

Session Breakdown of the Music of Motown:

Barry Gordy's Vision

Explore how Motown's visionary leader set the stage for a revolutionary sound, sparking early hits from 1957-1962.

- Setting the Stage & roadmap for *The Magic of Motown*
- About Barry Gordy as a songwriter & his visionary blueprint for creating Hitsville U.S.A
- We'll also watch clips and tracks on the early days of Motown from 1957 – 1962 by such artists as The Funk Brothers, Barrett Strong, Jackie Wilson, Smokey Robinson, Mary Wells & The Contours.
- Each session will include two formal segments for audience participation to share their comments and or ask questions.

Session 1 Materials

Not required, here's some recommended publications and videos:

- *To Be Loved* (Gordy Autobiography)
- *The Story of Motown*
- *Motown Encyclopedia*
- *Hitsville U.S.A* – (A Showtime Documentary)
- *Standing in the Shadows of Motown* – The story of the Motown house band The Funk Brothers
- *The Billboard Book of Top 40 Hits* by Joel Whitburn.

All available at Amazon or your favorite bookseller.

Session 2 – November 4, 2025 11:00 AM–12:30 PM

Songwriters, Producers, & Early Touring

Highlighting the creative forces and Berry's strategies to broaden Motown's reach beyond Detroit, featuring key hits from 1962-1963.

- The songwriters and producers that shaped the early Motown sound.
- Introducing Marvin Gaye, Martha & The Vandellas & The Temptations & Little "Stevie" Wonder
- Each session will include two formal segments for audience participation to share their comments and or ask questions.

Session 2 Materials

Not required, here's some recommended publications:

- *How Sweet it Is* (Autobiography of Lamont Dozier)

Session 3 – November 11, 2025 11:00 AM–12:30 PM

Artistic Development & Quality Control

Berry's "Blueprint for Success" emphasized artistic growth and rigorous quality standards to deliver consistent hits, showcasing tracks from 1963-1965.

- Featuring one of the most significant and iconic songwriting teams of Holland – Dozier – Holland
- Performing their music as well as other songwriters will feature artists such as Smokey Robinson & The Miracles, Martha & The Vandellas, The Supremes, The Temptations, Mary Wells, The Four Tops, Marvin Gaye
- Each session will include two formal segments for audience participation to share their comments and or ask questions.

Session 3 Materials

None required.

Session 4 – November 18, 2025 11:00 AM–12:30 PM

Overcoming Segregation & Expanding Reach

Motown's southern tour exposed them to segregation's harsh realities but strengthened their resolve to grow, featuring 1965-1967 hits.

- Dealing with Segregation on the road
- Marketing & Distribution strategies for expanding Motown's market reach.
- Features artists such as Martha & The Vandellas, The Supremes, The Four Tops, Smokey Robinson & The Miracles, The Marvelettes, The Isley Brothers

Session 4 Materials

None required.

Session 5 – November 25, 2025 11:00 AM–12:30 PM

Adapting to Change & Managing Talent Exodus

As cultural tides shifted and talent sought new opportunities, Motown evolved to stay relevant, featuring hits from 1965-1969.

- Holland-Dozier-Holland leaves Motown – Suits & Counter Suits
- Motown begins to lose some of its innocence.
- Introducing The Jackson Five's early days
- Performing their music will feature artists such as The Temptations, Jimmy Ruffin, The Elgins, Bonnie Pointer, The Four Tops, Martha & The Vandellas, The Supremes, Gladys Knight & The Pips, Marvin Gaye, The Jackson Five

Session 5 Materials

There are no additional materials for this session.

Session 6 – December 2, 2025 11:00 AM–12:30 PM

Psychedelic Soul, Relocation, & Celebrating Legacy

Motown's move to LA and new musical directions marked an era's end. We'll honor their legacy with 1969-1984 hits, including performances from Motown 25.

- Hiring & Race – Picking the best person for the job
- Innovate or Stagnate
- Transcending change and Psychedelic Soul
- Gordy reflects on the cycle of success.
- End of an Era – Moving from Detroit to LA
- President Obama on the Motown Legacy
- Performing more Motown music will feature artists such as The Spinners, Stevie Wonder, Marvin Gaye, The Temptations, The Four Tops, Diana Ross & The Supremes, Michael Jackson

Session 6 Materials

Not required; *Motown 25: Yesterday, Today & Forever – Video celebrating the first 25 years of Motown with a gala reunion of their most iconic singers and groups.*