

“Keep Talking” Single Release Complete with Music Video

Project Overview

In the spring of 2018, I began a new musical group in order to improve and exhibit my own original songs. Under the name Alice Clair, I intend to record and release a full-length album complete with full band arrangements by the end of this summer. In line with this plan, I have committed to playing a show at The Southern Café and Music Hall on April 25 with my new backing group. This project of recording and releasing a single, along with filming a music video, will serve to promote both the show and the album, as well as my first professionally published material.

I will record the single on March 16th at Small World Audio in Charlottesville. I have three musicians in my backing band, and we will all be scheduled to arrive at the studio and record the rhythm section live. I will overdub my vocals, and the cellist will likely overdub her melodies. Without needing any studio musicians, or even much overdubbing besides vocals, cello, and perhaps mandolin, recording will likely only take about an hour and a half. This is the amount of time I have budgeted for recording, but I am not opposed to paying out of pocket if this component of the project takes longer than expected.

Bobby Read of Small World Audio will also mix and master the single. This is a process that will take between three to twelve days. In the meantime, I will meet with Sanders Evans and my backing band, along with friends who are interested, to film the music video. The music video will be filmed in Nelson County and Charlottesville. The costs involved with this are the price of Sanders' equipment, having the help of his team of assistants, and the time both to film and edit the video. Filming will likely take all day, while editing will take approximately two weeks.

With the main creative parts of this done, my final task will be to wait for the mastered single to arrive from Bobby Read. I will then register and publish the song through CD Baby and send the master to Sanders to be incorporated in the video. After registering its UPC code and finalizing the video, I can finally release all of the finished products onto the internet. This will occur around April 11, about two weeks before the show at the Southern.

Why This is Important

This single and music video will effectively establish my professional presence online, as well as to promote our debuting show at the Southern. Additionally, receiving this grant allows me to record the single with a full band arrangement at Small World Audio, Bobby Read's recording studio in Charlottesville. This experience will allow me to get a taste for his studio and give me a good idea of the process of recording an entire album in that space with its resources. In addition to the experience, having this professionally recorded material will be an excellent opportunity to increase my online presence in the time leading up to releasing the album. With a good example of my work combined with another artistic medium, I will be able to reach a wider audience and better promote my album as well as my live performances. Finally, this is important to me because it allows me a preview of what recording an entire album will take and will help me to thoroughly prepare.

Timeline

March 1 – 16: Continue practicing with my backing band in order to be prepared for the set at the Southern and the recording session for “Keep Talking”

March 16: Go into Small World Audio and record all of the tracks for “Keep Talking” in ~1.5 hours

~March 17: Meet Sanders and film crew at the designated filming locations in Charlottesville and Nelson County. This will likely be a full day of filming.

March 17 – April 11: Wait for the song to be mastered and the video footage to be edited. Release both single and music video on April 11, two weeks before the show at the Southern

April 25: Debut at the Southern and shred for a huge crowd thanks to the success of media and the release of “Keep Talking”

Budget

	Cost	Justification
Recording Audio	\$80	I will be recording at Small World Audio at a price of \$60 an hour. I expect that recording will take 1.5 hours to complete.
Mixing and Mastering Audio	\$60	Bobby Read of Small World Audio will also mix and master the single for a price of \$60.
Publishing	\$60	I will register and publish the single through CD Baby before releasing it via YouTube and CD Baby’s digital partners like Spotify and iTunes.
Music Video Filming and Editing	\$300	Sanders Evans, a media major at George Mason University, will be driving down to Charlottesville and Nelson County with professional equipment and a team of videographers and media majors in order to shoot this video. This cost also includes the ~2 weeks of time for them to edit and finalize the video.
TOTAL	\$500	

March 2, 2018

Miller Art Scholars Mini Grant

Alice Clair