

## THE NEXT PARADIGM

### Common Sense For This Generation (Words & Music)

The Next Paradigm (TNP) is multi-media project that includes a book and corresponding musical CD, on modern politics, society, and culture. TNP's focus is the socially conscious 20-30 year old. However research has shown that the project also has strong appeal with those in their 40s and 50s. Speaking with heart and insight, this work is directed to the present generation, an underserved yet important group, in a conversational voice and style that resonates, is familiar, and informs. Resurrecting the call to action of the 60s and providing inspiration for today, TNP outlines the major issues facing our world, analyzes them critically, and offers elegant solutions.

Taking the unique position that ideas can be created, developed, and exchanged more profoundly when the written word is complemented by music, each copy of TNP includes a companion CD of classic songs from the 60's covered by a collection of emerging artists. Each chapter of the book leads into the lyrics and musical notes for songs related to that topic, with the ambition of propelling the reader into a companion listening experience that more fully embodies the concepts addressed. The CD features new versions of such classics as Bob Dylan's "All Along the Watchtower" and "Revolution" by the Beatles, offering a synergist approach, with collaborative efforts by known and unknown artists, representing a passing of the torch of cultural stewardship from one generation to the next. The goal for this musical component of TNP is to have a collection of contemporary artists cover these classics in their own unique style bringing forth a compilation of well known songs in a new and fresh perspective.

Perceiving a desire in the target audience to be informed about these issues and yet recognizing that this audience, at some level, realizes they do not possess that special collaborative energy present in the 60's, TNP was developed to address these voids. Author Thomas Cryan (*3Principles*, 2006, [www.thethreeprinciples.com](http://www.thethreeprinciples.com)), possesses a unique world view that resonates with a broad range of readers. With the use of modern musical artists to interpret the words of activism from another generation, a younger audience is drawn to read and explore these issues on a deeper level. A 2006 market test of an early draft of the manuscript and CD was conducted by Clarion Research of New York at the Media Research Center of Emerson College in Boston. This research reinforced these foundational premises and demonstrating a real attraction for the product in the market.

The multimedia nature of TNP presents a variety of marketing and promotional opportunities beyond traditional book signings and readings. Beyond paper and disc, TNP will be offered as an audio book narrative by the author with the interwoven music, podcasts, and as MP3 files. Musical events are being explored as well.

**Contact:** Karl Baehr, [karl@karlbaehr.com](mailto:karl@karlbaehr.com), 505 977 9171

## PROPOSAL OF TERMS TO RECORDING ARTIST

This Collaborative CD Project is a joint venture between the Musical Artists, and the team surrounding the production of TNP. The proposal is for each Musical Artist to reach an agreement with TNP team on the specific songs to be recorded. In turn, each artist would deliver to TNP team a Master Recording, of the agreed upon song.

Correspondingly, each Musical Artist will be the owner of the Master Recording delivered to TNP team, and each artist will license the use of that Master Recording to TNP, solely for this TNP Book/CD Project.

In exchange TNP team will be responsible for paying all the mechanical and print royalties to the original writers and publishers of the songs, specific to TNP Book/CD. Additionally, for each song that is part of the Book/CD twenty-two (22) song package, the Musical Artist who delivers a song will receive One-Twenty-Second (1/22), of the net proceeds from the sale of the CD, one half, component of the Book/CD package.

We ask each Musical Artist to deliver to TNP team a Master Recording in Pro Tools, so that TNP team can ensure a proper final mixdown for sound continuity, in the final CD product.

**Contact:** Karl Baehr, [karl@karlbaehr.com](mailto:karl@karlbaehr.com), 505 977 9171