

BUZZ SPOTLIGHT



An Interview with
MANDIE MCKENZIE
from Friday Musicale

BUZZ: What's special about Friday Musicale that's different than other music venues?

MM: Where should I begin? Friday Musicale started in Jacksonville in 1890, that's eleven years before The Great Fire (of 1901)! There's great history here, thousands who have grown up playing recitals at Friday Musicale, as adults have had their weddings and special events at Friday Musicale and attend the numerous concerts presented each season.

BUZZ: Do you have a favorite musician?

MM: I can't necessarily say that I have a favorite musician. From an early age, I have enjoyed various genres of music including jazz, country, Christian, classical, pop, soul, gospel and Latin. I truly am amazed by the students that perform at Friday Musicale in recitals and during our competitions, the talent they possess at such young ages is incredible and so encouraging for our future generations!

BUZZ: What are your goals for Friday Musicale?

MM: We have an ongoing goal of increasing publicity about Friday Musicale. Although we are the oldest musical organization in the State of Florida, often we hear the phrase, "I've never heard of Friday Musicale before!" As our President Pam Franklin says, "We promise, we aren't trying to keep it a secret!" The 2014-2015 concert season will be Friday Musicale's 125th season.

BUZZ: What show/shows are you currently working on?

MM: Right now we are confirming our 2014-2015 concert season artists, our 125th season, which will kick off Friday, October 3, 2014 at 7:30 p.m. with violinist Sean Lee who "is quickly gaining recognition as one of today's most talented rising artists" and pianist Peter Dugan who prizes "versatility as the key to the future of classical music" and is "equally at home in classical, pop, and jazz idioms."

sound OFF a||plify

Ian Stake
Of Amplify Inc.



Amplify, inc. is in its tenth year as a non profit based here in Jacksonville. They are dedicated to empowering young lives through music and technology. Amplify helps young musicians create, refine, record and distribute their music, and have worked with all kinds of musicians from singer- songwriters to hip hop artists, bands, DJ's and classical artists. Amplify has also created after school programs to teach music to elementary aged students through technology.

BUZZ: WHAT IS SPECIAL ABOUT SNYDER AS A VENUE?



IS: Our vision for the renovation of Snyder Memorial is for it to be a live performance venue (music, drama, dance), recording studio and technology training center for digital music. It would be unique in the region in that all of this would be happening in a beautiful, turn of the century church. Also, we love the re-purposing of a historic building downtown, the great natural acoustics of the main hall and the stunning original windows and architecture.

BUZZ: WHAT MADE YOU FIRST WANT TO PURSUE THIS VENTURE (SNYDER)?

IS: About two years ago we were looking for a new recording space downtown. I remember seeing a band in Snyder during Jazz Fest and thought it could be a great space. Once we were able to get on the building we started to see the huge potential in what the space could be in terms a live venue, recording space and more!

BUZZ: WHAT ROLE DO YOU THINK THIS MUSIC VENUE WILL PLAY IN THE JACKSONVILLE?

IS: We want to compliment the other great live venues in N. Florida; such as The Florida Theatre, St. Augustine Amphitheater, Ponte Vedra Concert Hall and Freebird. We also want to be one of the signature venues in the Southeast. We intend to partner with the Florida Theatre to bring in well known entertainment as well as showcase local talent. We believe it will have a very unique "vibe" that will be highly attractive to artists and fans. With these other great venues there will every type of venue for all the different types of performing acts.

BUZZ: DO YOU HAVE A FAVORITE MUSICIAN?

IS: This may sound like a cop out but I like too many styles to have a favorite. Some of my favorites are Duke Ellington, Bob Dylan, Stevie Wonder, U2, The Beatles, Jimi Hendrix, The Clash, Ryan Adams, Queen, Jack Johnson, Bob Marley, David Crowder... It goes on and on.

BUZZ: WHAT ARE YOUR GOALS FOR AMPLIFY?

IS: Our short term goals are:

1. To raise the capital necessary to renovate Snyder (\$3-5 million).
2. To have a working agreement with the city as to how our vision can compliment theirs for a revived downtown by Fall.
3. To begin the renovation project by the end of the year and open our doors by mid 2015.

Then our goals are related to seeing Snyder Memorial being used for a live performance venue, recording studio, technology training center, as well a desirable destination for public events, weddings and partner with larger events in the city core.

EVERYBODY'S TALKING ABOUT // FLORIDA COUNTRY SUPERFEST

Festival-goers should plan to arrive early for the official Florida Country Superfest Fan Fest & Tailgate Party located directly outside EverBank Field, featuring a country music stage, artist meet and greets, festive food, and much more. Offering a tailgating environment akin to the atmosphere surrounding the annual Florida Georgia gridiron battle, the Country Superfest—with its spirit of celebration—promises to send everybody home a winner.

Little Big Town: June 14

It takes a perfect storm to make a great album — an audacious mix of tension and release, passion and calm, love and violence.

Hallmarks associated with all true forces of nature, these mighty attributes were exactly what Little Big Town had in their corner as they blew into the studio in late February for the whirlwind recording session that produced their strongest work yet, their aptly titled fifth album, "Tornado."



Jason Aldean: June 14

With more than 8.5 million records sold and 12 No. one hits under his belt, entertainer Jason Aldean recently released one of 2012's most buzzed about new albums, "NIGHT TRAIN." Entertainment Weekly calls Aldean's delivery on the album "epic," and Billboard points to the singer pushing the limits to move his "sound forward sonically, vocally and lyrically."

Florida Georgia Line: June 15

It's been more than two decades since a new country act has captured the public's imagination the way Florida Georgia Line has.

The duo's multi-week #1 single, "Cruise," hit the Top 10 just 14 weeks after its release, faster than any debut since Brooks & Dunn's "Brand New Man." It's the kind of affirmation few young artists ever experience, and yet was just the cap on a year that saw Brian Kelley and Tyler Hubbard thrill audiences on tour dates with Alabama, Brantley Gilbert and Jake Owen; cut an EP and their first album "Here's To The Good Times."



Miranda Lambert: June 15

In her hit single "Baggage Claim," Miranda Lambert sings about the kind of luggage you wish would get lost. "I have been dragging around your sensitive ego," she tells an ex-friend or lover — soon concluding, with characteristic swagger, that she'll "drop your troubles off at the conveyor belt/I hand you a ticket to, go get it yourself." Mr. Needy is left doing loops on the suitcase carousel while Lambert's rocking out in the unloading zone. Photo by Rande St. Nicholas