

3 BACKTHIRDAUDIO

Songwriters' Showcase Q & A

Our second season of Songwriter Showcases begins at 7pm Tuesday, April 13, 2010. There's one Showcase a month, on the second Tuesday of the month, until our final Industry Showcase at the beginning of September. A unique opportunity for anyone serious about songwriting, our showcases are designed to promote creative development and artistic excellence in the context of a musical community.

What is a Songwriters' Showcase?

Our Showcase is a live concert, a demo recording session and a songwriting workshop – combined. You perform your music in our recording studio, in front of a small audience of other songwriters and music lovers. Afterward, our panel of “local experts” will share their impressions about the songs we hear and we’ll chat briefly as a group about each piece. The goal is for everyone in the room to learn and improve in an environment that’s personable and fun.

We record your performance and compile feedback from other songwriters about your music. You get a written evaluation to help you improve your writing – and a CD, mp3 or video of your performance to use as you wish.

At the end of each Showcase, our panelists select their favorite song of the night. The writer of this song wins a spot in our Industry Showcase in September.

I'm a songwriter. What's in it for me?

A quality recording of your music, with Web-ready video. An attentive, music-centered audience – no chit-chat, no hecklers, no espresso machines. Honest and constructive feedback from other songwriters and area music experts. And a chance to play for industry professionals at our final Showcase in September.

I'm a music lover. What's in it for me?

A night of new songs, intimate performances and genuine community with local songwriters who are passionate about their craft. Hear comments from area music critics and songwriters, and join in on the discussion.



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How does it work?

All Showcases begin promptly at 7pm. **Songwriters** perform one or two songs each for a studio audience of typically 30-40 listeners, and every writer agrees to respond briefly to all fellow artists' songs using an anonymous feedback form. Up to 8 songwriters may perform each month.

After each performance, our panel of "local experts" takes a moment to respond to what they've heard. Our goal is to respond to and discuss songs, not performance. The panel might ask a question or two, or we might get the audience and other songwriters involved in the discussion. The point is for us all to learn from one another.

At the end of the night, our panelists decide on the strongest song of the evening. The writer of that song wins a spot in our Industry Showcase in September.

What are the Showcase rules?

Songwriters may perform a maximum of two songs in a set that should last no more than ten minutes. Since the focus of these showcases is the song itself, performances are limited to one or two musicians. We have a piano, and you can bring guitars or other acoustic instruments.



Songwriters agree to listen to every song and provide feedback for other writers. Songwriters must register in advance and must arrive by 6:45pm or risk losing their performance spot.

Guests – those attending to listen only, not to perform – agree to listen respectfully, keep chatter to a minimum, and have a great time. Our goal is to provide an environment that honors songwriters and their craft. For about two hours, we

focus on music and lyrics – and put everything else aside.

Who's on the Showcase panel?

The panel will change from month to month, but it will typically include one experienced songwriter, one music reviewer and one person involved locally in the business of music.

What's the Industry Showcase?

As part of year's Backthird Songwriting Conference, we'll hold a special Industry Showcase. The format will be the same as other Songwriter Showcases, but the panel will consist of the music industry professionals. One of our panelists is John J. Thompson, a creative director at EMI Publishing and last year's featured conference speaker. Stay tuned for news on the other two!

Where do I register?

Showcase registration is \$25 for Songwriters and \$10 for Guests. Visit backthird.com/showcase for details and online registration, or call 630-264-2366.