



## Press Release

### **THE BACKSTAGE EMI SUPERSTAR SEARCH 2005** **Sunday, October 2 @ 6.05pm**

#### **THE SEARCH IS ON** **(it's Gauteng first!)**

**This** talent search is for real! One person with a lot of guts, heart and talent **will** actually break into the South African music industry - courtesy of the Backstage EMI Superstar Search - on screen every Sunday at 6.05pm.

**The Prize** is a recording contract with EMI, worth at least half a million Rand. The winner will start recording the album immediately after the competition has ended. The CD will be released within a three-month period after that - and the Superstar winner will also perform at the live Backstage AIDS benefit concert, which will take place next year.

Ziggy (Charl Timotheus) from Backstage hosts this 11-week competition for those who fancy themselves as the next R&B, Hip Hop, Kwaito or Pop superstar. The competition comprises nine national preliminary rounds, culminating in the semi-finals on December 4 and a fantastic finale on December 11.

**The show's format:** We've had the call for entries and now we bring you nine episodes of auditions being held in all of Mzansi's nine provinces - with one representative from each region being selected for the semi-finals. These episodes will highlight the good, the bad, and the (hopefully not) ugly, as we cross the land looking for The Ultimate Voice.

In each episode three semi-finalists will be chosen from the regional audition.

The next Sunday Superstar show will reveal whom the judges - and the viewers at home - chose from the previous episode as the regional representative who will go through to the semi-finals. The nine episodes will be in the following order: Gauteng, Mpumalanga, Mafikeng, Polokwane, Free State, Northern Cape, Western Cape, Eastern Cape, KwaZulu-Natal.

**The judges** will first be introduced to the contestants: Kwaito star **Arthur**; **Grace Mahlaba** as Ipeleng Theledi (In character as the principal of Backstage); **Malebo Phage** (Head of Local Productions, e.tv); **Mike Maswanganye** (Marketing and Promotions Director EMI/CCP). And here's the biggie: **viewers will act as the " 5th " judge, participating via SMS.**

After that, there's a behind the scenes look at people arriving for their auditions in the holding

room, waiting in nervous anticipation for The Big Break.

The contestants will sing and the judges will comment, offering constructive criticism on their performances. The judges will eliminate and narrow down the contestants to 10 people or less. These 10 people will get a second chance to perform and impress the judges. Then the judges will have a final round of elimination - and three regional finalists will be chosen. **Viewers must then sms BSS and the name of their favourite contestant to 35171.** In the case of a split vote, the viewers will have the casting vote

**Judging criteria:** The judges will base their decisions on the following:  
overall performance; vocal range and quality; song interpretation; choice of song; versatility; movement; image (or the potential for a great make-over); personality; media friendliness; performance under pressure; Superstar quality.

Bronwyn Keene-Young, e.tv' s Channel Director, says: "e.tv is very excited to be embarking once again on the Backstage Superstar Search. Following the success of the 2004 event, we are proud to have EMI on board as a partner this year. We have no doubt that the Backstage EMI Superstar Search will unearth the new young singing stars of 2005 and beyond."

The Big Break!

The Backstage EMI Superstar Search

Sunday, October 2 @ 6.05pm

**For more information and photos of Ziggy and the Gauteng Auditions, please contact:**

Alissa Baxter  
e.tv Publicity Writer  
Tel: 011 537 9496  
Fax: 011 537 9380