Option #2

SAGMA Members, YOU don't want miss this! There's not just one, but TWO panels discussing the business and future of Gospel music. Join me and other industry experts on JULY 13TH for a lively discussion. Register at www.stellarplusexperience.com.



Option #3

Curious about what's next in Gospel Music? Look no further than the Masterclass, The State of Gospel Music: New presented by the Stellar Awards Gospel Music Academy (SAGMA) on JULY 13TH. I am looking forward to being a panelist and sharing vital industry tools.



We welcome you to share the flyer and announcement on your social media!

Hashtags: #thestellars, #stellarplusexperience #SAGMA, #stellarawards #stellarweekend

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Gospel music's biggest night continues its evolution with the introduction of the ultimate fan experience, the Stellar+Experience (Stellar+EXP). Curated by co-founders Rhonda Jackson-Sams and Michele Murphy, Stellar+EXP provides an additional platform to showcase the talents, vision, creativity and innovation of the Gospel music industry. From concerts, discussions, and master classes, the Stellar+EXP will allow attendees and participants to access a personalized experience. Events include inspirational change artists scheduled to appear Mali Music, Brian Country Wilson Jokia Williams, Jason Clayborn, Titius Showers, Jabari Johnson, Jermaine Dolly, and more! The Stellar+EXP will merge art, innovation, and music while spreading awareness about pressing issues within today's society. A major emphasis of the Stellar+EXP is to highlight faith in action and our collective voices. The Stellar Awards attracts over 15,000 participants every year and Stellar+EXP offers additional activities for guests during their time at the Stellar Awards.

Stellar Plus Events Schedule

Wednesday, July 12th	Stellar Awards Community Arts Symposium
Thursday, July 13th	Stellar SAGMA Masterclass "The State of Gospel Music: New Media Players"
Thursday, July 13th	Spotify Presents: Masterclass & Fireside Chat
Thursday, July 13th	Stellar Celebrity Basketball Game
Thursday, July 13th	Stellar Unplugged: Who's Got Next" Live Music Session
Thursday, July 13th	Stellar Midnight Bowling
Friday, July, 14th	Stellar Talks - Love & Faith
Friday, July, 14th	Stellar Artists C-Suite Powered by Amazon Music (Invitation Only)
Friday, July, 14th	Legendary Game changers Lunch
Friday, July, 14th	Stellar Awards Pre-Show and Radio Awards (Invitation Only)

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Stellar Awards



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Thanks!



Do you have any questions?

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