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Jewel Performs At Live Video Advance Album Release Party

by David M. Ross

Jewel and Velocity Broadcasting's First Spin division successfully launched a double debut (6/7). For Jewel it was a large scale international album release party/concert. For First Spin, it was the start of a new live, private performance platform designed to highlight recording artists, record labels and fashion houses.

The event was an opportunity for fans to hear Jewel's Valory Music album *Sweet and Wild*, in a concert setting before it hit the streets on June 8. The live, high definition event was shot with 20 cameras and featured 5.1 surround sound.

Venues carrying the show included restaurants such as Morton's Steakhouse, Maggiano's Little Italy and the private clubs of ClubCorp. It was also broadcast in theaters in more than 75 cities across the U.S. and Australia. The concert featured



Jewel made the media rounds last week in New York City to promote new album *Sweet and Wild*, released yesterday (6/8). (L-R): Kelly Ripa, Jewel and Regis Philbin following a performance of "Satisfied" on *LIVE! With Regis & Kelly*.

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RCA Nashville's Jake Owen was in concert at the Bayou Country Superfest in Baton Rouge, LA recently where friends and execs joined him for the show. Owen is climbing the charts now with his new single, "Tell Me," from his *Easy Does It* album. (L-R): Sony Music Nashville's Cara Owen and Renee Bell; producer Tony Brown; Sony Music Nashville's Gary Overton and son Will; Owen; Sony Music Nashville's Heather McBee; and RCA Nashville's Keith Gale.



The June installment of BMI's quarterly showcase, BMI Buzz, featured Young Guns, Penny Dale, Adam Stone and Parker Welling at the Basement in Nashville. (L-R): BMI's Jody Williams; Young Guns' Tommie Closson; BMI's Perry Howard; Young Guns' Brandon Closson, Michael Caserta and Brandon Russell; Welling; Dale; BMI's Beth Mason and Leslie Roberts; and Stone. Photo: Drew Maynard

backstage interviews and perspectives plus a performance by **Steel Magnolia**.

"Fans want an intimate experience when they see their favorite artists perform and Velocity Broadcasting's First Spin is at the forefront of creating these personal connections," said **Scott Borchetta**, President/CEO of Big Machine/Valory Records.

An interactive part of the show is made possible via an array of audience response tools including e-mailing and texting, plus a keypad that allowed instant audience polling. For example, Jewel showed the audience three different dresses and asked them to vote on which one they wanted her to wear for the concert (they picked No. 3, the floral one).

Tickets for the Jewel party were available on www.velocityboxoffice.com. Prices ranged from \$92.50 for show and dinner; to \$42.50 for Jewel plus either drinks, dinner or dessert; or \$25 for the theater experience. Signed CDs were offered for \$7.50 online and at the events.

Overall the show featured a close up experience, as promised. Jewel performed many of her songs from the new album, accompanying herself on guitar. She also reprised a few career favorites such as "Who Will Save Your Soul" and "Hands." The album's deluxe package features two discs, each containing the same eleven songs—one acoustic (*Sweet and Mild*), the other with full band. The regular version includes just the full band tracks.

Production values and backstage talent left room for improvement—there were awkward moments and at times the pacing stumbled—but Jewel's performance was a musical treat. In stellar vocal form, the songstress

show benefits 

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showcased a range which slid effortlessly from husky moans up to a falsetto as soft as butterfly wings with a hint of yodel. Jewel's vocal stylings, which stretch between octaves like seaside saltwater taffy, are every bit as unique as the songs themselves.

"Fading" is a dramatic tale of a woman looking at herself in a Wal-Mart bathroom mirror and wondering "Where did the angel go?" "Ten" is a more radio-friendly story about a couple fighting and she counts to ten before walking out. Fortunately by the time she gets to ten, "I'm right back in your arms again." Favorite version choices (acoustic or full band) are probably best made on a track-by-track basis and will likely be different for each fan, giving the deluxe set a very flexible and personal appeal.

Big Machine duo Steel Magnolia opened the evening, also using a single guitar. Partners **Meghan Linsey** and **Joshua Scott Jones** fit together vocally like a comfortable and soulful pair of slippers.

According to *USA Today*, "About 90% of those buying a ticket online have elected to buy the album. Pre-sales of the signed CD topped 5,000 units about 10 days before the event." Likely a key component for future success in this arena will be finding a good match between the artist and the patrons likely to attend the upscale restaurants/theaters. For Jewel, the fit sparkled.

Industry News by Sarah Skates

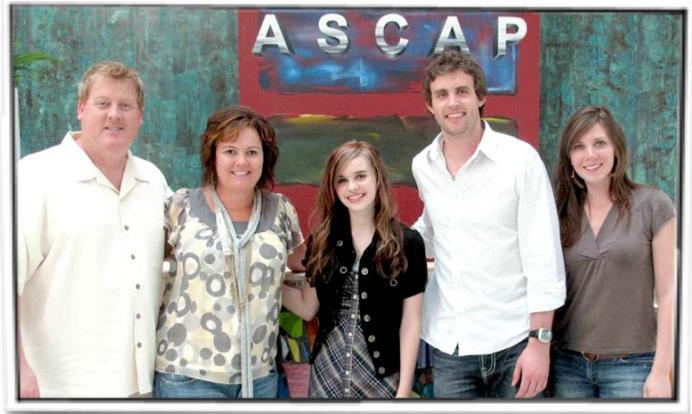


Jamey Johnson

Johnson Plans 2-Disc Set

Jamey Johnson will follow his critically acclaimed album *That Lonesome Song* with the September 14 release of the 2-CD set *The Guitar Song*. It includes 25 tracks and over two hours of music.

One of his first offerings from the album is the southern rock outing, "Macon," and it was released



12-year-old Kennedy Noël, who recently reached the semifinals in Puckett's Rising Star songwriter competition, has signed with ASCAP. She is represented by McClanahan Management and her first EP, *Summer's Here*, just launched on iTunes. (L-R): ASCAP's Mike Sistad; McClanahan Mgmt.'s Trisha McClanahan; Noël; ASCAP's Ryan Beuschel and Jessica Draper. Photo: Anna Maki



Songwriter David Frasier has joined Amylase Entertainment (a Warner Chappell co-venture). The Louisiana native had his first hit with Kenny Chesney's "The Woman With You," and has recent cuts with Chris Young, Trace Adkins, Jason Aldean and Clay Walker. (L-R) back: Tracey Jones, Amylase founder Curt Jones and BMI's Leslie Roberts. Front: Whit Jeffords and Frasier

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The Statler Brothers recently visited the Country Music Hall of Fame® and Museum for a rare interview, which was presented in conjunction with the opening of *The Statler Brothers: Havin' Quite a Time*. The exhibit will run through May 2011. (L-R): Don Reid, Harold Reid, the Museum's Curator of Collections Mick Buck, Senior Historian John Rumble, Phil Balsley and Jimmy Fortune.



SESAC-affiliated band the Flobots performed recently at Nashville's Exit-In in support of their Universal Republic project, *Survival Story*. The group also volunteered with "Hands On Nashville" for flood relief. (L-R): Mackenzie Gault, Jonny 5, SESAC's John Mullins, Jesse Walker, Andy ROK, Kenny Ortiz and Brer Rabbit. Photo: Ed Rode

yesterday to digital retailers and his official website. Johnson will debut the song on tonight's CMT Music Awards, with the help of some surprise guests.

In more news from the Alabama native, Johnson will make his Bonnaroo debut on Sunday, June 13. He also has a new free app available in the iTunes App store.

Hot Dog Day

Today (6/9) is SunTrust's 12th Annual Hot Dog Day. Stop by the bank's Music Row branch for free eats and fun between 11:30 AM and 2 PM.



NY Songwriters Hall Inductions

The 2010 Songwriters Hall of Fame Awards Gala will be held Thursday, June 17 at the New York Marriott Marquis Hotel. Among this year's class of inductees are **Leonard Cohen, Jackie DeShannon, David Foster, Johnny Mandel** and **Earth, Wind & Fire** members **Maurice White, Philip Bailey, Verdine White, Larry Dunn, and Al McKay**. Posthumous inductees are **Tom Adair and Matt Dennis, Bob Marley, Laura Nyro, Sunny Skylar** and **Jesse Stone**.

Other honors will also be handed out, including The Hal David Starlight Award to **Taylor Swift**, and The Johnny Mercer Award to **Phil Collins**. The Towering Song this year is "Bridge Over Troubled Water," to be accepted by **Paul Simon**. The Howie Richmond Hitmaker Award will be presented to **Phil Ramone**.



Taylor Swift

LAST CHANCE FOR 2010!

Applications for **NEW CMA MEMBERS** must be received by **JUNE 25, 2010** to be eligible to vote on the second and third ballots for the 2010 CMA Awards.

First CMA Awards ballot: **JUNE 29**
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Save The Date

The **SESAC Nashville Music Awards** are scheduled for Monday, November 8. The invitation-only event will honor the top songwriters and publishers in Country and Americana.



Branding Partners Give To Artists' Charities

Fritos chips brand has partnered with **Tim McGraw** and his Neighbor's Keepers Foundation to donate \$500,000 to nonprofit organizations in 34 cities on his *Southern Voice* Tour. The selected charities will focus on uplifting families, particularly women and children.

OfficeMax is committing \$50,000 to a fundraising challenge as part of **Lady Antebellum's** sold-out Fan Club Event benefiting Nashville flood relief on June 10. The OfficeMax challenge, in which OfficeMax will match every dollar donated for Nashville schools up to a total of \$50,000, will replenish essential supplies for schools destroyed in the recent floods. In addition, a live stream of the intimate concert will be available on Lady A's website for a minimum \$5 donation.

Jeffrey Steele's Remember Alex Fundraiser

The 4th Annual **Alex LeVasseur** Memorial Skate & Music Festival is coming up on June 27, from 2-9 PM. Songwriter **Jeffrey Steele** is organizing this free family-friendly event in remembrance of his late son Alex. The festival will be at Franklin's Jim Warren Park and will raise money to help overlooked and underprivileged youth. RememberAlex.com

Canadian Country Music Hall of Honour

The Canadian Country Music Association (CCMA) has announced the 2010 artist inductees into the Canadian Country Music Hall of Honour. **Donna & Leroy Anderson, Willie P. Bennett, Marie Bottrell, Eddie Eastman, Ray St. Germain, Don Harron, Fred McKenna, Wayne Rostad, Joyce Smith and Hal & Ginger Willis** will be inducted in a special ceremony on Friday, September 10 in Edmonton.



The Band Perry

The Band Perry Summer Tour

The Band Perry has revealed a loaded list of summer tour dates as well as the follow-up single to its recent hit "Hip To My Heart." On the Republic Nashville band's schedule are opening slots for **Keith Urban, Brooks & Dunn, Alan Jackson and Zac Brown Band.**

The new single, "If I Die Young" was written by the band (siblings Kimberly, Neil and Reid Perry) and is available on the trio's self-titled EP, released digitally last month. The song will also be included in TBP's full-length album, on track for release this fall. The video for "If I Die Young," was recently shot by director **David McClister** at Nashville's historic Two Rivers Mansion.



LeAnn Rimes

Rimes Debuts CMT's Posted Program

LeAnn Rimes will serve as the premiere artist for the launch of CMT's new cross-platform digital franchise "Posted" at www.posted.cmt.com. The digital program, presented by AT&T, will provide music fans with a

singular destination to find social media updates, videos, news and photos of their favorite artists.

As part of the program, each Posted artist will be given a Motorola Backflip Android smartphone which they will use to submit videos and photos to their individual Posted sites. There will also be updates via Facebook, Twitter and FourSquare, tour dates, music videos, news, interviews and more. VH1 and MTV are also launching the initiative with artists **Adam Lambert,** and **All Time Low,** respectively.



Tidbits

- **Toby Keith** is the latest artist to unleash an iPhone app.

- **Mike Moore** has joined the Social Media Marketing department of the online destination, Nashville Country Club (www.GoNcc.com). The Belmont graduate interned with Red Light Management, Mark Bright Productions, My Good Girl Music, and NSAI. He can be reached at mike@goncc.com.



Mike Moore

