

The Whetstone

Montreat College's Student Voice

Battle of the Bands

Daniel Sellers

Crunching guitar riffs, searing cymbal crashes, and booming bass beats filled Anderson Auditorium last Friday, April 15 for the second-ever annual Battle of the Bands at Montreat.

The battle is a musical competition geared towards amateur bands. Not only does it give fledgling bands a great opportunity to play in front of a crowd and spread recognition of their names, but the winner of the competition takes home a whopping \$500 cash prize and 25 hours of studio



recording time. Additionally, the event serves to showcase Montreat's Music Business department.

The Battle of the Bands was designed by Montreat's Music Business department as an extensive hands-on project for the Music Business Seminar class. The whole event was organized and run by the students in the class, under the guidance of Professor Kevin Auman, program manager for the Music Business department.

Seven different semi-local bands duked it out for over four hours until a band called Savannah Shoulders (from Roanoke, VA) rose above the pack and swiped the first place prize. Smaller second and third place prizes were also awarded to the runners up.

"I think the battle of the bands ... really demonstrates the school's willingness to bring aspiring musicians into the music industry," said Rob Blackwell, a musician from Reidsville, NC, who served as a judge at the event.

"We spent a year working on this event," said Paul Wasmund, a student in the Music Business Seminar class and marketing manager for the event. "Really, as the year went on, we figured out a lot of things about ourselves. It was the initiative to take things upon ourselves to reach our goals that was really the hardest part."

The Music Business Seminar class partnered with local radio station 106.9 The Edge. The Edge promoted the Battle of the Bands by giving away free tickets and placing an ad for the event on their website. In return, the Edge was given prime advertising spots on the event t-shirts and around Anderson Auditorium. Additionally, Jon Matthews from The Edge was allowed to speak during the intermission and promote The Edge. It was the first promotional event that The Edge has sponsored and been directly involved with.



When asked if he thinks the Battle of the Bands is an effective way for aspiring musicians to enter the industry, Blackwell replied, "Absolutely. My suggestion is to have multiple ones a year. It was that good, that pertinent to what [Montreat] aspires to."

"Putting on the event and having it all come together as, in our minds, a huge success was just absolutely amazing," said Wasmund. "It was an experience we will all cherish forever."

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"Since, then, you have been raised with Christ, set your hearts on things above, where Christ is, seated at the right hand of God."

Colossians 3:1 (NIV)

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