

The House of Songs  
**NWA COUNCIL  
BRIDGE FUND**



# THE HOUSE OF SONGS

## PROGRAM

The House of Songs saw a need for musicians to turn towards the digital world in order to not only survive with their art, but thrive. There was a gap in the tools they had vs. the tools they needed. The House of Songs sought to fill that gap through the funding of the NWA Council.



# PROGRAMMING NUMBERS

## ARTIST PARTICIPANTS

The House of Songs has helped 56 NWA artists participants within House of Songs NWA Council programming so far to date with some form of hardware or software tools



56

# EQUIPMENT LIST

**Ring Lights** – Used for lighting the artists from the front while recording/live streaming themselves. We saw most artists did not have quality lighting in our assessments

**Backdrops and Backdrop Stands** – We felt that majority of artists assessed, did not have a quality "stage" setup for the viewing pleasure of the audiences. Also we let the artist choose from a variety of backdrop colors to choose from.

**Webcam** – The House of Songs felt that most artists had quality cameras already within their smartphones as well computers, thus only a few were in need of a higher quality camera to help their video quality.

**Audio Interfaces** – For artists that did not have quality audio while streaming or recording

**Ethernet Cables** – Given to those who did not have one and needed for stable connection for live streams

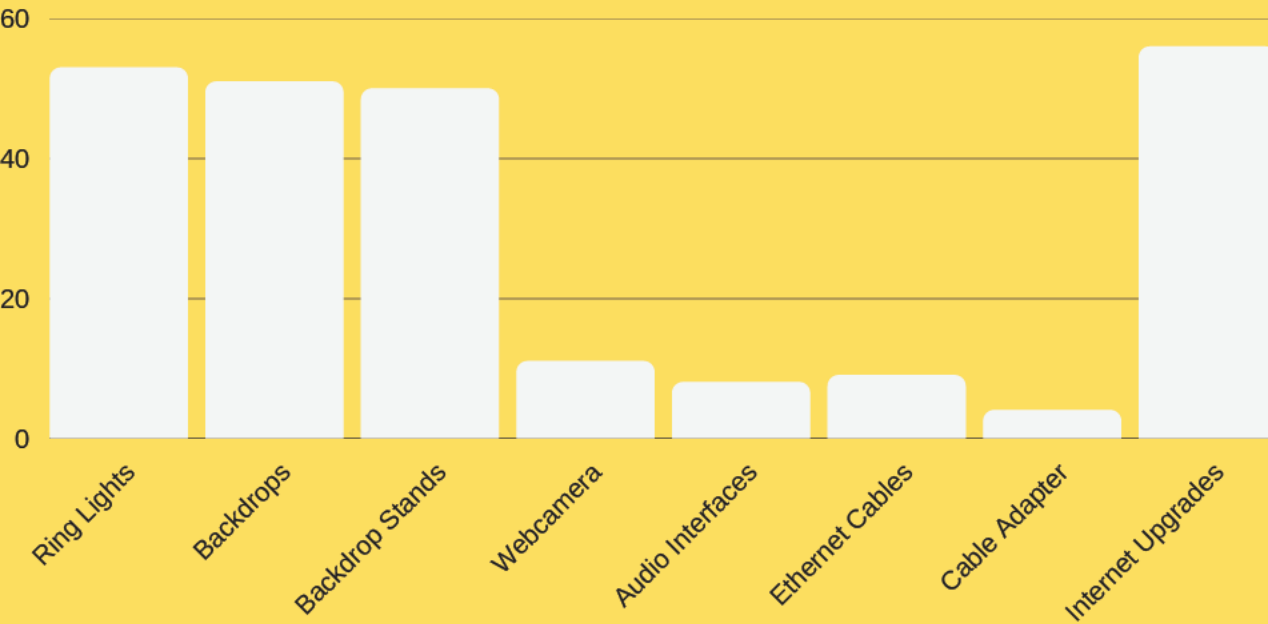
**Cable Adapters** – For artists who did not have the proper equipment to best utilize tools either they already had or they were given

**Internet Upgrades** – Given to all artists, either upgrading them or if they already had quality internet for streaming, we paid \$360 flat fee to help cover a few monthly bills for them

**Community Giftcards** – All Artists were given giftcards to either the Bentonville or Fayetteville Farmers markets, depending on vicinity, for \$30. As well \$20 to local music stores for the artists to purchase any gear they may need



# EQUIPMENT NUMBERS



## PROGRAMS

Ring Lights - 53

Backdrops - 51

Backdrop Stands - 50

Webcams - 11

Audio Interfaces - 8

Ethernet Cables - 9

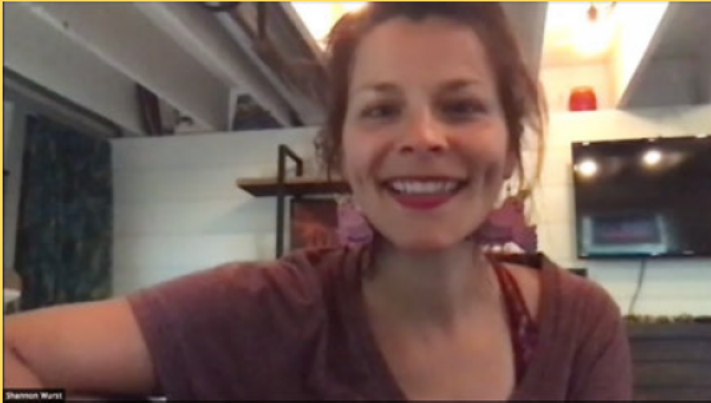
Cable Adapter - 4

Internet Upgrades - 56

# RESULTS

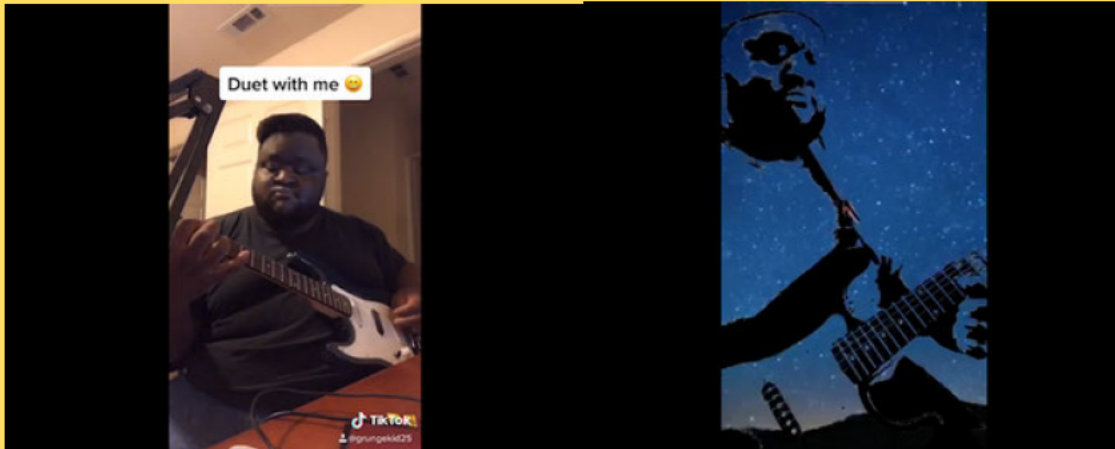
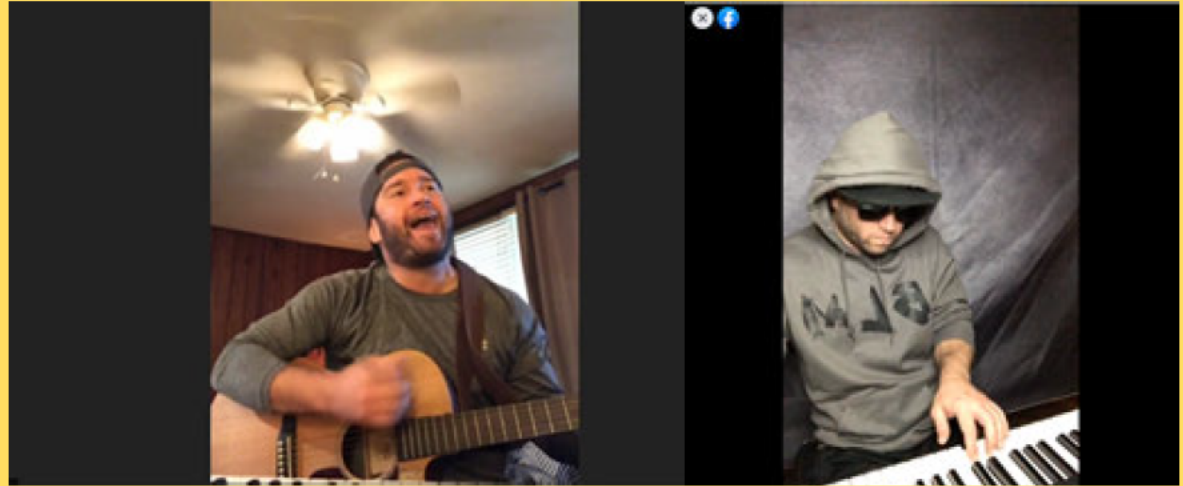
The House of Songs utilized relationships with its large NWA artists database to find those in need of these tools in helping them and their careers turn to the digital age

Through the giving of these tools we have seen a major impact in terms of their presence, appearance and quality in the digital world. Here are a few examples of before and after shots for some of the artists we were able to help











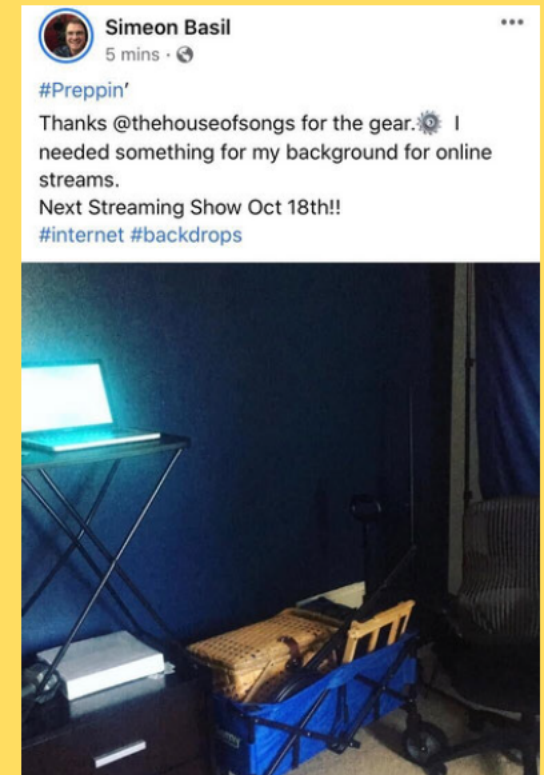
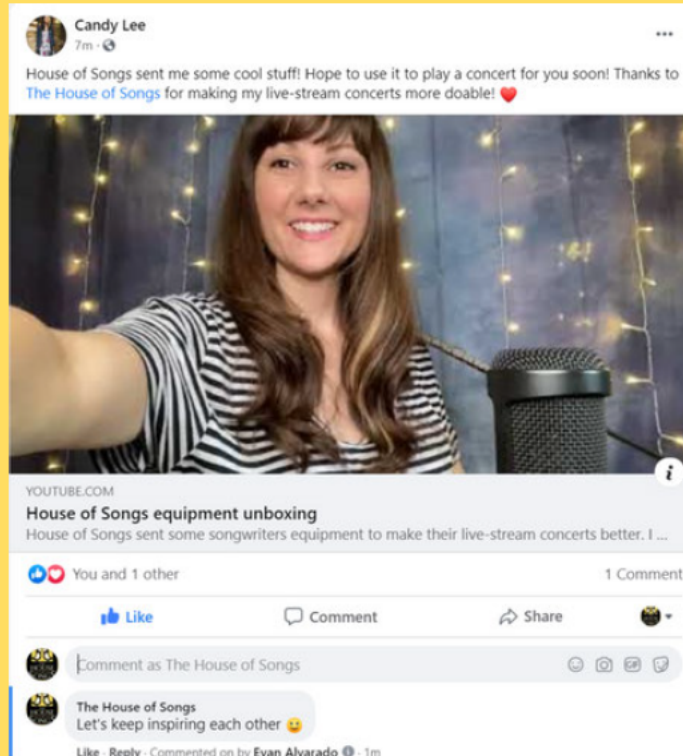
# EXTRAS

Our NWA Artist Manager Evan Alvarado gave a zoom meeting to go over how to best utilize a green screen with a few of our artists, feel free to see the whole video here:

<https://www.youtube.com/watch?v=O9HtdmUXBsQ&feature=youtu.be>

One of our artists gave a shoutout on Youtube here:

<https://www.youtube.com/watch?v=nivtOUG6UfQ&feature=youtu.be>





# EXTRAS

**"I WANT TO GIVE A HUGE SHOUT OUT TO THE HOUSE OF SONGS. BEING COOPED UP IN OUR HOUSE, LIKE WE WANTED. FROM A NORMAL SETUP, AND IT ALSO REQUIRES MONEY. THEY HOOKED ME UP. I HAD A ZOOM CALL WITH EVAN AND GRAHAM, INTERNET SPEED. ALL OF THAT. I HAD NO CLUE WHAT THEY WERE GONNA DO. PACKAGE AT MY DOOR. I'M JUST GOING TO GIVE YOU, CHECK IT OUT. ALRIGHT, THAT'S MY BAD. IT'S REALLY COOL LOOKING IN PERSON. IT'S HUGE. IT'S GOT THIS AWESOME FADE." - ANDREW MCLAUGHLIN**

**"THE HOUSE OF SONGS IS A GODSEND FOR LOCAL ARTISTS. MUSICIANS IN NORTHWEST ARKANSAS ARE EXTREMELY PASSIONATE ABOUT THEIR MUSIC AND SELF-EXPRESSION. MONEY AND RESOURCES DON'T ALWAYS COME EASILY TO THE PEOPLE WHO HAVE A VOICE WORTH SHARING; ESPECIALLY DISPOSABLE INCOME THAT CAN BE SPENT ON LIGHTING AND RECORDING RIGS INSTEAD OF FOOD AND RENT.**

**THE HOUSE OF SONGS GRACIOUSLY STEPS IN, GRANTS LOCAL ARTISTS A MEANS OF HAVING THEIR PASSIONS HEARD, AND ASKS FOR NOTHING IN RETURN. THEY ALWAYS PAY ARTISTS FOR THEIR CONTRIBUTIONS TO EVENTS AND THEY REGULARLY DONATE NEEDED MATERIALS FOR PRODUCTION AND SONGWRITING, AS WELL AS FACILITATE ARTIST COLLABORATIONS BETWEEN LOCAL MUSICIANS.**

**IT REALLY IS A STELLAR ORGANIZATION AND WE ARE BLESSED TO HAVE SOMETHING SO UNIQUE AND SPECIAL ENCOURAGING OUR CREATOR COMMUNITY.**

**JUST RECENTLY, I WAS ABLE TO RECORD TWO OF MY ORIGINAL SONGS FOR THEM UTILIZING EQUIPMENT THAT THEY DONATED TO ME.**

**GOTTA LOVE THE HOUSE OF SONGS." - JIM GOZA**

**"IT'S BEEN A WHILE SINCE WE'VE PLAYED, BUT WE'LL BE BACK FOR A LIVESTREAM...WE'VE GOT SOME GREAT NEW GEAR CURTESY OF THE HOUSE OF SONGS THAT WE CAN'T WAIT TO TRY OUT!"**

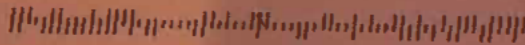
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House of Songs  
508 SE C St.  
Bentonville, Ar  
72712

2-594808



House of Songs,

I just wanted to let you know how grateful I am for helping me get started with live streaming. The gear will be put to good use & we are so fortunate here in NW Arkansas to have the House of Songs to support musicians! I truly believe your organization will set our community of musicians apart! Thanks again!

Shanna West





**Thank You!!  
NWA COUNCIL**