



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 US and Canada. 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 two levels of membership in the Academy. The first level is a full “**Academy 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 and/or Booking Agencies, etc. The second level of membership is the “**Associate Member**”; this can be any fan or supporter of the music and/or shag. **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 in the Care Free Times at the Spring SOS.

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

A: Anyone who wants to attend is welcome. The show and some weekend activities are open to the public.

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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 \$38-\$59 for the show at the Theatre and \$10-\$50 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 \$50. To buy each night separately, it would cost you \$65.

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. Many types of passes are offered for each day individually or for the entire event. (The Weekend Pass saves you much money over the cost of individual passes as outline 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 Saturday Music Showcase and the Band Fair at the Ocean Drive Beach & Golf Resort on Sunday from 9:00am till 12:00pm to meet the bands and get autographs, pictures and buy CDs.

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.carolinabeachmusicawards.com .

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 (\$50) 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**” (\$20) covers admission to all participating clubs for that night only.

The “**Sunday Pass**” (\$25) covers the “Hayes Jewelers After Party Celebration Only”.

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

A: Usually 4 to 5 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, Ducks and Razzies Beach Club @ 2001.

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 (2009) we had 1,740 members, this included Hall Of Fame, 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 People's 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 on both the People's and Industry Ballots.

19.) Q: If I join as an Academy 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.

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

A: The attendance for the entire weekend generally runs between 4500 & 6000 people. The theatre only seats 2000 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 vis-versa.

21.) 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 CBM 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.

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

A: Is He or She a Member of the CBMA Academy?? There could be several reasons for this scenario, first of all, are they promoting the academy to their patrons. Are they telling them 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 500+ industry professionals 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*)

23.) 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.

24.) 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 association.

25.) 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.

26.) 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 that know what Beach Music is; People like the country group Alabama, James Taylor, Jimmy Buffett, Huey Lewis, Jerry Butler, Percy Sledge, etc.... Many of these artists have done entire "Beach Music" CD's. Huey Lewis did a complete CD of Clifford Curry songs a few years back.

27.) Q: I've noticed that Fat Harold's & 94.9 The Surf always win the awards in their respective categories, Why is this??

A: It's very simple, they promote it more than anybody else does because they know the only way to win is to promote yourself as the "one and only" or as the "best". If you walk into Fat Harold's, there's always a banner thanking people for voting for them every year hanging where you have to walk under it. The Surf 94.9 promotes itself as the 11 time CBMA Radio Station of the year 4 times an hour to remind its listeners to vote for them. It's simple common sense!!!! He whom promotes the most, Wins!!

28.) Q: Has anyone ever come close to beating them?

A: Yes, Both have won by as little as 12 votes in the last 4 years. In fact this year 3 categories were decided by 6 votes or less. Just a little more promotion could have changed the outcome.

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

Send Questions to:

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