

**The Process**  
**with**  
**Matty Jontiff**

# Innovative Aspects of The Work

Documentation of visiting artist and artist persona

+

Documentation of producer and producer's artist persona

+

Artistic/Musical Collaboration & Songwriting

+

Audio Visual Storytelling through different formats of media

+

Educational/Entertaining for viewers who are interested in  
production, music, and the arts

# **New Skills Acquired**

- Practice in **producing** for other artists
- Practice in **songwriting**
- Practice in **session-musician work**
- Practice in **audio engineering/sound design**  
(recording/mixing/mastering) (Pro Tools, Ableton, Synths)
- Practice in **artistic/musical collaboration**
- Practice in **interviewing/music journalism**
- Practice in **video editing/audio-visual storytelling**  
(Premiere Pro)

# **Challenges: Expected**

- Volume of the work
- Delays due to circumstance
- Ability to create high quality music
- Video editing

# **Challenges: Unexpected**

- Volume of the work
- Ability to finalize music without help
- Ability to finalize video edits without help

# Future Plans for The Work

- Release each artist's content on a monthly basis
- Contact more artists for collaboration
- Season 2 of *The Process with Matty Jontiff*
- Sponsorship/Partnership?
- Home recording studio for permanent location
- Travel to musicians for interviews and collaborations

# Release Plan for The Work

- Songs ---> major streaming platforms (Spotify, Apple Music, etc.)
- Mix breakdowns ---> my website, TikTok, YouTube
- Podcast style interviews ---> my website, Spotify
- Music video style videos ---> my website, YouTube
- Interlude videos ---> my website, Instagram, TikTok, YouTube
- Video promo of interviews ---> Instagram, TikTok, YouTube

# **Distribution of Deliverables**

- **Distribute Songs Independently** to major streaming platforms through DistroKid
- **Publish Music Videos** on my YouTube channel and my website
- **Distribute Podcasts** on Spotify (DistroKid) and my website
- **Post all other content** on my website or my socials (Instagram, TikTok, Facebook)



# Final Goals for The Project

- To create a global community of musicians and music lovers
- To showcase skills in a variety of fields regarding music
- To showcase musicians and artists in a new, exciting, and informative way
- To build a body of work with talented musicians
- To build a following by creating a distinct brand.
- To become my own boss by build something bigger than myself.

**Thank you!**