



CITY SOUNDTRACK

'Sounds of Tallahassee' a forum to lift local artists

Amanda Sieradzki Council on Culture & Arts

Music is a powerful force for change. It reflects and amplifies social movements, builds bridges between cultures and gives identity to entire cityscapes. Memphis is synonymous with blues and soul; New Orleans conjures up streets filled with the wail of a jiving brass band.

Brien Sorne, radio host and founder of Moose Magnificat, wonders what Tallahassee's distinctive sound might end up becoming. He's noticed major shifts recently in the city's musical growth as his station broadcasts an eclectic collection of artists and songs.



Sorne

"If this community of ours has an identity, and I think it does, I want the community to know itself better and I want the rest of the world to know who we really are," says Sorne.

Sorne has joined forces with Scott Bell, president and co-founder of Cat Family Records and the Council on Culture & Arts to create "Sounds of Tallahassee." The initiative gives a platform to local musicians who can access Cat Family Records resources and have their original music played on Moose Magnificat's streaming station, as well as be promoted on COCA's Artist Directory.

"I really want to see this city come up which is why we got involved in this initiative," says Bell. "We want to bring the community together. I think there's a lot of talent in this city and we want to empower and offer help to artists in town."



Bell

"When you start empowering people you begin to solve broader, deeper problems," adds Sorne, whose degree in sociology and background in radio gives him a unique lens through which to view the initiative's reach. "I care about people and I care about our community, and I believe this music platform and radio station is a great meeting place for change."

Sorne has observed the Tallahassee music scene for more than 40 years. For a long time, he noted a clear disconnect between local musician's ability to build a network and reach local listeners, as well as the lack of radio stations that would play more than a single genre.

Thus, Moose Magnificat was born. A nickname given to him by his Swedish father, Sorne says the online streaming station provides artists of any genre with airplay free of licensing costs. They regularly reach an audience of more than 400,000 people throughout North Florida, the U.S., and around the world, including listeners from Australia, Ukraine, Ireland and Japan.

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Royce Lovett, a former contestant on "The Voice" and resident of Tallahassee, is one of the artists on the livestreaming Moose Magnificat featuring "Sounds of Tallahassee." ALICIA DEVINE/TALLAHASSEE DEMOCRAT

Sounds

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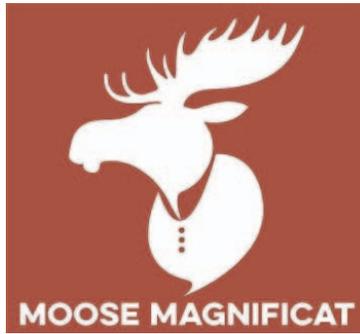
As Moose enters its fourth year on the digital airwaves, Sorne is excited to see the new growth the initiative will provide and how it might unite Tallahassee.

"I think that there is a kind of joy in radio broadcasting for me, and for anybody who has been in radio for any length of time," says Sorne. "There's something very satisfying in this collaboration because more and more people are connecting with us as listeners and musicians."

When Bell moved to Tallahassee a decade ago, he got involved with the music scene early on. He and his brother's band had trouble finding industry connections and support, so they created Cat Family Records. What started out as a record label for music production and event curating has grown into an artist collective, complete with a publication, video channel and promotional resources.

Bell says his main mission has always been to trail blaze and compile information from industry professionals to disseminate to local artists. He got involved with the Sounds of Tallahassee initiative to continue using the Cat Family presence for positive change.

"I think movements have soundtracks," says Bell. "Music and art are im-



Moose Magnificat, an online streaming station, provides artists of any genre with airplay free of licensing costs.

SPECIAL TO THE DEMOCRAT

portant outlets for people, and music plays an important role in finding common ground, which is so important right now."

Since the launch of the initiative last month, Sorne says Moose has received more than 100 new artists' music and increased their listening audience by 400 percent. These artists include Longineu Parsons, Royce Lovett, Less-On, Scotty Barnhart, Jerome Rodgers, Donnie and Cathy Jackson, Sway Jah Vu, and Tallahassee Nights Live.

Sorne sees the initiative operating like a well-run eatery — Bell is in the studio cooking up new music with local artists while Moose serves up the fruits of



Longineu Parsons is part of the "Sounds of Tallahassee" initiative. DEMOCRAT FILES

their labor to the community.

"I like the idea that we have a radio station that everyone gets to participate in with the doors wide open," Sorne said. "This is laying the foundation for more integration and less segregation, more inclusion and less exclusion. Personally, I think with our music and our other cultural expressions, this is the best means to achieve that and that's why I think COCA serves such a fantastic role in bringing us together."

If you're a local musician who'd like to be included in "Sounds of Tallahassee," visit [hassee/. To tune into Moose Magnificat Radio, visit <http://www.moosemagnificat.com/listen/>, and to learn more about Cat Family Records' artists please visit <https://www.catfamilyrecords.com/artists>.](https://www.tallahasseearts.org/classified/sounds-of-talla-</p>
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Amanda Sieradzki is the feature writer for the Council on Culture & Arts. COCA is the capital area's umbrella agency for arts and culture (www.tallahasseearts.org). This article is part of COCA's Creativity Persists collection which highlights how our community uses the arts to stay connected and inspired during the COVID-19 pandemic.