

Q&A on Showcase Events at St. Lawrence Arts Center

What is the purpose of this showcase event, and how does it differ from the showcases we offer at North Star?

The St. Lawrence Arts Center has one of the best performance stages in the region. This showcase event provides an exceptional opportunity to showcase songs, songwriters, and performers in a very focused and professional environment, where clinking glasses and side conversations will not detract from the performance.

Who can perform?

Performers must be dues-paying members of MSA. We are focused on individual singer-songwriters and the stage will be set up with just two microphones for essentially acoustic acts. However, additional musicians may accompany a performer, provided they do not require additional amplification or any equipment that requires setting up (no drum sets, for example). If you are not yet a dues-paying member of MSA you can join on-line at www.mesongwriters.com.

How Many Performers will there be at each Showcase?

We will generally have only three performers, each doing a 40-minute set.

Who will be in the audience?

In addition to members of the public, we are promoting the showcases to music industry professionals such as entertainment writers, agents, bands looking for material, club and venue owners looking for acts, and—especially—our own MSA members. The St. Lawrence Arts Center will charge a \$5 admission fee to help cover their costs. They will also make available beer, wine, and refreshments in the lobby.

What benefits will accrue to the performers?

In addition to the pleasure and privilege of performing on one of the best stages in the region for an audience—including music industry professionals—that is truly there for the music (not for drinks and conversation) performers will receive constructive, written feedback from those audience members who opt to participate in rating songs and performances on forms that will be provided.

Who will MC the Showcases?

Peter Alexander, president of MSA, will generally be the MC.

How often will the Showcases happen?

The showcases will take place every other month during 2010. Dates through 2010 are: March 17, May 19, July 14, September 15 and November 17.

How do I apply to perform?

At least two months in advance of a showcase for which you would like to be considered, send an email to booking@mesongwriters.com stating your interest and providing a few sentences of biographical information. Include as an attachment a *single* mp3 file (no more than 5 megs) and a current photograph (no more than 200 K). Alternatively, you can provide a direct link to a You Tube video or an on-line audio file. (Please do not send us to a MySpace page.)

You will be notified when we have reviewed your application and the judges have made a decision. Do not be disappointed if you are not immediately selected for a showcase, as it is a highly competitive process. The judges will usually provide some feedback regarding your application that should, in itself, be helpful, and your application may be held on file for future showcases.