

R.E.G. NEWS[®]

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June/July 2021

Special Issue:

We Got The Music For Yah!

R.E.G. Music Power in 2021

International Recording Artist **Tony TNT Jones** Releases New EP **"Moment of Silence/African Queen"** on TNT Jam Records/R.E.G. Tony TNT Jones, a talented bassist, composer, producer, vocalist, and arranger is originally from Philadelphia.



As a working producer, composer, and musician through the COV-19 pandemic, he has managed to co-produce with Professor Randy Gibson, perform, and co-write the lyrics along with Faye Anthony Allen for the vocal version of the tune **"Moment of Silence"** which is on his new EP **"Moment of Silence/African Queen"**. Jones features three outstanding vocalists on this inspirational jazz masterpiece, **V. Shayne Frederick, La'Trese, and El Barak**. These vocalists have their own solo careers which are on the rise and can be seen live or heard of Spotify.



Currently, the tune **"African Queen"** lyrics and melody are written by Jones and the rhythm track is by Wali Ali Woodson Ibn of the Temptations, Jihad, and Kaleem Ali. The featured vocalist is El Barak. Jones has traveled the world performing and recording with some of the most outstanding Jazz and R&B superstars. The list includes such great artists as Nina Simone, Jean Carne, Grover Washington, Jr., Norman Connors, Michael Henderson, Angela Bofield, Eartha Kitt, Esther Phillips, Sister Sledge, Sonny Stitt, Eddie Cleanhead Vinson, Taj Mahal, Buddy Guy, Larry Coryell, Big Mama Thornton, Ali Woodson, The Temptations, Tom Brown, Ronnie Laws, Edward Hawkins Tri-State Mass Choir, Pharaoh Sanders, Pacquito D'Rivera, Billy Paul, Edwin Star, Freda Payne, Martha Reeves, and many more. For more great music from **Tony TNT Jones**, go to www.tonytntjones.com or

www.regentgroup.net/store.

Tony TNT Jones has produced and composed two new CDs entitled **"Beyond A Dream"** and **"Istanbul Party"**. Tony TNT Jones is also a participating artist on the R.E.G. Various Artists "JAZZIN' IT " Series Volume 1 compilation record sampler project.



Jones plays the following instruments upright bass, double neck electric bass, Picalo bass, six, five, and four string bass, acoustic bass, and twelve string bass. He was formerly the musical director for the R&B legendary vocal group "Sister Sledge". Jones got the name TNT while touring with "Sister Sledge" during 1985 thru 1997.

Tony TNT Jones, a native of Philadelphia was and still is a major musical contributor of the "Sound of Philadelphia". Tony TNT Jones played a major role as a staff songwriter, arranger, and musician on numerous platinum and gold hit records from Philadelphia International Records and Mighty Three Music Company.



Vocalists: El Barak, La Trese, & V. Shayne Frederick are featured on the tune **“Moment of Silence”** by Professor Randy Gibson. Performed by Tony TNT Jones & Band. Lyrics by Tony TNT Jones & Faye Allen Anthony



El Barak is featured on **“African Queen”**. Produced, written, and performed by Tony TNT Jones



V. Shayne Frederick is featured at Club South with Tony TNT Jones Quartet in Philadelphia.

ELK LIVE: Audio technologies developer Elk has launched its real-time remote collaboration service.

Elk Live allows up to five musicians within a 620-mile radius to play and record together remotely. Powered by a proprietary OS, the service lets musicians play together live and in sync from different locations.



The plug-and-play solution includes the Elk Live Bridge, an audio network hub, and the Elk Live smart app with video chat and monitoring controls. The web app requires no installation, allowing musicians to join sessions from the device of their choice. Users can access the app on smartphones, tablets, and computers over high-speed internet and 5G networks.

The onboard mixer offers control of the Bridge and allows users to both send two channels of audio and receive the same from each player. A video chat feature enables participants to visually connect with each other to see important queues and communications. For more information visit Elk’s website at www.elk.live

This is a ground-breaking development for both amateur and professional musicians, Elk LIVE is a software and hardware solution that mitigates latency to allow artists, musicians, producers, and educators in different locations to collaborate and play together as if they are in the same room. Elk LIVE has also been used by musicians to create singles during the pandemic, including jazz musicians Robert Ikiz and Conny Bloom who created their single, Björkhagen Boogie, while apart using Elk LIVE.

“The dream to connect artists and instruments across geographical boundaries and borders in the world of music has always been there, but it was not achievable until today,” comments Michele Benincaso, founder and director, Elk Audio.



Warner Music 's Atlantic Records UK Announces New Partner ADA UK

The Warner Music subsidiaries announced their partnership with Candela Records – which “is an extension of UK based media group Latino Life, the driving force of Latin culture in the UK,” according to the parties – via a formal release today. Worth noting here is that the more than 15-year-old Latino Life media group publishes a magazine of the same name, and one of the entity’s co-founders, Jose Luis Seijas, co-founded Candela with Luciano Santana Pinto, who operates The Latino Shade Room platform.

As part of the Candela-WMG agreement, Atlantic Records UK and ADA UK are set to aid the just-established label “in signing and developing new artists, as well as distributing their current roster, including [Angelo Flow](#) and [Esko](#), globally,” the release indicates. Addressing the partnership in a statement, Atlantic Records EVP Austin Daboh said: “The Latin music scene in the UK is growing incredibly quickly, and we’re excited to make history by becoming the first UK frontline label to partner with a UK based Latino label. Everyone at Atlantic and ADA is looking forward to shining a spotlight on this incredibly vibrant music scene and to finding the Latino superstars of the future.”

It bears mentioning on this front that Latin America’s music market grew by 15.9 percent in 2020, per the IFPI’s [annual report](#), with streaming revenues having hiked by 30.2 percent year over year, accounting for 84.1 percent of the region’s total music-industry earnings.

What’s Hot & What’s Not

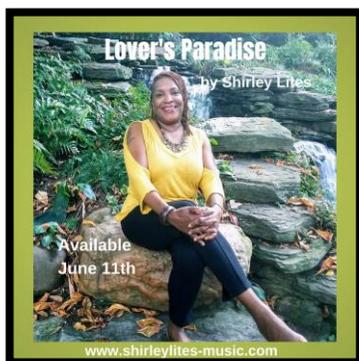
Sony Music Entertainment and Chris Brown are facing a lawsuit for allegedly infringing upon 1997’s “Tight Up Skirt” in 2017’s “Privacy.” New York City-headquartered Greensleeves Publishing, which was founded in London in 1975, just recently submitted [the complaint](#) to a New York federal court, naming as defendants Sony Music, Chris Brown, and the 32-year-old’s Chris Brown TV, which itself owns Brown’s YouTube channel, per the suit. The straightforward and concise action notes at the outset that Greensleeves “owns and administers exclusive music publishing rights in the United States” for “Tight Up Skirt.”

The songs “share a similar primary identifying feature,” the plaintiff elaborates, in the form of “a melody containing the lyrics ‘Hey you girl inna di tight upskirt’” (in “Tight Up Skirt”) and “‘Hey you girl without a tight up skirt’” (in “Privacy”), according to the filing. (The latter line doesn’t appear to exactly match that which is displayed on leading lyric databases, which indicate that the fourth word is “with” as opposed to “without,” despite Brown’s unique pronunciation in the track.) Greensleeves is seeking an injunction enjoining the defendants from creating, promoting, or selling “any materials that are substantially similar to the copyrighted work,” as well as north of \$500,000 in damages and “the gains, profits and advantages they [Brown and SME] have obtained as a result of their acts of copyright infringement,” to the tune of over \$1,000,000.

Shirley Lites & E.L. Williams Are Making A Big Impact In The Latin Markets

Shirley Lites' "Lover's Paradise" New Single Release

Shirley Lites has released her new Latin version of "Lover's Paradise" as a new single for 2021. She had help from her songwriting partner Kenneth Jackson who worked on the rhythm track for her. This track was released on Friday, June 11th while making an impressive debut on internet radio. Shirley is truly a working artist, and she is not used to not performing for an audience like most artists. She kept her instrument busy by doing vocal exercises, writing, and singing new material during the pandemic.



Like most artists, Shirley is ready with new material for her fans. "Lover's Paradise" is really making an impact on Latin radio in San Juan and Mexico. Singing is her love, and she feels blessed and grateful that she can do what she loves while entertaining, writing & delivering positive lyrics, touching her audiences with song, and getting paid to do what she loves. Oh my, how wonderful is that!

Shirley Lites' "Strong Woman" EP Release

Shirley Lites has a strong positive message for the females of today on this track, "Strong Woman". She is describing some of the attributes and reflective moments of a woman's life. The title pretty much says it all. These lyrics were easy to write, for she only had to look upon the women in her own family and other women throughout her life who thrived in

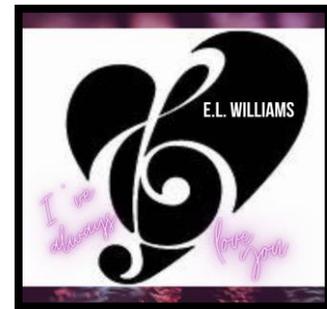


a time when women did not have the rights we have today. Her message is look deep within yourself to find the better part of you. To realize our female species is a strong creature with many gifts. We need not look outside ourselves to find respectability, character, poise, kindness, strength, or love. We already were born with these attributes and our identification is within ourselves. So, stand tall with confidence and know that you can become whatever you dream, as long as you believe, and have faith in yourself. You are the one who holds the key!

E.L. Williams

"I've Always Love You" Breaks in the Latin Market

E.L. Williams new single "I've Always Love You" produced and written by Herbert Middleton. This composition captures the true feel of a smooth R&B track and E.L. Williams baritone vocals radiates the flavor of a true love song.

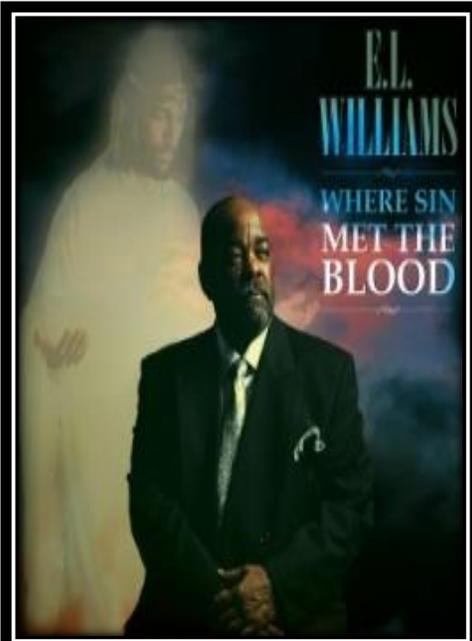


This tune is #6 in Nicaragua and climbing. He is currently receiving radio promotion coverage in Panama, Dominican Republic, Mexico, and San Juan. The audience is growing for this track. www.regentgroup.net/store



Keep your eyes on E.L. Williams - not only can he deliver a love song he can also deliver a great Inspirational Christian music project - "When Sin Meet The Blood". Visit www.elwilliamsrecordingartist.com

Celebrating July 4th With Music



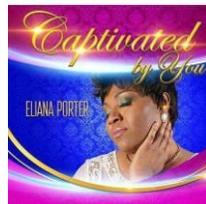
E. L. Williams - is considered the "Vocal Stylus". He is bringing his smooth baritone vocals on this debut EP entitled, "**Where Sin Met The Blood**". This body of work creatively demonstrates Williams' ability to utilize pop and semi-classical expression on these sacred songs.

Williams' performance on "**Where Sin Met The Blood**" is simply outstanding. Each of the six ballads are written or co-written by Mark Hawkins, who employs melodies from Russian composer Vladimir Vorobyov for two of the selections. Vorobyov's plaintive soul imbues "**Only God Can, Only God Will**" and "**My Love, My Lord**" with something you do not hear every day - worship songs in a minor key - but they work because of Williams's thoughtful interpretation. Williams's robust voice and the orchestration flourishes with emotional and spiritual impact.



Eliana has traveled across the US and has been interviewed on different radio shows and podcasts across Chicago, IL, Hartford, Ct, New Orleans, La, San Antonio, Tx and Hammond, Indiana to name a few.

Eliana Passion is to spread her unique gift and talent through the ministry of music in Christian Pop/Jazz/Neo-Soul/Contemporary Gospel and songs of Inspiration. **Eliana** is known for her unique Soulful feel and sound of smoothness, jazziness, and writing abilities. So many lives have been changed and touched by her life and music ministry. "**Captivated by You**", crossed over in the radio market summer of 2020.



Eliana is now ready to release her newest single this coming summer of 2021 "**Create In me a Clean Heart**" produced by Chicago's own Steller Producers **Gregory Gay & Curtis Fondren**. **Eliana** is also featured on a host of other CD music projects which will be released later this year.

Eliana has now started and produced Born2surveit, LLC in August 2021, a company designed to help others in music and the arts. www.born2surveit.com This company has helped Eliana to continue to write, produce, and carry her message of inspiration to all humanity. **Eliana's** music is also available at www.regentgroup.net/store



Going Live or Not!

Six Degrees of Separation: First Look Theatre

FRIDAY JULY 23 7:00 PM

We are easing our way back into production with a staged reading of John Guare's *Six Degrees of Separation* on July 23, with an eye to a possible future full production. Ten actors will take the **Anacostia Playhouse** stage before our first live audience since March 2020. Come help us celebrate this kickoff production directed by artistic director Stephawn Stephens and featuring some Playhouse favorites as well as lots of new faces on our stage. **Tickets will be limited, and pandemic restrictions (social distancing, masks) will be in place.** Tickets are pay-what-you-can, on a first come, first served basis, and are available. **Anacostia Playhouse 2020 Shannon Place, SE Washington, DC 20020 * Phone: 202 290-2328**
www.anacostiaplayhouse.org

Live Business Returns, Venues Face Big Problems

States are opening for the opportunity of business as usual only to find; as live business returns for concerts, federal funding delays are draining the circulation of revenue generation in the concert pipeline. Concerts are slowly coming back with artists who are anxious about touring once again in front of a live audience. But the Small Business Association's sluggish rollout of the \$16 billion Shuttered Venue Operators Grant program that Congress approved in December is leaving independent venues and promoters ill-prepared for such a robust return to the marketplace.

Venues have been largely locked down due to the COVID-19 restrictions. The SVOG was created to save independent venues from permanent closure and to level the playing field with corporate competitors like Live Nation and AEG. As of June 21, only 677 venues and promoters have received SVOG funds from the SBA. Indie promoters face a tough decision on how to proceed while still awaiting SVOG funds as festival season approaches. Prime Social Group co-founder and president Adam Lynn canceled three out of six events for the multicity Breakaway Music Festival this year and rescheduled the others for later in 2021 due to uncertainty over the status of its SVOG application.

Others are even worst off; some promoters are unable to provide their fans refunds because they already spent the money on artists deposits or production costs. Now those promoters are just hoping that SVOG funds come through in time – or else they will need to cancel shows again.

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Cindy Cooper and her previous band Asante. Cindy Cooper's current CD project "Somebody Somewhere Loves Me" is doing well in the Netherlands, Belgium, and Sweden. Cindy plans on joining the next G.E.M.A. Foundation & R.E.G.'s "Authentic Sole" Virtual Concert coming this fall.

Leveling The Playing Field

The music industry is changing. The power once held by major record labels is now in the hand of the consumer. Audiences have new ways of connecting with music they love, and artists can now communicate directly with their fans. This is causing a shift in music culture, offering independent and DIY musicians a chance to cut through the noise caused by the hum of the major labels.

The old gatekeepers of the music industry have been removed; it is now artists that hold the key. To be a successful musician in the modern-day climate, you need to have a vision, stay true to yourself, and use every tool available to help build your brand. You now have the freedom and power to release the kind of music you believe in, whenever you want, wherever you want.

Music streaming is a divisive topic. As a model in transition, large streaming companies have been accused of not paying artists enough — an argument that is still ongoing amongst the global music community. The royalties artists receive are not currently hitting the right notes, there is no denying that, but in reality, streaming services do give musicians an unimaginable global reach, something that was previously unheard of for smaller, independent artists. But now, with the right mix of creativity, foresight, and planning, emerging artists can level the playing field alongside the industry's biggest hitters.

No longer shackled by the decisions made by record label executives, DIY and independent artists can now tell their story how they want. If you are DIY, you also have to DIA (do it all). That means learning how to execute a successful promotion strategy and build your own brand. This takes work. A lot of it. But in the end, the rewards are worth it.

Music is a competitive industry. Making great tracks isn't enough to get you noticed and help build a loyal following. To stand out in an increasingly crowded market, artists must be able to visualize and execute a strategy that can not only sustain music streams and sales but also a fanbase with a constant thirst for more. When you are building up to a new single, EP, or album release, get your fans excited by creating video teasers, keep them up to date with photos and posts documenting the creative process, and use social media to engage with your audience and make them feel part of the creative journey.

Setting up pre-orders on major streaming sites can be a great marketing tool for your release. A pre-order enables you to put your album, EP, or single online in shops and download stores before the official release date. You can decide if you want to offer a 90-second preview, set different prices per track, or offer "instant gratification tracks". Instant gratification tracks can be made available on different dates before release day, and fans who pre-order the album will get them instantly. Pre-order sales count towards your iTunes chart position both during the pre-order period and your release day,

so encouraging fans to purchase your pre-order can help you rise up the iTunes charts as well. You can also set up pre-orders on Amazon Music and Deezer. Also, do not forget about Traxsource and Beatport.

It is important to plan your release strategy properly. Do you want to drip-feed singles to fans before dropping your album? Do you want to make a splash with an EP? Getting the strategy right influences the rest of your campaign. Your strategy creates the first nudge down the hill that helps your music pick up speed and snowball into a successful release. Usually, the best release days are Fridays and Tuesdays. It is recommended to schedule your release at least 4 weeks in advance so that you have time to execute your promotional plan.

Social media is an essential tool for any artist — upcoming or established. It is the easiest and most instantaneous way to engage with fans and keep them in the loop with what is going on in your world. It is not a straight-up marketing platform, but a catalyst for conversation and word-of-mouth marketing. This is your chance to create imaginative content to get people talking. Announcing a new single? Record some videos from your studio or film a teaser for your fans to get excited. As well as interacting with your existing audience, you can use tools such as Facebook ad campaigns to get in front of potential new fans. The global reach of social media is undeniable, and possibilities are endless.



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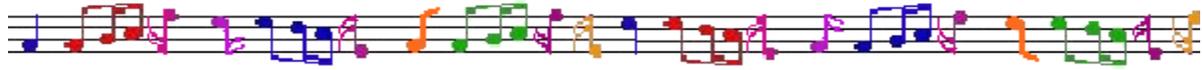
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