

## Tennessee Shines

Television Production

The best of Americana music resounds live each month from the stage of the historic Bijou Theater in Knoxville, Tennessee. *Tennessee Shines*, the newest Americana music sensation, is a multi-artist concert broadcast live on the Web and over the airwaves by internationally renowned radio station WDVX-FM. *Tennessee Shines* builds on the time-tested live radio formula of the WDVX Blue Plate Special and emphasizes the stories, culture and vibrancy of the region through Americana music in all its rich and varied forms.



### Challenge

DoubleJay Creative conceived the idea of filming *Tennessee Shines* to share with broadcast audiences and spearheaded the effort to bring the show to a massive three-state viewing audience.



### Solution

In partnership with the Knoxville Americana Music Foundation and concert producer, AC Entertainment (the managing agency of The Bijou and producer of the Bonnaroo Arts & Music Festival), DoubleJay Creative produced seven television episodes which aired in high-definition on local NBC affiliate WBIR TV10 and its sister station. Employing a multi-camera setup to capture the two-hour, talent-laden performances and the beautiful ambiance of the historic Bijou Theatre, DoubleJay Creative pared down the footage to a broadcast length of one hour, assembling on-screen graphics and factoids, recording voiceovers and commercial bumps, and incorporating commercial and/or station ID breaks to deliver a broadcast-ready show to the station.

