Opening Doors: An Artivist Educational Workshop Series

BACKGROUND

Artivist Entertainment was founded by veteran recording artists and entertainment industry professionals Aloe Blacc, Maya Jupiter, Alberto Lopez, Quetzal Flores and Veronica Gonzalez; to support and create music and art projects in the Los Angeles community that inspire positive social change. In an effort to nurture the next generation of music professionals, Artivist Entertainment partnered with the Hollywood High School Performing Arts Magnet program and the New Media Academy in late 2015 to create a series of workshops, at the school, using the schools audio/video facilities (some equipment had never been used), focused on the recording process, songwriting, and the music business.

Participating in the ACTIVATE program has helped introduce us to leaders and organizations that can help us expand our arts education work. It also helped us focus our attention on documenting our work. We have done so via a mini-webisode series about the project filmed and edited by the New Media Academy students. The webisodes have already brought attention to the program, attracting interest from the music industry such as Randy Jackson, and Live Nation. The program also received support from the LACER Afterschool Program that provided funding for a recording engineer to teach in the after school workshops next semester.

WATCH WEBISODES AT: https://youtu.be/BxU8KdBXkLk