



International Man Featured 40 Years After Oslo Summer School Launch..



Oslo, Norway - Neal Golden appeals to African U. students from 13 nations for input re: how best to handle his Golden Radio Africa non-profit content. The station is devoted to keeping strong, compelling HIV/AIDS condom-challenging messages going out to at-risk Africans, 24/7. Music, such as Golden's "The Gambler" with words changed to address the HIV/AIDS threat, will be the fare.



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**Golden Radio Africa – Bounce Foundation’s HIV/AIDS prevention radio program & strategy.**

## **Ex-franchiser/ International Singer Sets “B” Team Strategy To Take on International Challenges & Address the Most Pressing Problems of Planet Earth**

*Bellevue, WA* – Just returning from Oslo U. with his eighteen-year-old daughter, Natasha Karin, and co-founder (at 13) of their non-profit foundation, Bounce Foundation, Neal Golden announces his strategy to help his fellow “Baby Boomers” now reaching their “free years to give back,” find their platform and venue for changing the world.

Golden notes that he, like so many other Baby Boomers in the late ‘60’s and ‘70’s, was besmitten with the JFK-led drive to “give back” and get involved – through the Peace Corps and other venues. Now, most retiring Baby Boomers are strapped with lethargy and protectionism of their Prosperity after lining many of their pockets for retirement.

As a general self-satisfied lethargy persists within the consumer-driven societies of the Western World, Golden believes the overarching strategy for changes exists. He believes the top shakers and movers, i.e., “the brightest and best” of our leaders and thinkers, can convene parties to discuss and showcase new venues and breakthroughs in technology and even low-tech venues for change – as in the annual TED Showcase and Forum in Monterrey, CA where Al Gore filmed his environmental film, “An Inconvenient Truth.”

From this type of venue can come, what he terms, “30,000 feet in the air notions about World Challenges and Change,” from which the “A” team of the rich and famous celebrities can then act to amass monies behind dreams – like Bono’s and Schreiber’s Dream for Africa to combat HIV/AIDS and Poverty.

These activities, he said, are like a first strike in a Blitzkrieg of altruistic philanthropic steps that must be taken. Each concert or forum they organize in big cities is like a five thousand pound bomb dropped into the lethargy-circles of our phased-out and lifeless public and media arenas. At least they catch some press though the entertainment values which themselves become the end product, frequently.

Golden hopes to change all of that by taking that inspiration one notch down. The “B” team can move in after the “A” team has busted up the Lethargy of people to “do something,” as FDR put it – and when a swath has been cleared the “B” team actually can utilize a door-to-door, or 1:1 methodology, somewhat more decorously arranged and orchestrated, to invite people, ordinary people, to get involved, take responsibility and through already established channels like operational Foundations, which seek volunteers and skilled resources, to through them “Give Back.”

As a “Top 100” franchiser himself, with partners the likes of Pizza Hut founder, Frank Carney, Golden sees that opportunities exist within already proven venues to organize an on-the-ground on-going assault on these challenges – he does not call it making war on AIDS or Poverty or anything; rather it is the opposite: replacing the need for war with international understanding and action uniting on given shared problems.

**Golden NW Jazz Express** – is an outgrowth of an observation Golden made into how Starbucks could play 40’s and 50’s standards and jazz to satisfy all ages and types of customers. He also noted how in Kenya, per an NPR program, Kenny Rogers’ “The Gambler” is the most requested song of all times. So, as these and 250 other recorded songs are all within Golden’s reach, and he delivers them with deft accuracy “as a 60’s alum” himself, he looked to see how he could best utilize his talents as a singer, and businessman and organizer.

In the USA, and in his own hometown of Bellevue, WA, which was a bedroom community for nearby Redmond, WA, Microsoft’s main headquarters and campus, Golden saw a distinct lack of, and need for Community – with a capital “C.” There were the beginnings and makings of Culture setting in; but he noted that this did not necessarily ensure that Community would follow in as the third “C.”

“Commitment” was the first “C” that Golden proceeded to sell to his business community. For like Bono and Schreiber who mounted the “RED” program with key businesses – American Express, Gap, Motorola, et al – committed to giving a portion of their profits from “Red” products – and Golden owns a U2 signature iPod – the business community would have to be seated in the program. The art of this was to ensure that it was for business gains. Just giving back for philanthropic reasons, Golden noted, was not enough.

In the planned “Golden NW Jazz Express” series, as an on-going Friday night event placed in the center of a large Regional Mall, the draw is the music as Golden emcees and performs, occasionally, at the event with Top NW Jazz Ensembles brought in, paid parity

for playing (as is financed by the “outside Vendors who gain access to mall traffic via banner booths set to the side and large banners) and hosting the events. Meanwhile, a rotating series of 501 c 3 Foundations from the NW, which may also be National, are showcased with banner booths and triple HD big screen revues.

This combination of bringing together Top Jazz Musicians to Showcase, young and old, the local cultural music in a Village Square setting on a Friday night when all the work is done – Golden purposely models it after his hometown in central Iowa; and he recalls the Saturday night village gatherings in Mexican villages where he worked -- affords everyone a “Win!” The mall wins with added traffic brought to their vendors. Third party outside sponsors (like Lexus or Mercedes), who cannot have showrooms in mall, achieve their 1:1 contact with that coveted market. And Foundations who seldom get to meet thousands of public potential resources for volunteerism and contributions, gain access to an important forum where serendipities can happen.

Golden employed this multiple forum structure in five-star Mexican resorts to test his theory. The Golden State Show, which emulated a full Vegas show with dancers and music, brought all the N. American tourists together. The music uplifted their spirits and the showcasing of local Foundations, like Eagles Wings and Children of the Dump in Vallarta, Mexico, invited these uplifted tourists to come forward. The “Giving Back” was then a natural thing – a set of soccer uniforms were offered. Container loads of used clothing and medical equipment like crutches and wheelchairs were proffered.

Golden believes this “Triangle” of ‘Business, Music and Foundations’ is a perfect one. But he believes it must be structured as an “on-going event” – not just a one-off “shot or injection.” The problem he noted with the Big City\Big Name concerts is that they come and go – and with their going all impetus toward action recedes after the events. Golden’s structure begins and ends with Community – Commitment, Culture and Community. And, Golden never adds the fourth “C,” Charity. He believes the beauty of his structure is that everyone is in it for their own recovery. And their lifetimes of first-hand civic lethargy gain prescribed recovery treatment.

Golden, a recovering addict himself, believes in the recovery program of twelve-steps. He finds that there are many things to be gotten from “working on oneself and one’s own flaws.” Only then can one become available to help another; and then it should be in the spirit of helping oneself – never to overtly change another person. Sharing experiences and getting involved to help oneself he feels is the best Rx to health.

Next, Golden sees that there needs to be an ongoing venue for Celebrities to parade their own Foundations – or Foundations they love, back and serve. “Golden Vegas!” is Golden’s next-step answer to that need; to showcase ‘60’s celebrities to the Baby Boomers in an afternoon Vegas Hotel showroom – and to do it with all the entertainment flare Cirque de Soleil, e.g., brings to showbiz. Then, to showcase on large HD overhead screens the Celebrity Guest’s of the day’s favorite Foundation.

Golden sees videotaping these events – so that a Celebrity Showcase reel can be assembled, rotated and shown in Mall Kiosks across the Country (and World) – to further promote the local Golden Jazz Express Events – which he hopes to franchise. Many retired couples would love to organize, per a proven model, their city’s Golden Jazz Express. And, since the events sell advertising to outsiders (and businesses within the malls), there is a modest wage that can be paid out to the franchisees.

The “Golden Vegas!” Showcase already has the pledge of the famous “Harry James Orchestra” leader, Fred Radke, the original trumpet virtuoso with Harry James who now owns the band and tradename, to join in. Golden is set to emcee and has Radke’s son, HB Radke, also a singer and bandleader, set to play the role of assistant emcee, comic relief man and write the music for the show. Coco Bongo, the Mexico City nightclub syndicator who would provide the Dragone-styled production elements, pitched the show to RIO hotel for an afternoon spot. There were fire-department regulations and lack of a perfect match prohibiting it. But, the search is on for a replacement.

Just as Golden sees his shows as a franchise, with volunteers – Merv Griffin is one of his entrepreneurial heroes and models – and he can envision utilizing Baby Boomers as well as young people and middle aged Dot.comers in all kinds of capacities. Since the shows are done under the auspices of the Bounce Foundation, a 501 c 3 public non-profit Foundation founded by twelve thirteen-year-old girls, volunteers from all over America might be doing everything from driving “Golden Vegas!” busses to pick up show-goers, to providing content for his Golden Radio broadcasts (such as Golden Radio Africa).

Currently, Golden is working on all phases of the over-arching plan to test results. He believes, as a franchiser, that all aspects of a test model can be ferreted out before you begin spending money. The Golden NW Jazz Express has several levels of testing in the works, utilizing guest artists in NW jazz venues. Golden also is working behind the scenes in Vegas with top guru’s of the music industry to find the right venue(s) for “Golden Vegas!” One of his great friends and fans, Joe Esposito, who was at the Seattle World’s Fair when Golden debuted, while Joe was 17 years a road manager for Elvis, believes “Golden Vegas!” is a “great idea!” “It should work!” Joe commented.

At this writing the Golden father and daughter team have returned from Oslo U. where they gave a concert to 500 students from 100 nations. Their concert at Blindern was at Goldens Alum Summer School at Oslo U., where he attended some 40 years ago; the concert was followed by a petition among the African Student delegation for feedback and input re: the planned “Golden Radio Africa” project. Golden explained the first radio program will start as a “streamed internet” station, with content provided by Golden as well as his guest DJ’s and radio jocks, laced with constant HIV/AIDS ads and give-away campaigns (FM pocket radios and Golden condoms, to women reporting faithful use of condoms by their husbands and lovers).

Golden’s project is ready to take flight. Once the streaming-radio program is live on the internet and has 24/7 coverage with content befitting the task – i.e., of keeping African men, women and families tuned in so that when “turned on” African males will be

induced to wear a condom – the next step will be linking to terrestrial FM stations within African nations. These stations will rebroadcast the content; and along with the music will be T-shirts, “Talking Trees” with signs (already used in Uganda), pins, banners, and prizes (FM pocket radios and Golden condoms) for loyal participation.

Always returning to his trusted friends from college years, Golden has his college mate, Menkir Esayas, originally from Ethiopia, helping launch the FM radio programming. Esayas, with a PhD in communications from the University of Michigan has been in charge of delivering distance learning to 400,000 Ugandans, Ethiopians and Kenyans daily by way of radio. Several internet radio broadcasters in the NW have also pitched in their contributions to get the preliminary streaming internet version of the show running.

If “The Gambler” is the most popular song in Kenya today on the radio, Golden is sure he can format around that insight. He wishes his Golden Radio Africa station to be of such a caliber it can be present any time an at-risk African male is about to make penetration. Then, the macho call to utilize the condom and be responsible, be a man – can be successfully made. Sustaining such a message is the challenge, but radio on a 1:1 basis, 24/7, with exciting fare to sustain it, has the chance at holding that bridge together.

Listen to NPR program, “Country Music in a Far Country (Kenya)” – [click here](#) Listen. Neal Golden – to preview the main theme song - [“The Gambler”](#) – [click here](#).

For more information on Golden Jazz Express, Golden Vegas! or Golden Radio Africa, contact:

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