



The Culture

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The Culture's state-of-the-art recording studio hosts national and international musicians who visit our HBCU locations to record original music co-produced, written, recorded, engineered and mastered by university students interested in career pathways within the cultural arts industry, which then is released on compilation albums, Spotify, Soundcloud, iTunes, Apple Music, and other digital music distribution platforms.



PRODUCTION LAB

We believe that the new generation of students thrive in spaces where they can individually work on creative projects – one where they can throw on a pair of headphones and create digital works of art using the latest technology in music and video production software. But the learning doesn't stop there. Once students have time to create their own music, they are challenged to share their project with their peers, where they both learn to receive constructive criticism, and learn the value of critiquing others' work. Our Music Production Lab provides our students with this advanced academic experience. Students enrolled in the TheCulture studio program have the opportunity to strengthen their computer literacy skills while producing original music using Ableton Live, Garage-Band, Logic and Pro-Tools software, as well as industry standard production equipment and digital technology under the expert instruction of partner artist mentors.



RECORDING STUDIO

Relying on the design expertise of established professional musicians, sound engineers, and industry technicians like Young Guru, Gensu Dean, DJ Premier and other leaders in the industry TheCulture's State-of-the-art Recording Studio is designed to give students an unforgettable educational experience that will prepare them for careers in the creative industries. As a social enterprise, our studio will host local, national and international musicians, and will generate revenue for our programming via intimate concerts and through the sales of a compilation album produced right here in TheCulture Studio at Lincoln University.



Music – TheCulture

Students will co-produce an amazing compilation album each year.

Our Live Compilation albums not only feature Hip Hop, and eclectic styles from artists across the US and various other countries, from various genres, but producing the albums via TheCulture Studio give our students the opportunity to learn all aspects of the recording arts and how they're monetized.

Students produce an amazing compilation album each year - first semester (Fall) to become familiar with digital music technology, and second semester (Spring) to record and release the project. Be sure to check us out wherever music is streaming!

Academic Success - TheCultureClass

Classes taught by local, community musicians. Musicians and music educators teaching and learning together to improve student success.

Donors who support our Academic Success programs are passionate about:

- Education
- Entrepreneurship and Cultural Resource Monetization
- Supporting our HBCUs and our students
- Career and technical programs in the schools
- Trauma-informed education
- Employing local artists to work in the classrooms
- Culturally relevant music education



What you are supporting:

- Students acquiring life-sustaining knowledge and skillsets through cultural arts
- local and national artists teaching in our HBCUs
- Industry-Standard recording equipment and music production software
- Classroom supplies including laptops, notebooks, headphones, and flashdrives
- Entrepreneurship and Cultural Resource Monetization
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Double-Up Coaching (DUB-C)

Through the Double-Up Coaching (DUB-C) model, music educators in public schools and colleges are paired with TheCulture Teaching Artists (industry professionals and professional musicians) and together they team teach music education classes and provide feedback and coaching to one another, based on curriculum and pedagogy created by TheCulture Lab.

Professional Development Units

To prepare TheCulture Teaching Artists and Professional Music Educators to serve students together in the classroom, they participate in a Professional Development Unit written and facilitated by TheCulture Lab that consist of the following four Professional Development Sessions.

- I. Trauma Informed Music Education: Why and How to Create A Trauma-Informed Classroom
- II. Music Education As The Practice of Freedom: Culturally Relevant, Liberatory and Engaged Pedagogy
- III. Building A Foundation For Restorative and Transformative Approaches To Conflict Through Nonviolent Communication
- IV. Bridging The Gap Between Music Education and The Music Industry In and For the Students and the Historically Black College & University



Economic Opportunity - TheCultureResource

Robust training and pathways to opportunities for young people to find employment or the entrepreneurial spirit in the creative industries - one of the fastest growing sectors in our economy!

Donors who support our Economic Opportunity programs are passionate about:

- Employment opportunities in Pennsylvania and the world's Creative Industries
- Building a pipeline of young people who are ready to enter the workforce upon graduation
- Job-readiness; partnerships between local business and student programs
- Long-term sustainability for Lincoln students via employment training and skill building; media and music
- The recording arts and podcast industries

Extra-Curricula Programs – TheCulturePro

Goddess-Gang

Goddess-Gang is a music club for young women who have an interest in learning about and making music. Goddess-Gang meets for three hours, twice a month, to help hone individual artistic abilities, develop group collaborative pieces and learn new skills relevant to the creative industries.

GODDESS-GANG. IS A FREE PROGRAM FOR AGES 16-24

Fellowship

TheCulture Fellowship program is an intensive and comprehensive recording camp designed to bridge the gap between high school and either post-secondary school or a career. For 4 weeks in the Summer, TheCulture Fellows are paired with high school students interested in careers in the music industry to participate in personal, professional and artistic development programming, designed to help them set and achieve goals for their next stage of life.

THE FELLOWSHIP IS A FREE PROGRAM FOR AGES 16-24



Open Lab

Wednesdays/Fridays/Saturdays are open sessions for students to come and work on their projects, take lessons, and collaborate with other students. This program is for students who are interested in enrolling in TheCulture class or have attended TheCulture classes in the past or are currently enrolled

TheCultureCast

TheCultureCast is a podcast where artists share the music they created as teens, and the stories behind the songs.

Broadcast from TheCulture Studios, a 501c3 nonprofit that empowers students to find their voice and value through music, TheCultureCast interviews include early recordings from our musical guests, and conversations about the past, the present, and the future of music for all generations.

Every artist starts somewhere. Some made music in their basements, and wrote love songs in their biology notebooks. Others were obsessed with that one mind-blowing band who seemed to write music just for them. At some point, they all felt inspired to make their own music.

Host TBD, together with a featured student co-host, take musicians back to the feeling of making music during their most awkward, vulnerable – and often most creative and raw – phase as novice music makers. Artists laugh, cry, cringe and hopefully learn something new about their own creative process as they take this musical trip down memory lane.



Mentorship - TheCultureNet

Meaningful relationships with working, culturally relevant artists. Networks are built and life-long relationships are formed!

Donors who support our Mentorship programs are passionate about:

- Providing a safe, non-judgemental space for young people to work on personal creative projects in a supportive community
- Providing state-of-the-art technology and equipment to students who otherwise would not have access to it
- The music business and recording arts

Community Activation – TheCultureCon

Outdoor concerts, block parties, a youth music festival, neighborhood association meetings. Providing a creative hub and a sense of belonging!

Donors who support our TheCultureCon programs are passionate about:

- Performance opportunities for teens and students
- Culturally-centered activities
- Healthy living and healthy lifestyles
- Live music & music festivals
- HBCU's and the neighborhoods in which their students live
- Youth-led community projects



Spoken Word – TheCultureSlam

The live poetry lounge component of TheCulture studios is designed in the circular structure - kiva style used by Pueblo natives in the American Southwest for ceremonial and political gatherings. TheCulture's "Poetry Kiva" serves as the centralized gathering place where young people collaborate on lyrical projects, and TheCulture's poetry competitions – TheCultureClash take place. Students regularly use the space for practice and performances. Several nationally known guest poets will lead workshops in this unique space.

The Kiva is designed to feel like a world of its own within TheCulture Studio, and provide a warm and comfortable atmosphere where students can express themselves as openly and creatively as possible.

