

CURRICULUM VITAE

JOHN COPLEY PEYTON

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Education

Bachelor of Science Communication Studies, University of Texas at Austin, 1995-1996 / 2023-2024
Moody College
Dean's List Honors, Fall 2023

Marketing, Texas State University, 1992-1994
Dean's List Honors, Fall 1994

General Studies, Houston Community College, 1990-1991

Core Curriculum, Sam Houston State University, 1982-1983

Professional Continuing Education

- Certificate of completion, Collaborative Institutional Training Initiative CITI, Social Behavior Research, under requirements set by University of Texas at Austin, 2024.
- University of Texas at Austin, Undergraduate Learning Assistant (ULA) Training, CMS 338 Leadership Stories, Spring 2024.
- University of Texas at Austin, Building Social Connections in the Classroom, Longhorn Wellness Center, Spring 2024.
- Certificate of completion Maxwell Leadership, The 360 Degree Leader and The 5 Levels of Leadership, 2018 - 2019.
- Certificate of completion Kendall Life Languages Profile and Coaching, 2016.

Professional Awards

2023 - 2024 National Veterans Creative Arts Festival (NVCAF), Instrumentalist, First Place out of over 2000 entries across the U.S., two years in a row.
2019 National Transportation Safety Board (NTSB) DPS magazine, License to Drive, Excellence Award.

Professional Highlights

2024 Pioneering innovator with two patents granted by the United States.
2006 - present Executive Producer, *I Got the Blues in Austin* a BMG documentary film of Austin Blues and Rock featuring: Mick Jagger, Chris Jagger, Pinetop Perkins, Hubert Sumlin, Jimmie Vaughan, and a host of other musicians. Debuted in the United Kingdom on Sky TV and the United States in New York City, NY. Official Selection, Chicago Film Festival and Orlando Film Festival.
2005 - present Creator of the nationally syndicated radio programs, *Roadhouse Revival*, *Lone Star Revival*, and *Blueseum of Fine Art* that aired on over 100 stations coast to coast and on the American Forces Network (AFN) in 177 countries.
2019 Co-creator of the Texas Department of Public Safety's *Impact Texas Teen Drivers (ITTD)* educational programs.

2018 Executive Producer of Texas Department of Public Safety documentary films.
 2006 Promoter of *The Lake Austin Blues Festival* benefit concerts, raising over \$125,000 for the Palmer Drug Abuse Program (PDAP).
 2005 - 2013 Created radio programming specifically for *American Forces Network (AFN)*, for over one million servicemen and women and their families in 177 countries.
 2005 - 2012 Created radio programming exclusively for *Angola State Prison Radio*, "*The Station That Kicks Behind the Bricks.*"

Professional Work

2024 - present The University of Texas at Austin
 Redesign and teach the comprehensive undergraduate, upper-level course RTF 347C Introduction to the Music Business. The course examines the structure, evolution, and emerging trends of the music industry. The curriculum covers artist management, record deals, contracts, touring, sync licensing, streaming economics, and IP law. Integrated analysis of disruptive forces such as AI, the metaverse, and high-profile case studies of the most successful and most disastrous concerts and festivals of all time. Students collaborate in Project Based Learning (PBL) to develop and pitch their own music business concepts while engaging with live-event planning and production. Regular guest speakers who are professionals in the music business provide students with access to diverse perspectives and current practices in music entrepreneurship.

2013 - 2019 (Retired) Texas Department of Public Safety, Information Specialist IV
 Developed and implemented educational and public awareness programs and promotional strategies and identified creative marketing opportunities and new project development. Created a curriculum for Impact Texas Teen Drivers program which is mandatory for all first time Texas drivers. Coordinated the Department's Media and Communications marketing programs, activities and messaging campaigns for the Driver License Division, Texas Rangers Law Enforcement Division, and partner organizations to enhance awareness of services to Texans. Oversaw the illustrative, photographic, and audiovisual content for Plans, Policy, and Communications.

2005 - Present Jagger Peyton Entertainment Group, LLC, Director
 Direct media operations, publishing and broadcasting industry operations, marketing solutions, digital media platforms, media event logistics, using proven strategies for identifying and reaching target audiences, and monitoring and reporting on the effectiveness of marketing strategies and campaigns. Manage advertising sales of multi-million-dollar businesses with specific expertise in radio and print collateral. Writer, producer, and co-host of over 1000 nationally syndicated radio shows and specials. Supervise all artistic and dramatic aspects of Jagger Peyton Films, while guiding actors and production crew in the fulfillment of the vision. Negotiated a three-year licensing agreement for *I Got the Blues* in Austin, with Sky TV in the UK, and a three-year and subsequent eight-year licensing contract for the film with BMG, a global music publishing and record company. jaggerpeyton.com.

1997 - 2005 Peyton Hill Communications, Co-founder, Publisher
 National sales, marketing, and advertising for, *True Believer*, *Arts*, *Entertainment and Lifestyle* magazine, distributed by Ingram Periodicals throughout the United States, Canada, and Singapore. Extensive marketing and advertising background working with local, regional, and national accounts.

1994 - 1997 Emmis Corporation, News Radio 590 KLBJ AM and 93.7 FM, Account Executive
 New business development, advertising sales, and copywriting. Consistently surpassed radio station's advertising revenue goals with local advertising agencies and clients through day-to-day contact. Contributing team member in KLBJ AM's Marconi Award for "Station of the Year" (medium market category), as well as a Crystal Award for "Excellence in Community Service" from the National Association of Broadcasts in 1994. Formed *The Mighty 590 KLBJ All Stars* band that performed fourteen consecutive, annual pre-game/tailgate events with The University of Texas Longhorns and Texas A&M Aggies football.

Professional Memberships

- American Society of Composers, Authors, and Publishers (ASCAP), Songwriter/Publisher
- Americana Music Association UK (AMA-UK)
- Austin Federation of Musicians (AFM), Local 433 former Member
- Boy Scouts of America, Capital Area Council Troop 25, former Assistant Scout Master
- National Academy of Recording Arts and Sciences (NARAS), Grammy Member (in renewal)
- Texas Department of Public Safety Historical Museum and Research Center, former President
- Toastmasters International, Austin Chapter
- United States Air Force, NATO Forces Europe, Honorable Discharge, Disabled Veteran