

# WHISPERINGS

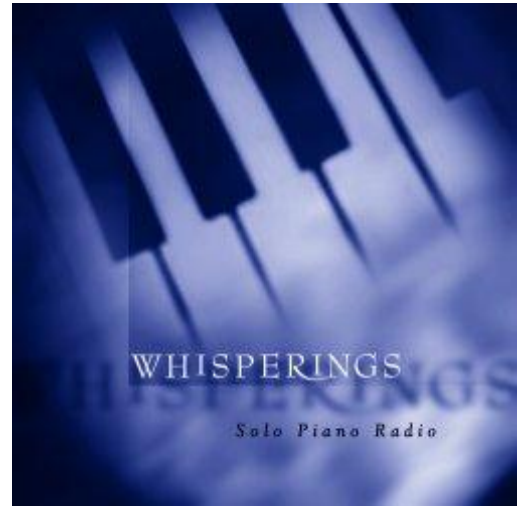
*Solo Piano Radio*

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## **Whisperings: Solo Piano Radio**

*Whisperings* is a commercial-free Internet radio broadcast featuring solo piano music exclusively. It is the Internet's **#1** Solo Piano Radio Broadcast and the **#1** program on Live365.com, the Internet's largest hosted radio network.

**The Numbers:** *Whisperings: Solo Piano Radio* is launched over 500,000 times each month by our listeners, generating 640,000 Total Listening Hours per month (January 2006 stats).



**The Concept:** The idea behind *Whisperings* is to combine Internet, live performance, and grassroots marketing to create a demand for contemporary solo piano music, a genre of music that is far outside the mainstream of today's music industry. To do this, solo piano artists, rather than just working alone, are pooling their resources together in a joint effort to promote the *Whisperings* brand of music. The *Whisperings* program currently features over seventy artists from around the world, including such recognized names as **David Lanz**, five-time Grammy Nominee **Suzanne Ciani**, **Wayne Gratz**, **Robin Spielberg** and **The O'Neill Brothers**, who recently just exceeded over a million CDs sold.

**The Concerts:** There are two basic styles of *Whisperings* concerts. There are the **progressive** piano concerts, which feature up to five artists at a time. These concerts begin with quiet, meditative music and build to our big show closer, a dramatic pianist who will have the crowd clapping, laughing, and leaving with a big smile on their face. In this style of a show, the audience enjoys a large variety of musical styles and personalities all in one sitting. Each artist performs and entertains for roughly twenty minutes. *Whisperings* also offers a more **improvisational** piano concert, which features fewer artists (usually three), but is much more of a "happening." During the second half of the show, the pianists share the stage and play off each other. There is no planned set list - we all just wait and see what happens. Improvisational piano concerts are very interactive, and tend to cross the "barrier" between the stage and the audience.

*Whisperings* concerts are also designed to be intimate. We prefer smaller venues (50-300 seats), where the audience can feel close to both the performer and the performance. *Whisperings* concerts have been held in Seattle, San Francisco, Portland, Birmingham, St. Louis and York, PA. More are in the works for Los Angeles, Atlanta, Vacaville, New York and other locations.

**Concert Promotion:** We take several approaches to promoting a *Whisperings* concert. Whenever possible, we bring in local artists who have an established fan base nearby. Each artist participating in the show is expected to promote the concert to their own fan base via email, postal mailings, and individual concert events. In addition, the concert is advertised both on the *Whisperings* web site and in the *Whisperings* music player. The latter ensures that listeners from all over the country are well aware of the event. Finally, we contact the local media for both radio and television to try gain support for the show. On top of this, we appreciate if the venue hosting the concert promotes the event with their client base as well. We have the greatest success, in terms of audience numbers, when *all* parties involved invest the time and energy necessary to advertise the program.

**History:** The founder of *Whisperings* is pianist and composer David Nevue. ([www.davidnevue.com](http://www.davidnevue.com)) David is the author of *How to Promote Your Music Successfully on the Internet*, and the founder of *The Music Biz Academy*, an educational web site for musicians. "The attitude of the music industry toward solo piano music is that there's no worthwhile market for it," He says. "In an industry where anything less than a million units sold is considered a failure, solo piano artists can't compete." And David makes a good point. Aside from George Winston, Jim Brickman, John Tesh and Yanni, how many contemporary pianists can the average person name? "The thing about piano music is, almost everyone appreciates it, irregardless of age or culture. Everyone loves a good melody, and no instrument inspires quite as much emotion as the piano does when played with skill and grace. Unfortunately, as it stands now, there's no easy way to explore the wide variety of piano artistry the world has to offer." That's where David's vision for the *Whisperings* project comes in. "I've always believed there's a market for solo piano music if someone would just take the initiative and create a means by which piano artists can collectively be discovered and appreciated. I decided that person might as well be me."



**The 2005 *Whisperings* Artist Showcase in Bellevue, WA. Featured from bottom left to right; Alexx Carnathan, Mike Strickland (standing), Joe Bongiorno, Jeanette Alexander, David Nevue and David Lanz.**

## Explosive Growth:

David launched *Whisperings: Solo Piano Radio* in August of 2003. The broadcast quickly rose to the top of the Live365.com charts, where it now comfortably sits as the number one broadcast for the entire network (all genres.) One reason for *Whisperings'* success is its ability to appeal to both the Classical and New Age markets. It's music to work to, to chill out to in the evenings, and even to sleep to.

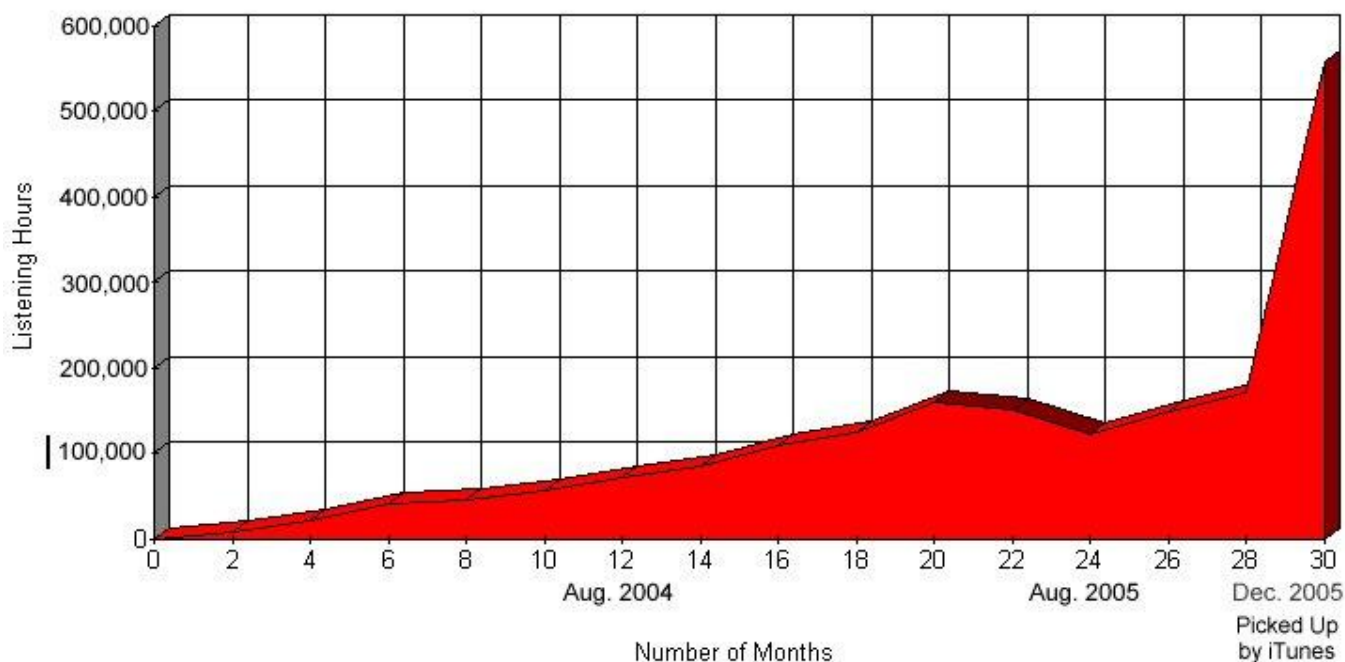
## Hosting A Whisperings Concert:

If you would like to bring a *Whisperings* show to your venue, contact David Nevue at [dnevue@rainmusic.com](mailto:dnevue@rainmusic.com) or at 541-741-3262. Also, read the information at the *Whisperings* web site at <http://www.solopianoradio.com/booking.htm> . David will work with you to find a date, and then will begin the process of inviting artists to participate. We can also provide you with posters, flyers and any other materials you might need.

If you have any other questions, feel free to contact David also. Thank you for your interest in *Whisperings: Solo Piano Radio*.

David Nevue  
Whisperings: Solo Piano Radio  
541-741-3262  
[www.solopianoradio.com](http://www.solopianoradio.com)

Whisperings Growth (Listening Hours)



## **Sample Whisperings Press Release:**

This is not a final, official release, just an example of the form the typically take.

### **Whisperings Solo Piano Concert Comes to Vacaville, CA**

Vacaville, CA – June 29, 2005 -- "Whisperings: Solo Piano Radio" (<http://www.solopianoradio.com>) is sponsoring a Whisperings Concert Event on March 18th at 7:00 pm at the Vacaville Performing Arts Theatre at 1010 Ulatis Drive in Vacaville. This unique solo piano concert series features the solo piano artistry of local pianists Scott D. Davis and Laura Sullivan as well as Narada recording artist David Lanz and Springfield, Oregon pianist David Nevue, who is also the founder of the "Whisperings: Solo Piano Radio" broadcast.

The Internet-only broadcast has vaulted a community of artists, long since forgotten about by major record labels, back into the ears of niche market consumers. Launched in August of 2003, "Whisperings: Solo Piano Radio" is now the #1 broadcast on Live365.com, the Internet's largest radio network. The solo piano program enjoys the participation of over 70 pianists and composers from around the world and is enjoyed by nearly 500,000 listeners every month.

"Whisperings: Solo Piano Radio" invites you to come and enjoy an intimate performance from some of today's most talented players and composers. There will be a meet and greet with the artists afterward.

To view further details on this showcase, visit <http://www.solopianoradio.com/events.htm> .

Contact:

David Nevue, Program Director  
Whisperings Solo Piano Radio  
<http://www.solopianoradio.com>  
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### **Sample Whisperings Program Description:**

#### ***Whisperings Solo Piano Radio Presents...***

"Whisperings: Solo Piano Radio" (<http://www.solopianoradio.com>), the Internet's most popular piano radio broadcast, brings together a few of its most-loved piano artists to Vacaville for a unique blending of music and performance styles. *Whisperings* shows are known for their energy, humor and intimacy, as the artists share the stories of the life events that inspired their compositions. Featured at this *Whisperings* show are Narada recording artist **David Lanz**, Springfield, Oregon pianist **David Nevue**, and local pianists **Scott D. Davis** and **Laura Sullivan**.