

arts
education
njpac



bill
stephney

**the david g. berger
master class series**

about bill stephney

As a high school senior, Bill Stephney was the first recipient of a groundbreaking four-year scholarship to study media and communications at Adelphi University, sponsored by Phoenix Media and the Urban League of Long Island, New York. This started a long career of involvement in media, communications and culture. A talented writer and journalist, Stephney was the editor of “The Beat Box” for the *CMJ New Music Report*. “The Beat Box” was the first music column dedicated to covering hip hop music and culture. He has also written for print and online publications (including *VIBE*, *The New York Times*, *The New York Daily News*, and *The City Sun*), but his contribution to hip hop history doesn’t stop at journalism. Stephney was the first president of a hip hop label and was awarded with honors in 2009 during the VH-1’s *Hip Hop Honors*, for his key role in helping shape and develop the multibillion-dollar, media empire known as Def Jam. One of his most notable accomplishments in his time at Def Jam was the signing and producing of hip hop Supergroup Public Enemy.

In 2014, Stephney was selected to become an executive committee member for the Smithsonian Anthology of Hip Hop and Rap, which was developed in collaboration with the National African American Museum of History and Culture and Smithsonian Folkways Recordings. Continuing his achievements as a producer and journalist, Stephney recently released two acclaimed documentaries: *Kaepernick & America* and *Philly on Fire*, the latter of which was awarded the Library of Congress/Ken Burns Prize in October of last year.

Stephney is Broad Market Media’s principal executive, a production and strategic consulting firm supporting the digital content creation industry. He has supervised music production for successful films such as: *Do the Right Thing*, *Boomerang*, *Bebe’s Kids*, *CB4* and *Clockers*. Stephney has worked as a media consultant and advisor for ESPN Audio, National Public Radio, the Corporation for Public Broadcasting, MTV Networks, Miramax Pictures, USA Networks, Fluid Media and E-Line Media. He is also an adjunct instructor at NYU Tisch’s Clive Davis Institute for Recorded Music and serves on the advisory board for Fairleigh Dickinson University’s School of the Arts.



accolades

- Winner of the 2006 Everett C. Parker Award for distinguished service to diversity and inclusion in the media and telecom industries
- Served as the CEO of Def Jam Recordings, SOUL Records and StepSun Music
- Launched *The Illtop* magazine in collaboration with Chris Rock and Howard University’s School of Communication
- Served as the chair of NJSAC for the U.S. Commission on Civil Rights



vocabulary

Anthology

A published collection of songs, compositions, poems, or other writings

Byline

A term used to tell you the name of the person who wrote the story. It might also include their job title. More than one person can share the byline

Compression

An effect that keeps the volume of a sound signal within a certain range by reducing the sound when it is too loud or increasing the volume when it is too quiet

DAW

Digital audio workstation, a software to create, record, and edit music in a modern studio environment. Ex: Logic Pro, Cubase, Ableton Live, and FL Studio

Decibel

A standard measurement for volume. Sounds at or below 70 dB are considered safe for human ears

Distortion

A process where audio is altered and given a bolder, fuller and more aggressive sound

File copy

When a news story is submitted ready to be published

Loop

A repeated section of a song, often using an imported sample

Panning

The practice of positioning a sound in the stereo field to the left or right speaker.

resources

Websites

Bill Stephney Bio

tisch.nyu.edu/about/directory/clive-davis-institute/1578854948

LinkedIn | Bill Stephney

linkedin.com/in/billstephney

LPR | Bill Stephney

lpr.com/lpr_artists/bill-stephney

Wikipedia | Yo! Bum Rush the Show

en.wikipedia.org/wiki/Yo!_Bum_Rush_the_Show

“The **revolution** will be **marketed**.”

— Bill Stephney

seed questions to consider

1. What is the significance of leveraging your platform to generate opportunities for people who might not have access to success otherwise?
2. What are the benefits and consequences of being a multidisciplinary artist?
3. What is the importance of branding yourself effectively when promoting a certain cause?

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Creative Lead, On-Site Programs

the arts in your school

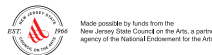
In-School Residencies: NJPAC teaching artists come right to your school to teach the performing arts to your students. Our super-flexible in-person residencies are designed to meet your needs and you'll have a dedicated program manager to help you every step of the way. It's the perfect program to keep your students creating, connecting and expressing themselves through the magic of the arts.

Professional Development: Calling all educators! Expand your teaching skills, deepen your curriculum and give yourself a creative boost in NJPAC's forward-thinking professional development workshops. Our virtual PD programs are for teachers all the way from pre-K to high school and include hip hop, dance, storytelling, theater, music and more. Not only will you learn something... you'll also have fun and be inspired.

For more information or to schedule an appointment, please email our education sales team at artseducation@njpac.org. Or visit njpac.org/education

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study the arts at njpac

Saturday Programs: NJPAC's Saturday programs are geared towards students at every level — from those who dream of starring on Broadway to those who are still learning their scales. Students work with professional artists to build technique and develop their own creative style in hip hop, jazz, theater, musical theater and symphonic band.

Summer Programs: Want to begin to explore the arts? Or immerse yourself in the study of one genre? Then join us at NJPAC next summer in one of seven programs that spark the creativity in every child through the study of music, dance and theater.