

Online sites help musicians reach listeners

Lauren Miller
Staff Reporter

BJ Allen needed to find a way to be heard, and shouting from the rooftops was not cutting it.

Instead she signed up for a MySpace account, and 683 people have now heard her and her band Blue Voodoo.

"The Internet is a tool just like anything else, which opened up an avenue for us as artists because you can just do anything," Allen said. "It's possible to search for anything, like just blues music, or just Kirksville artists."

As the lead singer of Blue Voodoo, the Kirksville-based blues quartet who labels themselves as a "rockin' blues contemporary quartet," Allen knew putting the band on the Internet would give it exposure beyond the city limits.

After submitting its music to Internet radio stations that play blues music, Allen said the band gained worldwide exposure.

"We've been played on the Internet radio in Holland, France, Italy and who knows where else," Allen said.

MySpace and sites like purevolume.com, offer a space for bands to stream their music, blog their adventures and contact their fans. While they all offer something unique, each site helps bands like Blue Voodoo put their name on some sort of cyber map.

Senior Jimmy Cruse said he uses purevolume to listen to new bands.

"It's always nice to discover a new band and hear their sound," Cruse said. "Purevolume is a good instrument for noise exploration."

Please Please Please, another local band, uses MySpace to list various events and upcoming shows. Singer Dylan Phelps noted

the importance of having a Web site so people can hear what the band is all about.

"We have a message in our music to bring hope to people," Phelps said. "We want to get that out to anyone who needs it."

As the fall concert season begins, the Internet becomes a helpful tool in getting gigs so Please Please Please can get experience playing live.

Phelps said all the planning and contacting will usually be done via the Internet, which venues prefer.

"We went on a three-week tour all around the Midwest, and most of the booking was done over this site, byofl.org," Phelps said. "Midwestvenues.com was another."

Once bands have booked tours and venues, the Internet allows them to literally invite their fans to the show.

With search engines in place, bands search people with music tastes they feel would match their genre and invite them as well.

Kvrocks.com features a special

section for local bands and lists upcoming shows. Myspace.com contains similar links so fans can find when and where the bands will perform. Phelps noted the importance of exposure and convenience for promoting shows and music over sites like MySpace and Kirksville Rocks.

"Well MySpace and Kvrocks [make it] really easy to promote shows and invite everyone in the area, they can just click," Phelps said. "With MySpace it's really easy to find people who would like your music."

Allen said she used the Web to find venues that feature blues music and Internet radio stations that have blues specific programming.

"We always have a wider au-



Blue Voodoo has their first release, "The Storm," which includes mostly original music for sale at CDBaby.com. The CD made the Top 8 for Best Self Produced CD at the International Blues Challenge in Memphis. For more information go to www.myspace.com/bluevoodooblues.

photo submitted

"It's always nice to discover a new band and hear their sound."

Jimmy Cruse
Senior

Streaming music sites not to miss

Pandora.com

Pandora states that their mission is to "help you discover new music you'll love." At Pandora.com, users search for a favorite band or song, and the site streams that artist and others similar to it for free. Using research from the Music Genome Project, Pandora studies thousands of songs for melodies, lyrics and instruments, then finds similar music based on the original search term. Users can give each song a thumbs up or down, essentially creating and then refining their own radio station. Bands that aren't found can be suggested at suggest-music@pandora.com.

Purevolume.com

Purevolume.com allows both musicians and listeners to create a profile page. For the artists, the number of times a song has been played is listed on the side, making it easy to see the most popular songs listeners choose. The site also places lyrics right next to downloads.

Yahoomusic.com

Streaming broadband music videos 24 hours a day, Yahoomusic.com provides both popular and obscure tunes for people both visually and aurally inclined.

dience in mind, but the Internet is great to catch anybody's ear," Allen said. "We wanted to reach as many people who like blues as possible, which is another advantage of Internet marketing, to find the widest blues audience, especially coming from Kirksville."

Whether a fan or a band is searching for local or national artists, the Internet will find them.

"The Internet is a great marketing tool for bands because we all know how it goes," Allen said. "You Google something and start chasing around for two hours and forget what you were doing in the first place."

No need for the tube as shows become available via Internet

John Priest
Assistant Features Editor

Television networks' latest plans to attract audiences might have viewers crowding around their computers.

With the proliferation of broadband Internet across the United States, American television networks are using high-speed gimmicks to test the waters for TV on the Internet. Networks hope higher quality images will hook their fragmented viewing audiences and boost advertising revenue.

"If you think Internet video is still pixel-y and postage-stampy, well, you are well behind the times," said Jeff Pulver, an Internet pioneer and industry expert whose blog offers notes, comments and observations on Internet advances.

The latest of those advances is TV on the Internet, a phenomenon Pulver is dedicating an entire conference to in mid-September.

Pulver has been exploring recent developments in video on the Internet and TV on the Internet.

"It turns out that there really has been a paradigm shift in the way in which TV, not just video, is being delivered," he writes on his blog.

He said during the past 12 months, as the momentum for broadband TV has snowballed, an increasing number of media companies have decided to take their content and make it available for viewing on the Internet.

Recent online offerings have included re-runs of prime time content, vintage re-runs of older programs and development of new Internet-only shows.

Networks hope that dedicated online content and expanded features for regular programming will engage their viewers.

The Internet can offer a unique solution to new programming woes, as well. By offering recaps of plots online, view-

ers can miss one week of a serialized drama without being lost.

Industry executives also are considering continuing cancelled programs on the Internet to prevent midseason cliffhangers.

Such a move could even resurrect such shows.

NBC hopes several hundred thousand Internet fans can't be wrong, rescuing the discarded "Nobody's Watching" from oblivion with an eye toward eventually putting it on the air.

The pilot for the series, originally developed by "Scrubs" creator Bill Lawrence, had been lying virtually dormant since spring 2005. It became available on www.youtube.com, a free online video streaming service, several weeks ago and suddenly became a story unto itself, attracting more than 600,000 downloads in the first month.

"I couldn't be more excited going forward with 'Nobody's Watching,'" said executive producer Lawrence in a press conference. "... I think this is just the first of many television shows to be rescued by the Internet, and I think we will see more launched on the Internet in the future."

The concept of "Nobody's Watching" centers on Derek and Will, two young television addicts from Ohio who are frustrated with the dreadful state of television programming. Lured by a major network that gives them the opportunity to create their own sitcom, they decide to become the subjects of a reality show.

Unaware that the network executives are manipulating and recording their ev-

ery word and move, the two continue their crusade to develop what they hope will be great television.

Contributing writing and producing talent comes from Neil Goldman and Garret Donovan, both from "Scrubs" and from "Family Guy." Gail Mancuso, from "Gilmore Girls" and "Scrubs," directed the pilot.

Internet success stories like this caught the attention of Nielsen Media Research, an independent firm that tracks and records the media-viewing habits of homes across the United States.

Nielsen announced in June that it will begin providing integrated, all-electronic ratings for television regardless of the platform on which it is viewed. Under the company's Anytime Anywhere Media Measurement initiative, Nielsen will develop and deploy technology to measure the new ways consumers are watching television, such as on the Internet, outside the home, via cell phones, iPods and other personal mobile devices.

Gary Holmes, a Nielsen public relations officer, said initial advances in TV on the Internet have the potential to skew Nielsen's traditional ratings.

But by fusing Nielsen's traditional ratings with the work of Nielsen's sister company, Net Ratings Inc., Nielsen hopes to update their services.

Susan Hickey, a Net Ratings public relations officer, said this is the first step to more accurately measuring Internet viewership for advertising purposes.

"In the end, it's all about money," she said. "And the money's in the Internet."

Tune in here for TV online

www.foodtv.com

www.horrorchannel.com

television.aol.com

www.bbcworld.com

www.comedycentral.com

www.fox.com/video

videoindex.pbs.org

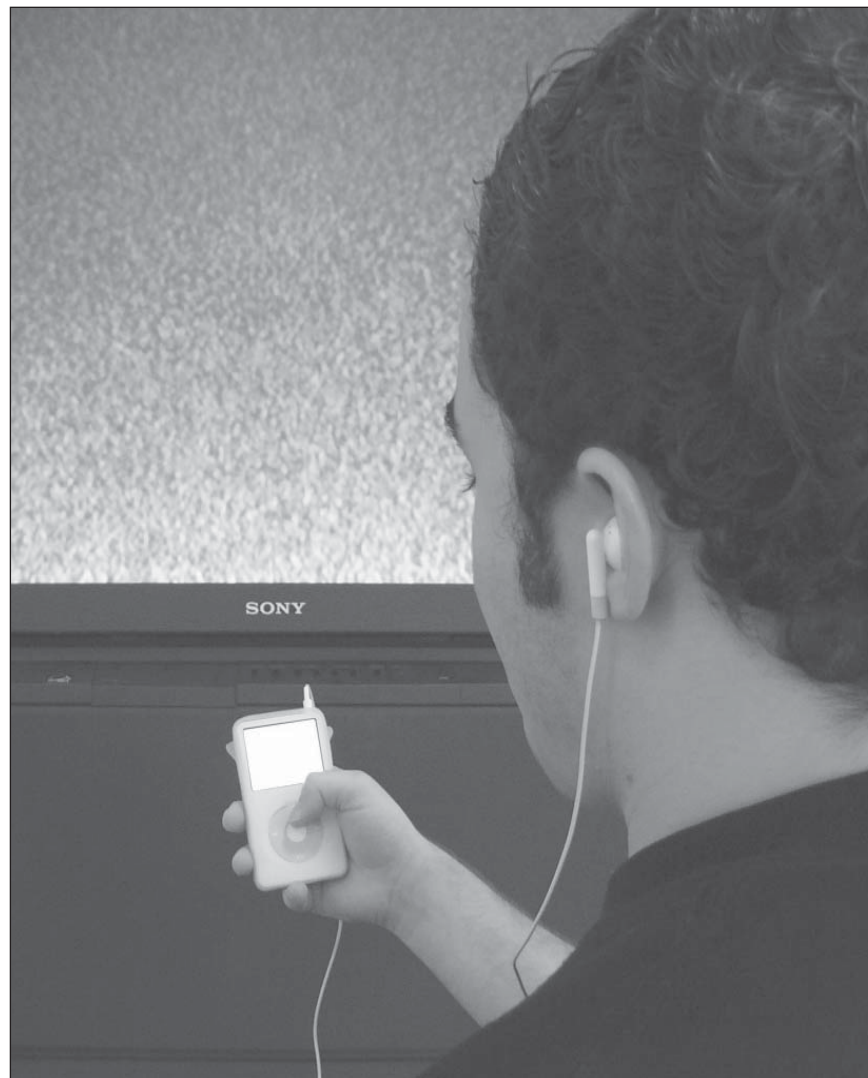


Photo Illustration by Phil Jarrett
With the SUB Down Under television tuned to fuzz, sophomore Brian Green turns to his video iPod for entertainment.

Apple offers online episodes

John Priest
Assistant Features Editor

Playing off the popularity of TV on DVD boxed sets as well as the proliferation of digital video recorders, Broadcast companies are offering online downloads of television episodes. With the advent of the video iPod, Apple's online music retail giant iTunes

has added a plethora of video options. Features include not only movies and vintage television re-runs but also weekly episodes of popular shows. Shows like "The Daily Show," "Chappelle's Show" and "Lost" are available starting at \$1.99 per episode. Visit www.apple.com/itunes for more information.

Latest Research: Online gambling explodes

John Priest
Assistant Features Editor

Recent U.S. legislation has shaken up online gambling, but the illegal moneymaking industry still is burgeoning at an unprecedented rate.

The total number of online gambling companies has skyrocketed to more than 600, and the number keeps growing, according to PokerSiteScout.com.

PokerSiteScout.com is an independent Web site offering information about the evolving world of online casinos.

It reports that although fewer than a dozen online gambling sites existed a decade ago, the

number has grown more than 5,000 percent.

The Journal of Gambling Studies, which issued a report on college gambling, shows that college students are at greater risk.

Five percent report pathological gambling, and more than nine percent report other gambling-related problems.

The National Problem Gambling Helpline was dialed more than 30,000 times between Jan. 1 and March 15, according to their Web site.

In a review of the 1,300 calls for immediate help, 106 clients reported that their primary problem was Internet gambling.

The predominant age of these individuals was 18 to 25, and

when asked their occupation, 16 reported they were students. Other occupations included accountant, attorney, doctor, engineer, nurse, policeman and church worker.

A recent study by the Annenberg Foundation found that almost 600,000 youth (aged 14 to 22) reported gambling on the Internet on a weekly basis.

This age group also has the highest rates of gambling problems, according to the NPG.

For more information and further research, visit www.npc-gambling.org.

Persons concerned that they might have a gambling addiction should call The NPG Helpline at 1-800-522-4700.

First Impressions:



Rie Ito, exchange student from Tokyo, Japan



Alyssa Lewellen, freshman from Hannibal, Mo.

Exchange Student Rie Ito

Q: Why did you decide to come to Truman?

A: "It's good University. My university just have the exchange program with Truman."

Q: What do you think of it so far?

A: "Here is a little bit country. I like, but I was a little homesick."

Q: What do you think of the food?

A: Ito laughed and said, "I prefer Japanese food."

Freshman Alyssa Lewellen

Q: What do you think of Truman?

A: "It's really weird to me because it's so different from my hometown. There's many diverse people from different countries, so it's really nice to meet them."

Q: What has surprised you?

A: "Definitely the whole roommate situation. I mean I'm rooming with my best friend. ... It is like a community like they want us to be."

Q: What do you think of the food?

A: "I like it. It is better than I thought it'd, be definitely."