

News Release

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Chester Community Charter School Hosts Fourth Youth Summit, Invites Grammy-nominated Producer and Songwriter To Moderate

Pennsylvania's Largest K-8 Charter School Educates 800 Middle School Students on "Behavior Behind the Music," Holds School-Wide Essay and Poster Drawing Contest

Chester, PA, October 9, 2014 – Grammy-nominated producer and songwriter Carvin Haggins recently moderated “Behavior Behind the Music,” a Youth Summit event hosted by Chester Community Charter School (CCCS), the largest K-8 charter school in Pennsylvania, wherein panelists shared, with more than 800 middle school students, the importance of understanding messaging in music, and adopting positive attitudes and behaviors. The school’s fourth installment was held at CCCS’s east and west campuses, in Chester, PA.

The event was the culmination of a school-wide contest in which students submitted original song compositions, essays and poster drawings around the event’s theme. CCCS East eighth-grader, Emiyah Watkins, was awarded the grand prize for her essay, which discussed how music with provocative subject matter affects how she and her peers interact with one another.

Music entrepreneur Walter Reeder, Jr., CEO and founder, Big Bloc Entertainment, and recording artist BriaMaria shared their experiences as industry professionals and their conscious choice to create and support positive artists and lyrics. BriaMarie remarked, “When I first began recording, a songwriter wanted me to sing very explicit lyrics that made me uncomfortable. But, I stood up for myself and refused. It didn’t represent me, nor did I want my parents or others to hear negative words or phrases in my songs,” she continued. “Since that day, I’ve made it my mission to create music that makes you feel good about yourself, your friends and community.” Sharon Jackson-Haynes, behavioral specialist, also joined Reeder and BriaMarie, on the panel.

The event, which was held on CCCS’s east and west campuses, continued with a Q&A session among CCCS middle-schoolers and panelists, and musical performances by the CCCS Choir and singer/songwriter Carol Riddick.

Dr. David Clark, CEO, CCCS, said, “Each time we hold this program, the students bring creativity and originality to their essays and drawings. They welcome our guest speakers with respect, and take away life lessons they will carry beyond their experiences, here, at Chester Community Charter School.”

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About Chester Community Charter School

Chester Community Charter School opened its doors on September 9, 1998, serving 97 students from its modest, four, meeting rooms, in the lobby of the Howard Johnson Hotel, in Chester, PA. Since that time, the school has steadily grown to include more than 3,000 students in 11 state-of-the-art-buildings, spanning three campuses. Through collaboration with the Gureghian Charitable Foundation, and CCCS' High School Search and Selection Program, more than \$9.5 million in scholarships and financial assistance to prestigious private secondary schools has been awarded to 225 of the school's graduates, since 2009. <http://chestercommunitycharter.org>

Photo 1



Caption 1

Chester Community Charter School (CCCS), recently, held the fourth installment of its Youth Summit, "Behavior Behind the Music," wherein Carvin Haggins (standing, right), Grammy-nominated producer and songwriter, and newly hired music production instructor at CCCS, spoke to more than 800 students, on both east and west campuses, to empower and educate them about the power of music.

Photo 2



Caption 2

Carvin Haggins (standing, center), Grammy-nominated songwriter and producer, converses with a Chester Community Charter School (CCCS) middle school student during a Q&A session at the school's recent Youth Summit event. Haggins was accompanied by panelists (not pictured) Briamarie, recording artist; Walter Reeder, Jr., CEO and founder, Big Bloc Entertainment; and Sharon Jackson-Haynes, behavioral therapist, who discussed the importance of listening to positive music and adopting affirmative behaviors.

Photo 3



Caption 3

Middle-schoolers of the Chester Community Charter School (CCCS) Choir sing at the recent “Behavior Behind the Music” Youth Summit event, wherein panelists spoke on the influence of today’s music, and its effects on students. This is the school’s fourth installment of the program.

Photo 4



Caption 4

A student at Chester Community Charter School (CCCS) performs at the school's recent "Behavior Behind the Music" Youth Summit event, where more than 800 students gathered, at the school's east and west campuses, to discuss the importance and influence of music with panelists, (not pictured) Briamarie, recording artist; Walter Reeder, Jr., CEO and founder, Big Bloc Entertainment; and Sharon Jackson-Haynes, behavioral therapist; and moderator Carvin Haggins (not pictured), Grammy-nominated songwriter and producer, and newly appointed music production instructor.

Photo 5



Caption 5

Dr. David Clark, CEO, Chester Community Charter School (CCCS) delivers remarks to more than 800 students, on the east and west campuses, at the recent Youth Summit. The event, "Behavior Behind the Music," was moderated by Carvin Haggins (not pictured), Grammy-nominated producer and songwriter, and featured panelists (not pictured) BriaMarie, recording artist; Walter Reeder, Jr., CEO and founder, Big Bloc Entertainment; and Sharon Jackson-Haynes, behavioral therapist. They discussed, with CCCS middle-schoolers, the importance of listening to positive music and embracing affirmative behaviors.

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