

THE

WHISKEY WEDNESDAY

FANZINE

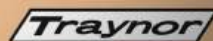
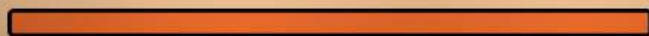
FEBRUARY 2025 EDITION #2



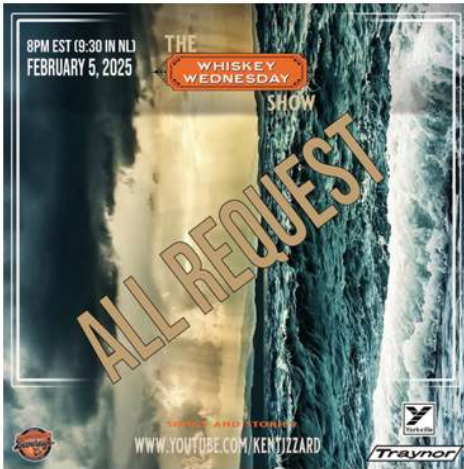
Tech month with  
deadwood SOUND  
amplifiers and  
Black Box prompter



GET YOUR COPY FOR FREE [WWW.KENTIZZARD.COM](http://WWW.KENTIZZARD.COM)



Episode 6



### Features

#### Weekly Highlights & Setlists

Episode 6 - All Request Evening *page 3*

Episode 7 - Love Songs *page 14*

Episode 8 - The New Addition *page 28*

Episode 9 - The Mystery Box *page 39*

Episode 7



#### whatta ya at?

Deadwood Sound (Guitar Amp) *page 48*

Black Box (Prompter) *page 53*

#### A Moment Of Calm

Wrapping Up *page 59*

Episode 8



Episode 9



*Music is to the soul what words are to the mind!*

Balancing Music & Words

*Writer-Oral Historian-Art Director-Graphic Designer-Editor-Publisher*

**Allison Edwards**

*Musician-Songwriter-Storyteller-Photographer-Videographer-Publisher*

**Ken Tizzard** \*Cover Design

# whatta ya at? with Black Box

---



The whatta ya at? begins, “Ladies and gentlemen welcome to The Whiskey Wednesday Show, my name is Ken Tizzard and I am your host. As you know we have all kinds of guests on the Show. Today from a company called Black Box prompter, we have Tory with us. How are you doing today and where am I talking to you from?” “I’m doing great, from the Dallas, Texas area, don’t hold that against me.”

Ken sets up his question, “I’m going to tell you a little story and then you can tell me where you are with all this. I have done a lot of touring with bands, arena tours to club tours. A lot of the arena tours are reliant on teleprompters which started in the late 90s. If you are going town to town and you are using local production they will have a version of a teleprompter on the list. As long as you can sort it out and pay someone to run it for the night. This can cost a couple hundred bucks depending if you have a crew touring with you or you are hiring local.



As the years have gone by I’ve noticed a lot of my singer friends are getting older and the catalogues are getting bigger. They’re getting into 10, 15 albums, we are talking 150 to 200 songs. Let alone the obscure B tunes that artists play from time to time. You want to be able to throw them in the set but it is too much to remember. A lot of musicians struggle with that.



At the same time I am going to smaller venues and I’m watching trios, each with an iPad in front of them. And when you look on stage and all you see are these glowing faces and the rectangle of the iPad. I find that hard to watch. I come from the school of learn your material and go on stage and play it. But there is only a small percentage of musicians that actually do that. Most people have triggers of some sort that help them remember.



It seems like the Black Box has come in to fill a void. I would like you to explain to me where on the landscape from the person with the iPad taped on the mic stand to the person on a 5 to 8 thousand seat venue stage with professional teleprompters, where does the Black Box fit in and what brought the need for it?”



Tory shares, “Quite a bit to unpack here and thanks for having me on your Show. I will first start, as we get older our vision gets worse, we are killing brain cells off in the droves, yes that has absolutely been happening. There is no shame in having a teleprompter. Most people don't realize, even the pros use them. Steven Tyler has gone on record numerous times saying that he uses a teleprompter and has for many years. Truth be told there is no shame in having a visual cue. You are right, you absolutely need to know your material. We are not talking about being glued to a prompter. We are talking about getting a visual cue, a quick glance, get your spot and move on.



Ever since the advent of the iPad or tablet of any kind, that unfortunately has become an industry standard now. Most people aren't using music stands with sheet music, turning pages physically. But they are swiping on some sort of tablet or mobile device. And you are right, it is distracting, it looks unprofessional. I am in a couple of cover bands down here, it doesn't matter if you're an original artist, a cover artist, a tribute artist, I see almost everyone using some sort of prompter.



It's happening more and more frequently where you have this thing blocking the face. It got so bad that some musicians were just leaning into it, to where it really became a distraction. And I said gosh there must be something better out there. I did some research and there were a couple of prompters on the market but they were very basic. They showed JPEG image files or PowerPoint slides. So I teamed up with a rocket scientist friend of mine. He has worked on the Tomahawk cruise missile, he is ranked one of the top 50 software engineers in the world, brilliant, brilliant mind and he is a drummer.



A little over a year ago I shared with him what my brother was using, who is the singer in both my bands, a makeshift poor man's teleprompter. He got an Amazon shipping box, carved it out, wrapped it in black duct tape (told you a musician's best friend), put his iPad inside of it and that became his poor man's teleprompter. We just looked at each other and said 'ok we are going to go into business together'.



In May of last year we launched at the International Guitar Festival, here in Dallas and it was one of the most popular booths there. People were positive and had good genuine feedback that we were onto something, very, very hot. We have been going 90 mph since then.

That is really where I got the inspiration, just seeing how many folks are overly reliant on their tablet or iPad and how we would like to get it out of the face and onto the floor.



Tory does a Show & Tell, “What is really cool about it, this is nearly 3 times the size of the biggest iPad. An iPad Pro is just shy of 13 inches measured diagonally, this is 24 inches. We have 11 font sizes so you will have no problem seeing the thing. We include a shadow proof shield made out of polycarbonate. We have had beer bottles and mic stands and we have yet to have a single return because the screen was busted. We have a master woodworker who assembles these by hand so we are very, very proud of the craftsmanship. But also the technology that is inside of it.

To answer the second part of your question, between the guys in the pub and the guys in the arena, where does this sit, I would make the argument that we check all the boxes. I will give some caveats we might not fill. The local pub, the local venue, all night long, absolutely, this is where it all began.

When you have bigger stages, multiple musicians, like when you think of churches, houses of worship. Lots of really talented musicians, lots of amateur musicians who are very reliant on these prompters. We can set it up where we can actually sync these boxes up wirelessly creating its own network. For smaller venues this works great.

The reason why I mention the whole wireless sync capability with multiple boxes is because it is a unique feature that we have not seen anywhere else. The wireless piece would probably not work as well inside a 50,000 seat arena because of network congestion. You need things to block the signals.



I want to be very transparent, yes we check a lot of the boxes but if you are talking something more heavy duty, more commercial that is going to be a different animal. Now you're not talking about an up and down portrait mode. You are talking about a larger screen that is side-by-side, that is horizontal or landscape mode. That is on our product roadmap and we will have a version of that later in the year. Right now we are going after some of the small to midsize stages.”



Back to Ken, “I've been thinking about issues that could be with something like this. Daytime lighting at festivals. The singer standing on the front of the stage, a 3 o'clock set, full sunlight at his feet, is he still going to see?”

Tory explains, “There is not a single device out there, if the sun is shining directly on the screen. If it is just that right angle for that moment in time, I'm going to say likely not.

However are there

some things that you can do to cast a shadow or a little bit of shade, or maybe you can approach it from a different angle, then the answer is yes. I used this thing in the Texas sun last year and there was a few minutes when it was just at that perfect angle. Even with stage lights shining directly on it, you are going to get a touch of glare, not so much to where you cannot read the lyrics.”



Ken sets up his next question, “Up here, the top 8 to 15 radio commercial bands in Canada and there are a bunch of travelling bands as well, because of our distance and proximity and also the way that things have gone in the world, bands are doing a lot of fly-ins. One of the bands that I work with quite regularly, the band that I have been with for 30 years (The Watchmen), we all live around Toronto but our main shows are in Winnipeg, Edmonton and Calgary. They are three, four hour flights.



This is not easily portable. Has there been thought of having something collapsible as a wedge on a hinge.” Tory with a big smile, “Yes, have you been spying on us.” Ken continues, “As a musician the only thing that I can see stopping a band from getting this, is the ability to fly with it easily.”

Tory explains, “The current main model is in this nice cabinet and is great to have as a

permanent fixture. Somewhat portable but it is not collapsible. It is only 26 pounds which isn't super heavy. You could put it into a flight case but you may want something even more portable. We just got back from NAMM (National Association of Music Merchants) a couple of weeks ago and we had a few people bring up the same concerns.



We are in the process of designing a collapsible unit. Think of a desk drawer, you have a box, 4 inches tall, and it will have adjustable legs. You will be able to lift up the screen so it is angled, almost like you would open up a pizza box. It is that sort of hinged, collapsible version. The current box is 26 pounds, this new box we are guesstimating will be around 12 pounds. The current box is a 24 inch screen, the new one is going to be a 22 inch screen. By making it a touch smaller, you still get the benefit of a much larger screen than an iPad Pro but you also get the benefit of less weight and it being more portable. It is going to be similar to a briefcase. I am expecting that we will have that roughly by mid summer this year.”

As a side note, you have to love our Clubhouse some viewers were momentarily distracted, “Tony Arkell, “Someone say pizza.” Joe Murray and Steve Astolfo were in agreement, “I'm in for some Zza!”

**BLACK BOX PROMPTER**

Sale!

Logitech wireless keyboard with touchpad included

★★★★★ 6 reviews

**BLACK BOX Prompter 24" (Incl. Shatter-Proof Shield + Magnetic Cover)**

☆☆☆☆☆

~~\$2,152.00~~ **\$2,009.00**

Ken starts to wrap-up, "I think you are really onto something that can replace the iPad on stage. When I look at the price of it, it might be a larger price than you think. But once you get your iPad Pro and add on the IK media clips that you would need, it is not that big of an investment that is going to be far superior."

Tory shares, "We are running specials on our website all the time. We are on eBay, Amazon and Reverb but I always recommend listeners go to the website because you are going to likely find the best deal there. If your listeners want 10% off they can enter the promo code Ken10 and that will knock off 10% off their purchase. If you are based in the States we do cover shipping and for Canadian buyers there is a \$75 flat fee."

Ken signs off, "Ladies and gentlemen, Tory has been here from Black Box prompter, it has been a great chat and I wish you all the best of luck down there." I'm predicting that a Black Box prompter might be on a Canadian stage in the near future.

I went to the website and this was the quote for this package ... \$1923.60 CAD (includes shipping and the Ken10 discount)

Go from feeling distracted...

...to performing with confidence

**BLACK BOX PROMPTER**

**2025-The Whiskey Wednesday Show**

**“Hall of Fame”**

*Season 5*

**January**

**Tony Gale** (Freestyle Skateboarder)  
**Jigger** (Pop/Rock/Punk/Metal/Prog Band)  
**5th Annual Dylan/Hynes Evening**

**February**

**Deadwood Sound** (Guitar Amp)  
**Black Box** (Prompter)  
**Valentine’s Special**

**2024-The Whiskey Wednesday Show**

**“Hall of Fame”**

*Season 4*

**January**

**YoYo Schulz** (Freestyle Skateboarder)  
**MLM Skateboards** (Skateboard Company)  
**4th Annual Dylan/Hynes Evening**

**February**

**Karen Bliss** (Music Journalist)  
**Bryce Clifford** (Singer Songwriter)  
**Valentine’s Special**

**March**

**Brian Sheppard - pt1** (Record Club) 80s Special  
**Joey Keithley** (D.O.A.) Punk Rock Special  
**Steve Dagg** (Celebration)

**April**

**Born Riot** (Rock Band)  
**Brian Sheppard-Mr. Advertising - pt2** (Artistic Director)  
**Dagg Sessions Album Countdown**

**May**

**Brian Sheppard-Mr. Advertising - pt3** (Artistic Director)  
**Anna Ruddick** (Session/Touring Bass Player)  
**The Watchmen & Entourage in Niagara Falls**

**June**

**Westben Celebration**

**July**

**Simon Head** (Podcast and Filmmaker)  
**Jay Sparrow** (Singer Songwriter)  
**Tom Thorne** (NL Punk Rocker)

**August**

**Ty Gilpin** (Unspoken Tradition-Mandolin)  
**William Prince Revisited** (Singer Songwriter)

**September**

**Raeanne Schachter** (Artist)  
**Jerry Leger** (Singer Songwriter)

**October**

**Lost Mile Barn - Matt Mays** (Singer Songwriter)  
**The Ireland Brothers Live in Studio** (Band)

**November**

**Mike Munro** (Guitarist/Back Expert)  
**Matthew Holtby** (Singer Songwriter)

**December**

**The Whiskey Wednesday Show Christmas Concert**



## 2023-The Whiskey Wednesday Show

### "Hall of Fame"

Season 3

#### January

**James Clark Institute** (Singer/Songwriter)

**Raeanne Schachter** (Artist)

**3rd Annual Dylan/Hynes Evening**

#### February

**Chris Brodbeck** (Singer, See Spot Run)

**Tavis Stanley** (Guitarist, Art Of Dying, Thornley)

**WW Show Live at the Legion** (Guest Goat-Steve Piticco sits in for the evening)

#### March

**Kris and Dee** (Folk Duo)

**John Pastore** (Outer Battery Records)

**WW Show Specials**-Punk Night, Shamrockin' and Rollin', 3rd Year Virtual Anniversary, Steve Dagg Celebration

#### April

**Noah Mintz** (Master Engineer)

**Melissa Payne in studio musical guest** (Singer/Songwriter)

**WW Show Live at the Legion with musical guest**

**Dave Mowat** (Blues Harmonica Master)

#### May

**Romi Mayes** (Singer/Songwriter)

**Tim Lee** (Artist)

**Cam Carpenter**-Mr. Music Part 1 (Industry Veteran)

#### June

**Cam Carpenter**-Mr. Music Part 2 (Industry Veteran)

**WW Show Live in St. John's NL with musical guests**

-**Evelyn Jess** (Singer/Songwriter)

-**Sean Panting** (Singer/Songwriter)

-**Jing Xia** (Guzheng Artist)

#### July

**Mike Heffernan** (Author)

**Del Barber** (Singer/Songwriter)

#### August

**Lennie Gallant** (Singer/Songwriter)

**Doug Oliver** (Crooks Rapids Countryfest)

**Bill Welychka** (Journalist, MuchMusic VJ)

#### September

**Eric Contreras** (Spiritleaf)

**Luke Mercier** (Luthier/Musician/OG Original Goat)

#### October

**John Whynot** (Producer)

#### November

**Kirby Lambert** (Knife Maker)

**Rick Mercer** (Comedian, TV Personality, Author)

#### December

**Sean Burns** (Singer/Songwriter)

**The Whiskey Wednesday Show Christmas Concert**

**Whiskey Wednesday Show Live & In Person** (Be My Guest)

## 2022-The Whiskey Wednesday Show

### "Hall of Fame"

Season 2

(Weekly guests started in March)

#### March

**Jeremy Berger** (Yorkville Product Manager)

**Neil Cameron** (Watchmen Sound & Road Manager)

**Dave Guy** (NL Musician, Pedal Builder)

**Daniel Greaves** (Watchmen Singer)

#### April

**Rick Mercer** (Comedian, TV Personality, Author)

**Joey Serlin** (Watchmen Guitar Player)

**Moe Berg** (The Pursuit Of Happiness Singer)

**Sean Panting** (Newfoundland Musician)

#### May

**Sammy Kohn** (Watchmen Drummer)

**Darryl Hurs** (Indie 101/Cd Baby)

**Andrew Younghusband** (Host-Canada's Worst Driver)

**Matt Mays** (Singer Songwriter)

#### June

**Mr. Grant and Neil Lucy** (Goats Bass & Rhythm Guitar)

**Ben Caplan** (Singer Songwriter)

**Ron Hawkins** (The Lowest Of The Low singer)

**Sarah Calhoun** (Red Ants Pants)

**Amazing Music Project** (Ken, Caitlyn & Cassidy Tizzard)

#### July

**Ray Kies** (Incredible Edibles Festival Music Organizer)

**Suzie Ungerleider** (Singer Songwriter)

**The Reactionaries** (Jane Archer, David Fry, Emily Burgess)

**Julian Taylor** (Singer Songwriter)

#### August

**William Prince** (Singer Songwriter)

**Allison Edwards** (Recovery Journey)

**Backstage at the Bert Winnipeg-The Watchmen,**

**I Mother Earth, Biff Naked, Hello Fiasco**

**Justin Nordell** (Executive Director/Festival Programmer for the Philadelphia Folk Festival)

#### September

**Aunt Judy visits, Celebration for WW viewer Lorna,**

**Reveal of the new Whiskey Wednesday Show Studio**

**The Young Novelists** (Folk-Roots Band)

#### October

**Chad Richardson** (Metaverse Creator and so much more)

**Backstage with the Goats at the Norwood Fair**

**Dave Gunning** (Singer Songwriter)

#### November

**Backstage at The Ship** (Ken, the Goats and their entourage go to St. John's, Newfoundland)

**Bob Izumi** (Canadian professional angler & host of Bob Izumi's Real Fishing Show)

**Steve Piticco** (Canadian guitarist)

#### December

**Jacky Cook** (Celebration)

**Whiskey Wednesday Show Christmas Party**

**Whiskey Wednesday Show Live & In Person** (Be My Guest)

