

Good Morning Everyone:

Today is July 1, 2013. theMMM has gotten off to a fantastic start within the past two weeks with the release of the following videos:

[http://www.youtube.com/watch?v=1av\\_WbY2oJ0&feature=c4-overview&list=UU1LybXAv5Thp4Fdk-r-ZqA](http://www.youtube.com/watch?v=1av_WbY2oJ0&feature=c4-overview&list=UU1LybXAv5Thp4Fdk-r-ZqA)

<http://www.youtube.com/watch?v=UBb7hJax8kQ&list=UU1LybXAv5Thp4Fdk-r-ZqA>

These videos, in which theMMM presents "MixMe Video", is to create buzz and interest in all of the services that we provide,.

MixMe Video is "Personalized Event Music". "Putting a Face to Music to Your Soul". It is "MusicDesign", a term I use for music programming specific to MixMe Video due to the following music unique programming features:

Original Music Recordings  
Special Cover ReMixes,  
Cinematic Video Fabric,  
Original Film Scores,  
Live DJ, Poetry, Art, Guitar Performances

This is all to be presented via DVD or download in the form of a movie to be enjoyed for corporate settings, family events, restaurants, bars, etc. To sum it all up, and if you want to trivialize it, "MixMe Video" is

### ***A VIDEO MIXTAPE!***

Now, to keep the momentum going, we need to properly look at my long term goals and short term goals for "MixMe Video". Long term goal, which is really a milestone to the overall goal, is create enough buzz and chatter about this product over the next three months leading up to September 1<sup>st</sup> so that we can launch our premier first installment by Christmas.

The initial DVD that we will release will be called the dmvjazzproject.com. This is a play on words with the DMV and Jazz. Since we are launching this product and using our own videos to go along with certain materials that we will have license through ASCAP, SESAC and BMI, we going to showcase artists and visuals from this area.

Short term goal is to build buzz by pleasing our local market of 6 Million People. If we have 10,000 followers by September 1 on our YouTube page, I will be somewhat satisfied. We are going to do it by producing quality sound and video in a professional and highly entertaining manner. To do this, we begin July with needing to look at the songs that I have picked for the project. These are some of the songs and these, as others, are subject to change; however, the songs highlighted in red are songs that I want to begin arrangements on immediately and the ones in blue we have to discuss:

Windmills of our Mind  
by Sting

Don't Trust Myself w/Loving You  
by John Mayer

Without Love  
by Nikka Costa  
Transitions on 95

MusicDesign by Aaron Couch featuring MW, Dat Cat JC (we are working on a logo for Mark Weinstein that is going to be so cool)

My Mic, His Guitar

Dat Cat JC featuring MW on Guitar  
MusicDesign byAaronCouch  
- this can be released this week, just need additional vocals from JC

Temptation  
by Diana Krall

My Love Is  
by Diana Krall

Never Too Much  
by Luther Vandross

Dueling Turntables  
Music Design byAaronCouch  
(this is one of my dreams)

Find Myself in You  
by Brian McKnight  
(currently, this is a soulful song, but I want to change it to a funk blues with a female on the track, horns, bass and drums with sexy funky breaks)

All of the songs listed are going to be unique in some manner but not over the top. Each song and set within the work we do is designed to match a vision. Just remember to keep thinking mixtape and it will begin to make sense!

We also have several specials that we will be producing. Professional Spotlight, Discovering the Soul and DaddysVoice.

Professional Spotlight will be a segue for DJ Clearing House and we will also get the opportunity to interview people in the industry like Andre Wells and Samara Mendoza. Discovering the Soul will be a documentary style sit down with musicians and passionate hobbyists like MW who are incredibly talented due to their pure love of music.

We also need to get a ton of b roll footage of night time in DC, Baltimore, Bethesda, etc. To do this properly an immediate upgrade to our DSLR camera is needed. A complete and highly effective upgrade is twice the cost of the video production and music recording shoot that we had on June 20, 2013.

This upgrade, however, will let us get over 20 hours of video shots this week compared to the four hours that we spent on that day. We will also be able to continue to build quality video while we start to bring in musicians and DJs over the next week to video.

Scheduling is needed to be completed by July 3 for all talent, professionals and individuals that we are looking to have be a part of the production of this project over the next 45 days.

Thank you for your time and let's get to work everyone!

Sincerely,

Aaron Couch  
Chief Creative Director  
theMMM  
@djwashingtondc