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Contact:

Todd Schultz
IAMA President
todd@kirkhams.com
801-243-6704

J. Scott Iverson
SLCCTV Executive Producer
scott.iverson@slcc.edu
801-957-4912

IAMA and SLCCTV Announce Co-Production of Cable TV Music Series

SALT LAKE CITY, Utah (21 March 2011) – The Intermountain Acoustic Music Association (IAMA) today announced that it is jointly developing and co-producing an acoustic music TV series entitled *Brewin' Bistro* that will feature popular professional local and touring singer/songwriters, as well as student artists from local colleges and high schools, according to Todd Schultz, President of IAMA. The program will air on SLCCTV, the Salt Lake Community College-based media outlet.

"The IAMA is excited to produce *Brewin' Bistro* in association with SLCCTV," said Schultz. "Helping to promote and nurture all the outstanding local acoustic music in the community is part of our mission and we are looking forward to this partnership for years to come," he added.

Show creator and SLCCTV's Executive Producer, J. Scott Iverson, is equally pleased with the new relationship. "SLCCTV exists to provide quality hands-on experience for our students and to serve the communities of the Salt Lake Valley," said Iverson. "This is an idea we have hoped to realize for nearly four years now. IAMA brings the branding and artists to the table that have made it possible to move forward with the production. The buzz we're already getting among local artists is phenomenal."

Playing a critical role in both the production and the search for young artists is SLCC Music Department's Thomas Baggaley, who supervises the songwriting courses at the College. "Our responsibility will be to work closely with the show's selection committee to fill that first major segment of each episode," Baggaley said, referring to the portion of the program that presents new and, in most cases, non-professional singer/songwriters to the viewing public. "What's more, one of our SLCC students, Bri'anna Joy, will also be serving as the program's Associate Producer and will be co-hosting a segment of her own called 'Brin's Picks.'"

The daunting task of gathering artists' submissions, collating them for review and chairing the selection committee falls to long-time IAMA member, Ruthie Naccarato, of Ricochet House Concerts. Naccarato applauded the efforts of the College to make such an avenue possible for students and the community. "I believe the show will become wildly popular among the acoustic folk scene and give tremendous exposure to up-and-coming young student songwriters, as well to the talented professional artists chosen."

Brewin' Bistro has already begun its talent search and will record its first episode in late April. It will debut on SLCCTV in early May. The show will be hosted by noted local singer/songwriter, Mark Neihart.

SLCCTV is the education/government Cable and Internet TV channel operated by Salt Lake Community College on behalf of local municipalities. It airs throughout much of the Salt Lake Valley on Comcast channel 17 and at www.slcc.tv.

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