



Carolina Beach Music Awards -“Frequently Asked Questions” (“FAQ’s”)

1.) **Q: What are the Carolina Beach Music Awards?**

A: The Carolina Beach Music Awards is an Entity that honors the hard work, promotion, preservation, and ongoing influence of the Carolina Beach Music & Shag Industry.

2.) **Q: When and where is the Weekend & Show held?**

A: The Weekend and Show are held every November in N. Myrtle Beach at the historic clubs on Ocean Drive and at the Alabama Theatre in Barefoot Landing.

3.) **Q: Who decides who gets the awards?**

A: The awards are voted on by the “Carolina Beach Music Academy” Members. The Academy is made up of Industry Professionals and Beach & Shag Music fans from all over the world. The Hall of Fame and Special Recognition Awards are decided by the Advisory Board and Board of Directors made up of CBM professionals.

4.) **Q: How do I become an Academy Member?**

A: Simple, there are three levels of membership in the Academy. The first level is an "**Industry Member**". This person must be an Industry Professional in the Carolina Beach Music or Shag community. They must be in some way directly associated with the industry by way of the music or dance. This includes Bands, Artists, DJ's, Record Companies, Music Distributors, Promoters, Club Owners, Radio Station Owners, Shag Instructors, Shag Club Officers and/or Booking Agencies, etc. The second level of membership is the "**Academy Member**"; this is for the Hard Core fan or supporter of the music and/or shag. This person wants to nominate and vote for each category on the ballot. The third level is the "**Associate Member**". This person just wants to vote for the nominated artist, bands, DJ's, Radio Stations, etc.... on the ballot.

****To join the Academy you can go to the CBMA website and download the application from the Academy Info page. Fill it out and return it with your payment. In a few weeks you will receive your membership card and welcome package with weekend information. As a member, you also receive discounts on Weekend Passes and Free admittance into various events outlined in your membership package. Applications will also be available in the many Beach & Shag Clubs. If your favorite club doesn't have them; ask them to get them. They can be downloaded from the website or obtained straight from CBMA with special perks for clubs that sign up the most members. You can also join online with a Credit Card or thru PayPal.**

Over.....

5.) Q: Who can attend the Weekend & Awards Show?

A: Anyone who wants to attend is welcome. The show and weekend activities are open to the public. Tickets for the Awards Show can be purchased from the Alabama Theatre or purchased online on the CBMA Website only. Weekend Passes for the clubs are sold at all doors of participating clubs and in the OD Resort Lobby Only during CBMA Weekend.

6.) Q: What does it cost to attend the Weekend and Show?

A: To attend all events during the weekend including the show is around \$85 and Up (per person) plus accommodations. Tickets range from \$40-\$75 for the show at the Theatre and \$10-\$75 for the passes depending on which events you choose to go to. The “Weekend Pass” covers all *Club* events for Friday, Saturday & Sunday and is \$75. To buy each night separately, it would cost you \$105. Members get their Weekend Passes for \$60; a \$15-\$30 savings depending on which level you join at.

7.) Q: Can I attend the Show Only?

A: Yes, you can attend any or all the events that you want. You can just go to the show on Sunday at the Theatre or you can just come to enjoy the music and dancing in the clubs during the Weekend or Nightly. Many types of passes are offered for each day individually or for the entire event. (The Weekend Pass saves you money over the cost of individual passes as outlined in the answer above.)

8.) Q: Are there any events that are Free to the public?

A: Yes, there are a few events that are free to the public. They include the Friday Amateur Shag Contest in the Galleon, the Saturday Music Showcase and the Sunday Band Fair at the Ocean Drive Beach & Golf Resort from 9:00am till 12:00pm to meet the bands and get autographs, pictures and buy CDs. The Saturday CBMA Scholarship Foundation Pig Picking is open to the public, a small donation of \$8 is asked for the BBQ and fixings to support the CBMA Scholarship Foundation.

9.) Q: How do I purchase tickets to the show on Sunday?

A: The tickets for the Awards Show are handled by the Alabama Theatre. You can call them at 800-342-2262 or buy online at www.alabama-theatre.com or order them thru our website @ www.cammy.org and click on the CBMA Show Tickets Button.

10.) Q: Where can I get my passes for the clubs?

A: The passes for the clubs and weekend activities are sold at the participating club doors or in the Ocean Drive Beach & Golf Resort Lobby during the CBMA weekend only. *“They are not pre-sold or sold on the street by individuals”.*

11.) Q: What types of passes are offered, and what do they cover?

A: The **“Weekend Pass”** (\$75) covers all “club” events during the weekend *including* the Sunday “Hayes Jewelers after Party Celebration”. It ***does not*** however, cover the Alabama Theatre Show. Those tickets must be purchased from the Theatre.

The **“Club Stamp”** (\$10) covers admission to that particular club for that night only. It will not get you into any other clubs. Each club uses a different stamp for each night and rotates designs nightly.

The **“Nightly Pass”** (\$25) covers admission to all participating clubs for that night only.

The **“Sunday Pass”** (\$35) covers the “Hayes Jewelers After Party Celebration Only.

12.) Q: How many clubs and venues are involved with the Weekend?

A: Usually 4 to 6 clubs with Bands and DJs at each venue.

13.) Q: Which Clubs are involved?

A: The clubs and venues usually involved are the OD Beach Club, OD Ballroom, Spanish Galleon, Fat Harold's, Pirates Cove and Deckerz but could change without notice.

14.) Q: Are other clubs or venues asked to participate?

A: Yes, if the crowds grow too large for the participating venues to handle, others will be asked to participate in the event. *The participating clubs can change yearly.*

15.) Q: Can I recommend or nominate someone to receive the Hall of Fame and Special Recognition Awards?

A: Yes. Just drop us an email or letter of whom and why you feel they deserve to receive the award. The Board will consider all nominations and recommendations.

16.) Q: How many members are there now?

A: Last year (2016) we had 1,540 members, this included Hall Of Fame, Industry, Academy & Associate Members.

17.) Q: Can I Nominate as an Associate Member?

A: No, You can only Vote for those that are nominated in each category on the Ballot.

18.) Q: Can I Nominate as an Academy Member?

A: Yes, as an Academy Member, you can nominate and you also get to vote.

19.) Q: How Do I Get Nominated?

A: You are nominated by your peers in the industry and the people that join as Academy Members. You must be in the top 5 nominees to make it to the ballot for voting. If there is a tie in the top 5 there can be more than 5 in that category for voting.

20.) Q: If I join as an Industry Member but don't meet the criteria stated above in question #4, what happens?

A: We assume that everyone that joins is being honest about their involvement with Carolina Beach Music, but if the Board feels you are being dishonest about your affiliation, we will only issue you an Associate Membership and you "will not" be refunded the extra cost for the membership. You would then only get to vote for the nominees.

21.) Q: How many people attend the weekend and show?

A: The attendance for the entire weekend generally runs between 2500 & 5000 people. The theatre only seats 1,994 people and the tickets go fast as they are first come first serve. Many people come for the weekend activities in the clubs and do not attend the show itself and vic-versa. Over.....

22.) Q: If I'm in the Hall of Fame, do I have to join the Academy?

A: It depends on how you were inducted. If you were inducted as an *individual*, you are automatically a member of the CBMA Academy. If you were inducted as a band and are still performing with that band, you are automatically a member. If you have left the band that was inducted, you are no longer a member of the Hall of Fame. Because our industry is so small and band members are changing daily. Only current performing members of the inducted band are considered to be in the Hall Of Fame.

23.) Q: Why was my favorite DJ not listed in the Nominations last year, He's one of the biggest in the industry?

A: There could be several reasons for this scenario; first of all, is he or She promoting the academy to their patrons. Is He or She a Member of the CBMA Academy?? They must be a member to be nominated or voted for. Are they telling their patrons to vote for him or her for DJ of the year? Are they telling their listeners that they can join the academy and voice their opinions? It is up to the DJ or individuals to promote themselves and the industry if they want to be recognized by the academy. Second, are they telling their peers to nominate them for DJ of the year, since the 1200+ Industry Professionals and Academy Members are the ones doing the nominating, they need to be asking the bands and other industry professionals outlined by the academy guidelines to nominate them. The CBMA Board of Directors or Advisory Board does not pick or have ever picked any of the nominees for the ballots; they are all nominated by the "Academy Members". (*Associate members do not get to nominate*)

24.) Q: Why are you trying to get more people to join the Carolina Beach Music Academy?

A: The more people we have join the academy, the more influence we have in keeping Beach Music alive and prospering for our children to enjoy as much as we have over the past 40-50 years.

25.) Q: If you get 5000+ members in the Academy, Is Grammy consideration guaranteed?

A: No, There is no guarantee that Beach Music will ever be accepted as a separate category by the Grammy's. The more members we have, the more leverage we have in obtaining recognition by the Grammy's. Beach music is gaining momentum as we speak, Billboard Magazine now has a weekly Carolina Beach Music Chart, Dish Network carries a "Beach Music Party" Channel that is broadcast by satellite worldwide on channel 936 so we are "Making Waves".

26.) Q: Do you feel you have a chance of this happening?

A: All we know is that "*if we don't try, it will never happen*". Now that we have an ongoing Awards Show that recognizes its achievements every year, this gave the industry credibility and structure and it should be recognized. Even "Cashbox Magazine" is now recognizing "Beach Music separately.

27.) Q: Are there any national artist that are members of the NARAS that know what Beach Music is?

A: Yes, there are many members of the NARAS(Grammy's) that know what Beach Music is; People like the country music group Alabama, Josh Turner, Blake Shelton, James Taylor, Jimmy Buffett, Huey Lewis, Jerry Butler, Percy Sledge, Delbert McClinton, etc.... Many of these artists have done entire "Beach Music" CD's or songs aimed at the Carolina Beach Music Industry. Huey Lewis did a complete CD of Clifford Curry songs a few years back.

28.) Q: How do you decide who is on the Sunday Awards Show at the Alabama Theatre??

A: Here's how we decide who's on the Sunday Awards Show for the past 10 years. We take the Beach Music 45 Charts along with 10 random Independent DJ charts in July of each year and we weigh each slot accordingly. Song #1 on each chart gets 30 points and song #2 get 29 points and so on down to song #30 getting 1 point. We add all these up and we take the top 7 and try to get them for the show. There are 4 marquee bands slots, 2 slots for Hall Of Fame Inductees, 1 board voted slot and 1 for new act for a total of 15 acts (the amount of slots we have on the show). If 1 or more of the Marquee acts backs out or does not want to do the show or is in the top 7 nominees, then we go to the next in line on the charts. National artist can also knock out some charting artist if they ask to do the show. (Eddie Floyd, William Bell, etc....)

29.) Q: Do you have to be a member of the Academy to be Nominated or Voted for??

A: Yes, you must be a member of the Academy to be nominated or voted for or to be asked to participate in the weekend events including the Saturday & Sunday Awards Shows.

30.) Q: Are there any categories that don't have to be members to be Nominated or Voted for??

A: Yes, the following categories do not have to be members to get nominated or to win an award. National Dance Song, Event of the Year, Shag Club Event of the Year and Concert Series of the Year. These are the only categories that do not have to be members to win an award.

If you have any questions you would like answered, please mail or email us at the addresses below.

Send Questions to:

**CBMA
P.O. Box 70
Pinebluff, NC 28373**

Or email us at: cbma@nc.rr.com

09/24/17