

1/12/2009

1



Kent Steel Music

Owner-Kent Steel



# Mission Statement

- ✔ To Create, edit and produce music tracks  
Story boards for Videos, Promotional and  
advertising tools and Music beds for videos,  
Adds, Motion Picture Soundtracks, Musical  
Entertainers, Bands, Single Artists, TV,  
Film music, Radio & Websites , “LIVE”  
concert DVD or online promo.....all on  
location, or in house @KSM/WGR



# The Team

- ▼ Kent Steel & Windy Gale
- ▼ and in-house Band
- ▼ See [www.kentsteel.com](http://www.kentsteel.com)
  
- ▼ Over 20 years experience



# Value

- ✓ With the 20 some years experience in the music industry along with a fully functional state of the art recording studio that has been in business successfully for 12 years, We are positioned for success in the coming years with our entire operation under one roof.
- ✓ Pro-tools LE with Mac in the Mastering seat from a 36/16 soundtracks board, digital & analog capabilities, with a LIVE recording room set up for entire 5-piece band recording.



# Opportunities

- ✔ Most advertising and promotional material has to be created at several different locations in most cases for most businesses, however KSM/WGR can create a product ,
- ✔ Produce that product, Record that product and copy that product to many different forms of digital media from CD's , to DVD's , MP-3s, Wmv's, Flash and many other digital formats for internet or windows & mac based media presentations. We can then duplicate copyright and publish all of the materials upload to our own server or build a website to promote and have them ready for distribution and sales all under one roof, which makes us very competitive in today's market.



# Business Concept

- ✔ Using Pro-tools which is the standard pro media recording technology, we can record, sequence, produce and duplicate some of the finest digital music and media available in today's market at a reasonable competitive rate. We have the entire Recording studio and equipment needed for any major audio project presented to us along with the knowledge needed to create such projects all in house from concept to finished master.
- ✔ In-house Band & musicians available, Backline, Lights & video production and edits.



# Competition

- ✔ Up town fancy studios in the city with big leases and equipment payments, and high overhead for staff to run them and their rates reflect this.
- ✔ Our advantages are obvious, the business and equipment is all in one place and we have no large lease or high overhead for anything, so our rates are lower, Our staff is basically in house with a few exceptions for certain musicians available for session work.
- ✔ It should be a no brainer.....



# Goals & Objectives

- ✓ To have regular steady Clients and artists producing regular annual projects with us!
  - Establish the name & website for distribution, publishing and recording capabilities.
  - Have several different products to market on line to include original products, on-line Artist tools and services available through links & ksmf/wgr
  - Have All Marketing and advertising in place to promote all products & services and ultimately be able to help fund our own charity organization [www.charityrox.com](http://www.charityrox.com)
  - And be able to give back to help others succeed in Life!



# Risks & Rewards

## ✔ Economy

- Due to the current economy business may be slower than usual, but if we believe in our music enough to put it out there, someone will believe in it enough to listen.

## ✔ Addressing risk

- Without a risk you will never know if you had a chance of success!

## ✔ Rewards

- Anything that makes you feel good about what you are doing with your music or passion! Is rewarding....



# Contact us: Studio Kent Steel Music Factory





# 704-663-5488 -K & M Management

- ✓ -704-663-6323 or 704-902-3041
- ✓ Windy Gale Records / KSM/BMI Publishing
  - [windygale@windstream.net](mailto:windygale@windstream.net)
  - [kentsteel@windstream.net](mailto:kentsteel@windstream.net)
  - [www.kentsteel.com](http://www.kentsteel.com) website/ Band
  - [www.kentsteel.com/kentsteelresume.pdf](http://www.kentsteel.com/kentsteelresume.pdf)
  - [www.kentsteel.com/livevideo.html](http://www.kentsteel.com/livevideo.html)