



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. The main show is usually the second Sunday of the month unless Sunday falls on the 1st which moves it to the 3rd Sunday.

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 Executive Board and Board of Directors made up of CBM professionals.

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

A: Simple, there are several 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 next membership is the "**Academy Member**"; There are 2 Levels; Level 1 is for the Hard Core fan or supporter of the music and/or shag dance. This person wants to Nominate and Vote for each category on the ballot and also attend the CBMA weekend in November. Level 2 just wants to Vote Only for who's nominated in each category. This levels Membership Card is their Weekend Pass for the Clubs during CBMA Weekend and do not have to purchase any further Club Passes.

The next membership also has 2 levels. It is the "**Associate Member**". Level 1 is for the person wants to Nominate and Vote for the nominated artist, bands, DJ's, Radio Stations, etc.... on the ballot, Level 2 just wants to Vote Only for the Artists that are nominated. Joining at this level means you want to support the industry but might not attend the CBMA Awards Weekend in November. This level can still purchase a Weekend Pass at a discounted rate for being a member but just not as much savings as joining as an Academy Member does.

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****To join the CBMA Academy you can go to the CBMA website and join online or 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.**

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 starting Thursday 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 \$25-\$75 for the show at the Theatre and \$10-\$60 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 \$70. Academy Members get their Weekend Passes with Membership and Associate Members can purchase them for \$45pp; Non-Member prices are \$50pp for the Weekend Pass.

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 & Saturday Jr. Shag Contest in the Galleon, the Saturday Music Showcase & Tiki Deck Party at Hoto's and the CBMA Scholarship Foundation Pig Picking, a small donation of \$8 is asked for the BBQ and fixings to support the CBMA Scholarship Foundation and is tax deductible.

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". Full Academy Members use their Membership Card for their Weekend Pass

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**" (\$30) covers the "Hayes Jewelers After Party Celebration Only."

The Weekend Pass covers all Club Events!!

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 Hoto's, OD Ballroom, Spanish Galleon, Fat Harold's, Ducks 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 (2019) we had 1,522 members, this included Hall Of Fame, Industry, Academy & Associate Members.

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

A: Yes, If you join at Level 1 as an Associate Member. Level 2 is for Voting Only!

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

A: Yes, If you join at Level 1 as an Academy Member. Level 2 is for Voting Only!

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.

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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.

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 Executive Board do 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.

31) Q: Which categories are music based and which are talent based.

A: The music-based categories are; Song of the Year, National Dance Song, Group Album of the Year, Solo Album of the Year, Songwriter of the Year, Compilation Album of the Year, Smoothie/Ballad, Collaboration / Duo, Engineer, Producer. *(These categories have a project release timeline from year to year from July 1st of one year to June 30th of the following year.)*

Talent Based are: Female Vocalist, Male Vocalist, Rising Star, Group of the Year, Entertainer of the Year & Instrumentalist of the Year, DJ Awards, Show Awards, Station Awards, Club Awards, Event Awards & Michael Branch.

Send Questions to:

CBMA
P.O. Box 70
Pinebluff, NC 28373

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

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