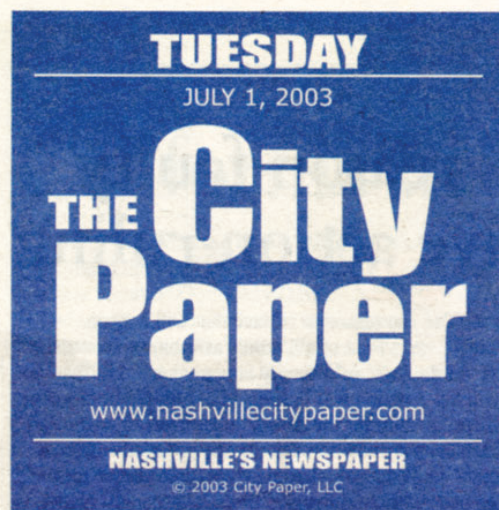


# Karen Taylor-Good



## A first for TSU

Tennessee State University's James Brandon Shaw will become the first person to receive a Ph.D. in biological sciences from the university. Read more about the graduate on [page 7](#).

## The Kennedy story continues

By the time they died in a 1999 plane crash, John F. Kennedy Jr. and his wife, Carolyn Bessette, were living a life of drugs, separate beds and violence, according to a new book by Kennedy family biographer Edward Klein. Details on [page 10](#).

## Artist finding sales on TV show

Nashville singer Karen Taylor-Good's exposure on a home shopping show is paying off handsomely. She sold almost 1,500 double CD-sets, plus books and charm bracelets in a 45-minute appearance. See story on [page 13](#).



## Appearance On Network Boost's Artist's Sales

By Chris Lewis

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Like most independent singer-songwriters, Karen Taylor-Good relies on live performance and the Internet to sell her recorded music, since radio airplay and major label distribution are beyond her reach. Still, the Nashville-based author, singer and motivational speaker, known for her spiritually uplifting message, prayed for just one shot at TV exposure.

"In my mind, I'm thinking, Oprah and The View. God has such a sense of humor. The answer comes back, Home Shopping Network," Taylor-Good said. Taylor-Good had 45 minutes to sing six of her songs and chat with the host on the live broadcast, which aired at 7 p.m. eastern time on June 23.

In that time, she nearly sold out of 750 copies of her book, *On Angel's Wings*, 350 charm bracelets, and sold at least half of the 3,000 copies of two double CD sets, *Perfect Work of Art*, and *Kinder* according to her marketing staff.

"In this day and age, we're all looking for an alternative approach to radio," said her manager, Taylor Sparks. "When you listen to the radio you only hear the music, you don't get to see the artist's face or hear their name. On television, you get all three simultaneously. This is a great opportunity from an exposure and marketing standpoint."

After experiencing some radio airplay and songwriting credits as a country artist in the 1980s, Taylor-Good has since been focusing on an independent career that pairs song with a spiritual, non-denominational message.

In addition to selling her product through [www.karentaylorgood.com](http://www.karentaylorgood.com) and online retailer [Amazon.com](http://Amazon.com), she also sells directly to audiences when she performs at small venues and churches or when speaking to businesses and other groups.

"If you really look at it, buying 40 minutes of time on any network will cost an arm and a leg, so merchandizing-wise we're more than willing to give them a discount to get them to put Karen into thousands of homes for free," Sparks said.