

**THE
EXTREME
TOUR**

**CALLBACK
SESSIONS
INFORMATION
2019**

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1. What We Are Looking For In Artists We Accept

You are being contacted right now because you have made it through the first phase of the selection process, and your application has been marked for possible confirmation for place on our roster. Most artists we notify at this point ask us what they can do to further demonstrate their suitability or increase the likelihood of their final selection.

To answer this question, we will explain key characteristics that we are looking for in artists that we give priority to. Knowing what these traits are, you can make choices that will demonstrate the qualities we are looking for. Seeing you do this will help confirm to us, by your demonstration, that you are indeed the kind of artists we are seeking.

Here's what we are looking for, and what we value, in artists we give priority to:

It is important to understand that The Extreme Tour is part of a **CHARITABLE EFFORT** to assist community groups, municipalities, civic, and faith-based organizations in their efforts to positively impact and serve people in need. As a faith-based, nonprofit, charitable organization, we believe that artistic expression can make a positive difference! We personally see our part in this effort as part of living according to the charity our faith compels.

We are looking for other artists who want their expression to have a **POSITIVE IMPACT**. While our staff and organization is compelled by our sincere Christian Faith in these efforts, we consider and accept both religious and nonreligious artists that desire to contribute their expression to carry a positive message.

We are looking for artists that care about **BEING RELATIONAL**. We strive to be a tour that personally connects with the cities we visit, with the fans that attend each event, and with each other as a team. We look for artists that know how to connect, both on and off the stage, with the people they are around or in front of.

We believe healthy relationships start with grounded and sober **HUMILITY**. It's hard to have positive relationships with others if we view others merely as "competitors" in a contest for an audience's attention. Rather than valuing competition, The Extreme Tour values artists who can be "**TEAM PLAYERS**," supporting the other artists that they are touring with and who are also able to graciously accept the support of these artists as well.

The Extreme Tour also values **ARTISTIC EXCELLENCE**, as displayed in artists that are constantly developing and learning, and therefore growing. While we look for artists that demonstrate a Unique Talent and a Creative Individuality, we believe that artistic growth starts with a willingness to learn. The Extreme Tour represents a valuable opportunity for such growth, as artists learn from the experience and from Artist Mentors we arrange to meet with and travel with the artists we select. So as to not waste the effort or time of these internationally respected industry leaders, we make a high priority of looking for artists who are **TEACHABLE**.

It's worth noting that these are not traits that can be easily displayed in a typical Electronic Press Kit. For this reason and others, EPKs can be a poor reflection of an artist. In fact, we often get EPKs from artists that are fairly misleading, presenting a recording by an artist that simply cannot be matched or exceeded by the artist when they are in a live setting such as ours.

Here's the problem. Some artists that apply for our tour may be exactly what we are looking for in many ways but may not be able to take advantage of this experience and the subsequent opportunity to grow as artists due to their belief that they have "arrived" in their career, have "honed" their skills to "perfection," or are completely as they need to be. We have found that artists such as these (that are unwilling to learn or grow) are not as suitable for this tour as are the artists who come **ready to learn**. Again, The Extreme Tour places significant value on artists that are Teachable.

2. Developmental Assistance Available to Artists We Accept

The Extreme Tour has historically been more than just an average music tour. We are noted for having a charitable mission and for blending that, uniquely, with dynamic music and cultural events. We also have a reputation for finding unknown artists that go on to be accomplished institutions in the music Industry. We want to continue to maintain such a legacy.

If we choose an artist, it's because we believe that they may have that same potential as the bands we have had with us in the past. As we reflect, we realize that these artists were strengthened and developed and, by their own account, prepared for their future career and Calling during their experiences with us. We see that, for many of them, The Extreme Tour was a significant part of their development. We value the privilege we had of being such a part of their development and careers.

This is why we have sought to be much more deliberate about developing the artists that are with us each year. During The Extreme Tour each year, we now plan a schedule of meetings, studies, and experiences that will help the artists we select develop as artists, as communicators, and as career musicians with a Calling. In the past, we have even arranged for special Artist Mentors from the Music Industry, a few of them even very well known and accomplished as musicians themselves, to serve as staff or occasionally spend time on the tour and in cities we visit, personally meeting with the artists we select, advising them on steps they can take to develop their music and pursue their Calling.

We also optimize our tour schedule to provide as many practical learning opportunities through artist participation as possible. During their time with The Extreme Tour, artists will have opportunity to develop their promotional and marketing skills, their stage performance, and their songwriting and arrangement ability. And they will have opportunities to learn better ways to improve their ability to relate with, connect with, and communicate to the audiences they perform for.

This is a rare opportunity as most record labels and management companies long ago stopped making an effort to truly develop the artists they sign or contract with. They prefer to find artists that have already developed themselves. The Extreme Tour is one of the last few places in the Industry where artists can find these practical developmental opportunities.

To put it quite candidly though, we do not want to waste this effort on artists that are not willing or ready to learn and be developed. We see the effort we will make with the artists we select as a valuable investment, on our parts, and we expect our artists to treat that investment with respect.

In fact, we desire to select artists that are willing to at least match that investment themselves, certainly an **investment** into their own development but also into the team effort it takes to present The Tour events in each city. So, it's important to point out that The Extreme Tour also values Investment and looks for artists that demonstrate a desire to invest in their Calling and in the cooperative effort it takes to do things like The Extreme Tour.

These are core values for us and also values we are looking for in artists that we accept.

3. Increasing The Likelihood Of Your Selection

Further Review and Recommendation From Other Industry Professionals:

Over the last 25 years, we have established relationships with decision makers from all segments of the Music Industry. More than a list of contacts, these industry professionals have become friends and supporters of The Extreme Tour and our Mission. They often support us by paying extra attention to the artists we have with us, and they now even help us make selection decisions by offering us their feedback about materials we provide them from those artists.

I will be outlining the method we will use this year to connect highly-rated applicants with these friends and how you can potentially obtain their review and/or recommendation, should you desire that.

Meeting In Person:

As we stated earlier, it's hard to fully evaluate an artist just online, through emails, or even over the phone. EPKs don't exist that will show us how personable and engaging you and your band truly are. It's much better if we can actually meet you face to face, spend some time with you, and watch you interact with other people. This gives us a pretty good idea how effective you are, not just as artists but also as team members and as communicators that relate well with people.

In the interest of evaluating you for specific places in our roster, we want to make ourselves available to those of you who are willing to take the time and trouble to meet with us, as well as a few of our friends who are professionals in the industry, so we can see each other face to face.

This will provide you with an opportunity to get to know us and ask us questions you may have about The Extreme Tour. This also gives us an opportunity to observe you in a professional environment and to observe how you interact and develop Relationships with those you meet in such a setting.

We believe this can demonstrate how you might fit on our team and in our Event settings. We also believe these meetings can be a valuable developmental experience for you, as well as give you the chance to learn from our friends and the members of our staff as they spend time with you while you are with us.

With this in mind, we are extending an invitation to you to participate in closed-door Callback Meetings we will be conducting for you and the other Callback artists we are considering for The Tour. The schedule will include personal and group interaction and training with members of our Selection Panel, as well as with some of our well-known friends from the Industry. These are By-Invitation-Only meetings and sessions.

We preface this next section by clarifying that you are **NOT REQUIRED** to participate in any of these meeting opportunities in order to be selected. But it is also certainly true that we tend to see artists that do participate in these opportunities as **practically demonstrating** the various values and attributes we are drawn to and look for in the artists we select.

Bottom line: It's definitely helpful to you, and helpful to us as we choose artists, for you to participate in these opportunities if you can.

We do know that your participation will likely take some effort and investment on your part. With that in mind, we have endeavored to make this as rewarding an experience as possible by arranging exclusive and valuable experiences for you while you visit. These are not opportunities or access that, to our knowledge, are available any other place in the industry. We are confident that these meetings and activities will help you grow and progress regardless of the final decision of our Artist Selection Panel. The hope is that this makes the trip worth it, whether or not it ends with a gig with us.

Please let us know as soon as possible if you can be involved so that we can set aside space for you. The space is limited and will be filled by those that respond first.

For those of you who feel a Divine Calling to serve as an artist or musician:

As Staff, many who are touring artists ourselves, we want to emphatically communicate to you our sincere conviction and belief that your Calling, and the gifts and skills you have been given to pursue that Calling through your art, is critical. We understand the passion you feel to express, and we believe that what you have to express is of tremendous value and importance.

You may understand us as a Tour, but we are compelled by something far greater than simply a string of Music Events. We feel called to a Mission as well.

No doubt, before even applying, you have researched The Tour, as we recommended, and you are likely familiar with the faith and motive behind the music and “mayhem” of The Extreme Tour effort. We want you to know that we feel called to equip and assist artists like you in fully realizing the potential of the Divine Calling we believe you have. To this end, we have organized a series of opportunities intended to do just that. For us, this effort is an **INVESTMENT** we are willing to make in artists we are considering for selection.

4. Opportunities we are making available to you now

OPPORTUNITY #1: CALLBACK MEETINGS AND THE OBJECTIVE SESSIONS

You are invited to attend this year's closed-door Callback Meetings and the industry mentoring and networking gathering that we have nicknamed, The Objective Sessions.

These sessions will be held at **ROCKETOWN** and in the surrounding areas of downtown **NASHVILLE, MAY 16TH THROUGH MAY 19TH, 2019**. We prefer you attend from start to finish so we may have as much time with you as possible, but you can attend as little or as much of the schedule as you wish. Again, though, we would strongly urge you to attend the entire Event in order to get the maximum benefit from this opportunity. As I described earlier, these Sessions are designed specifically for the purpose of meeting you face to face, enhancing our ability to evaluate each other, and equipping you to pursue your artistic Calling as effectively as possible.

We have assembled a team of Industry Experts and Artist Mentors, many of them award-winning music pioneers and legends or some of the top voices in their field. Again (for those who missed it before), Mentors and Contributors who have been available to our artists during these gatherings include Grammy Winners and accomplished professionals like Sonny of P.O.D., Michael W. Smith, Kurtis Blow, Ricky Skaggs, Tom Jackson, and many others. ***For a deeper look at last year's Mentors and Speakers, please [click here](#).***

Many of these friends will be with us again this year to connect personally with the artists we invited to meet with us for this gathering. We will be releasing a complete list of the folks who will be with us this year as we get closer and the schedule has been finalized. Watch Ted Bruun (our Founder) on Twitter and Facebook. He will be releasing news there first, and we will also be sending registrants updates regularly.

You will have four days with us and our team of mentors and industry experts. During this time, you will have the opportunity to interact, as well as receive invaluable advice and guidance, to personally help you as you chart your course as an artist. Topics expected to be addressed include Live Performance, Songwriting, Recording, Distribution, Digital Media, Radio Airplay, Touring, Booking, Branding and Merch, Artistic Motive, Networking and Connection, Sustainable Financial Planning for Artists, and more.

This will be a comprehensive series of meetings, and there will be opportunity to interact with these mentors, both in a group setting and with select members one on one (upon request). You also will be able to meet with the members of our Artist Selection Panel (upon request) who will be eager to meet you to ensure the best possible fit with our efforts during The Extreme Tour Schedule. Your involvement in this series of meetings will likely greatly enhance your status with our Selection Panel (provided we like each other, I guess).

This year, as part of a new collaborative agreement we formed with over a dozen other national and international tours, festivals, and opportunities, a number of other organizations that represent great opportunity for artists have committed to attend and be represented during these sessions as well. These new strategic partners include Europe's *Steiger*, *The Exit Tour*, the *Blood On Our Hands Tour*, the *Rainbow Rock Music Festival*, as well as The Caribbean's *Total Freedom Tour* and *Ekco Nation*, and a number of others to be announced as we get closer! They will be considering artists for selection for their activities and events. We believe this greatly enhances the likelihood of attendees finding opportunity that is suited to their artistic goals. Our goal is to maximize the possibilities for all artists attending. The intended objective of these invaluable meetings will be to prepare artists likely to be selected for our tour or one of these other opportunities, as well as to provide information that will help them better evaluate any roster slot or opportunity they may be offered as a result of their application.

As an artist with “Preferred Applicant” Status, there is no charge for you to attend these sessions. We have taken care of the registration fee for you and your guests. If you would like to secure your space for these By-Invitation sessions, though, you MUST **RSVP as soon as possible at www.theextremetour.com/objective-rsvp**

Keep in mind that the Promo Program registrants will have the **first priority** at receiving a seat for these sessions. If you want to guarantee you will receive all the seats you need, please register for the Industry Promo and Networking Program as described above. **Remaining space is confirmed only as available after Promo Program Registrants, and their guests, have been accommodated.**

OPPORTUNITY #2: CALLBACKS, OBJECTIVE SESSIONS + INDUSTRY PROMO & NETWORKING PROGRAM (PAST DEADLINE)

Artists who were registered for The Objective Sessions or invited to attend the Callback Meetings in the past have often asked if they will be able to hand out their recorded music and materials to the Industry Professionals meeting with us during our time together. We checked with our friends who acknowledged that it would be nice to have materials from attending artists, especially if we could get materials to them BEFORE the gathering so they could come to the meetings with some pre-existing context for who these artists are.

Unfortunately, though, they were concerned that they were often not legally permitted to accept “unsolicited materials” (materials they didn’t ask for from people without a previous relationship with the labels or opportunities they represent). As we discussed it with them, though, we were able to work out a solution.

Based on the fact that we already have a pre-existing relationship with them and their companies, our friends agreed to receive materials from us of artists we specifically thought should receive their time and attention. By asking us to do this filtering, they complied with the restrictions they had to follow for receiving materials as solicited.

So we now have a way for select invited artists to get their materials and information into the hands of our friends who are significant Industry Professionals who will evaluate those materials and potentially give us their recommendation of you for our roster. More than that, though, our friends have agreed to evaluate you for the opportunities they represent.

You are receiving this email as you have been approved to register for this opportunity.

Be advised that this is a valuable opportunity for those of you ready to be considered at this level. Also be advised that this is the only way to get your materials to these folks. We are not allowed to permit you to distribute them at the event, and they have indicated they will not accept them from artists who offer. Fortunately, we can facilitate a select few of you with this plan, though.

We are excited about this as it has proven very helpful for artists who have participated. Over the past few years, we have had artists secure record deals, management agreements, major endorsements, performance slots, airplay, and recording assistance from participation. If you would like to know more about the track record and development of this program over the last 16 years, *please contact us with a request for the Promo Program History PDF.*

THIS YEAR'S PROMO PROGRAM AND DIGITAL DISTRIBUTION OPPORTUNITY:

We will put your music and materials directly into the hands of the people we work with, including most of the Industry Experts and Mentors we will have with us for the by invitation only gathering we are inviting you to attend in May. We will ask those receiving your materials to consider you for the industry opportunities they represent and also, as appropriate, that they give us their thoughts on your suitability for our roster.

You will receive contact info for every person that receives your material so that you can follow up with them for potential feedback and assistance as you progress in your calling and career. You will also receive a written critique by our Selection Panel of the materials you submit. This is valuable feedback from the Industry Professionals on our Panel. Our hope is that this will help you fine tune your presentation even more, helping you be even more effective in your calling.

There is some expense incurred in facilitating the meetings and the production of presentation packaging we use for distributing your materials as we bring to our industry friends and partners in the way they have requested. For this reason, we have found we had to incorporate a relatively small charge to pay for the expense of providing this service. We also had to limit the number of bands that we can include in this promotional program. After all, we can only meet with so many people, and we can only carry just so much material on our person.

You will not be required to attend The Objective Sessions (the name we have given to the by invitation only callback sessions we have invited you to in Nashville in May) in order to be part of the Promo Program, but if you choose to **(Highly Advisable)**, you are guaranteed a seat. (*RSVP required). There is no charge for The Objective Sessions, but the seats that we have available for those sessions will be *given first exclusively* to artists that have signed up for the Industry Promo Program. This means that the Promo Program registrants are the first artists that are guaranteed seats at the group sessions, with unregistered invitees only being given seats if they are still available after all of the Promo Program registrants.

Also, the Promo Program registrants will be able, at their request, to schedule an exclusive personal and additional session with an assigned Industry Expert or Artist Mentor, during which they will be able to follow up with these folks, getting valuable feedback and potentially exploring opportunities to work together in the future.

Some artists from the Promo Program may be invited to further meetings with Record Labels, Producers, and Media Outlets that have agreed to assist artists from the Program with opportunities with their organization or network of contacts. These meetings will happen during The Objective Sessions gatherings.

This also allows for a convenient opportunity for our industry friends and you to directly follow up on our representation of you through the Industry Promo Program. This convenient timing is deliberate on our part and is designed to help you make the most of your involvement with the opportunity.

As an additional benefit, we will select a limited number of artists from the Industry Promo Program for the exclusive opportunity to showcase live at The Objective at Michael W. Smith's **Rocketown**, one of the top live performance venues in Nashville. All the artists that showcase will get invaluable feedback through an immediate verbal and written critique from our panel of Industry Experts. **There is a very limited number of showcase slots available.**

Slots will only be given to artists selected from the registrants for the Industry Promo and Networking Program.

If you would like to register for the Promo and Networking Program, please email us right away at:

XTSelectionPanel@gmail.com. Please put the following title in your subject line:

“Industry Promo and Networking Program.”

This will tell our staff to get your email right to me so we can make sure you get a slot before they are gone. There is a shared cost of \$195 per artist that represents the costs we explained earlier. You will need to send that to us via snail mail or PayPal no later than *March 30th*. We will give you follow-up materials and prep directions when you contact us and register.

While this opportunity also includes guaranteed inclusion in The Objective Sessions, this opportunity is available with or without attendance according to your preference. Please let us know if you register but do NOT plan to be with us at The Objective Sessions.

OPPORTUNITY #3: THE OBJECTIVE SHOWCASE AND FEEDBACK SLOTS (PAST DEADLINE)

This opportunity is only available to a very limited number of artists as we do not have time and space to accommodate everyone. You MUST be registered for the Industry and Networking Program to be considered for one of these valuable slots.

We will select several artists from the Promo Program to perform in showcase slots during The Objective Sessions. These showcase slots will be at Michael W. Smith’s Rocketown, one of the top live performance venues in Nashville. The artists that perform will receive written critiques from our panel of Industry Experts and will have the potential opportunity to receive advice and interactive instruction from Tom Jackson and his team.

Industry Representatives that attend the showcases at The Objective include A&R Reps from the major labels, award-winning top Producers, top Radio Promoters and Artist Management Reps, the members of our Artist Selection Panel, and booking agents from other major national and international tours, festivals, and venues.

A number of guaranteed slots on The Extreme Tour 2019 have been set aside exclusively for artists that the Artists Selection Panel will select specifically from the showcase lineup. Performing Artists will also be considered for free recording time donated by one of our Grammy-Winning Industry friends at one of the top studios in Nashville!

This is another tremendous benefit for those that participate in The Objective Sessions. The number of showcase slots is extremely limited. If you are interested in being selected for one of the available slots, please contact us right away with your RSVP for The Objective Sessions following the directions specified above. Again, please remember that we are only choosing artists for the showcase slots that have registered for the Promo Program. Registration instructions are included in the previous sections of this document. Also, please be advised that there will be a shared production-expense fee for artists selected for this opportunity.

OPPORTUNITY #4: ENHANCED COMPREHENSIVE WORKSHOP WITH TOM JACKSON

You must be registered and have a confirmed seat for The Objective in order to be a recipient of one of these slots.

Tom and his team are open to doing a separate bonus day By-Invitation, hands-on workshop specifically for you guys. This is a very exclusive opportunity, the kind that is normally available only to signed major name artists, but Tom has opened up this more comprehensive time to work with the first Objective artists to indicate their desire to participate.

This workshop will be held immediately before The Objective Sessions. There is a cost for these sessions, but if the interest is high enough, Tom has typically agreed to offer his services at a significant discount to the few Objective artists he has agreed to work with. Please contact me right away if you are interested in one of these slots. You can email me at TheObjectiveNashville@gmail.com. Please write ***“Tom Jackson Workshop”*** in the subject line.

As far as we know, there is no other opportunity as succinct and complete as this one available to up-and-coming artists. This is a very unique opportunity and gathering made possible through our friend’s desire to assist us with our mission to impact culture by assisting artists following their Divine Calling with their creative expression.

Thank you for your diligent review of all of this information.

Probably because of the valuable opportunity represented during these Callback Sessions, the number of artists desiring to be part of the developmental opportunities we have offered has also only increased. While we would enjoy assisting as many artists as possible, *there is a limit* to the number of artists we can represent while still being truly effective. For this reason, we have to be selective, and we need for you to be prompt in your consideration of this opportunity and in your reply to us.

Again, this opportunity, and any other we have asked you to consider, is meant to assist us in our review of you for our roster and also meant to be a service to you as you pursue your Divine Calling. These opportunities are offered to you to consider at your discretion. While participation offers us a chance to get to know each other better as we consider your application, you are ***not required*** to participate in order to be considered or selected for The Extreme Tour. These are “bonus” opportunities, if you will. ***Your application is NOT rejected simply because you choose not to participate.***

We are often asked by artists we have selected for these opportunities if we can make room for friends of theirs who are also artists. Initially, this is not possible. We hold all initial openings for select Extreme Tour Applicants. We would recommend that new artists start by applying for The Tour, and we will then consider them for the opportunity as we did you.

Again, we offer these developmental opportunities as a way to interact with you, meet you face to face, and complete our consideration of you for the 2019 Tour Teams. Space is very limited, and we are considering a few more artists than we can accommodate in anticipation that some artists will not be ready to accept the invitation due to logistical difficulties or due to pre-existing commitments during the time of these “closed-door” sessions or activities. This does mean that you will need to respond promptly, just in case we run out of room due to more artists being able to accept than we anticipated.

We know you will need to carefully consider the opportunities we have presented you with. Our team will watch for your response, and we look forward to possibly meeting you at one of these events as we continue to review you and the other artists that have applied for the 2019 Tour.

Thank you again for your time and attention to these matters. Good luck in the rest of the selection process!



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