

# My name's Will and I'm doing business as Chernoff Music.

*First of all: I'm born and raised in New West, am proudly a product of the NWSS music program, and will always call this city home.*

**From fall 2020 to fall 2021** — my first year of ACNW membership as a sole proprietor — I launched my independent jazz career as bassist [William Chernoff](#).

During that year, I released my first album, *Aim to Stay*.

Its music earned airplay on CBC's Saturday Night Jazz, coverage from the Vancouver Sun, and placements in short films.

I also became one of a select few musicians whom FACTOR's Artist Development program has funded in back-to-back years, having received the grants in 2020 and 2021.

Spotify placed my FACTOR-funded track "Little Mylk (Discovery)" in an editorial playlist in March 2021.

**Besides making jazz music**, I entered the world of media, launching a podcast and Vancouver music blog called [Rhythm Changes](#).



Rhythm Changes is "a home for creative, improvising, local music people".

And the Rhythm Changes Podcast is an ongoing, open-ended series of conversations with folks who make this community fun and prosperous.

The 20th episode of the podcast — special because it was the first in-person conversation — released on October 5th, 2021; and the blog's 100th article published on October 6th.

## Here are just 5 of many great clients and colleagues from this year:

- 12TH ST Sound (New West)
- Wordplay Creative (New West)
- Culture Chats BC Association (Burnaby)
- North Shore Celtic Ensemble (North Vancouver)
- Fort Langley Jazz Festival

Thank you! -Will

