

BMI WORKS IT AT SXSW 2010

SXSW 2010 flooded the streets and venues of Austin March 12-21. BMI continued its long-standing tradition of ubiquitous activity at the festival, offering a slew of industry mixers; indie showcases incorporating rock, pop, Latin, and singer/songwriters; panels discussing film music composition and the art of songwriting; and an event-capping show at Auditorium Shores on Ladybird Lake, featuring Cheap Trick.

BMI's Doreen Ringer Ross (right) moderates "A Conversation with Gustavo Santaolalla" at SXSW at the Austin Convention Center March 16.



Panelists gather for a photo at the SXSW BMI Film/Music Panel at the Austin Convention Center on March 15. Pictured are (seated) Miranda Bailey, Craig Richey, Tom Villano, Ilan Eshkeri, and Michael Des Barres; (standing) Dan Licht, G. Marq Roswell, Chad Freehan, Kim Fowley, BMI's Doreen Ringer Ross, and John Anderson.



In the photo at right, BMI's Beth Mason, Caitlin Rose, Jordan Caress, Theory 8's Aaron Hartley and BMI's Kay Clary grin after Rose's performance at the BMI Howdy Texas Party kicking off SXSW.



BMI's Marissa Lopez and Casey Robison (center) and BMI's Porfirio Piña (far right) pause for a photo with Volovan at the BMI/Remezcla.com SXSW Showcase.



Tom Villano, BMI's Doreen Ringer Ross, Craig Richey, and Miranda Bailey are all smiles during the SXSW BMI Film Dinner at Manuel's.



BMI's Bradley Collins (far left) and Beth Mason (far right) flank Jonathan Tyler and the Northern Lights at the BMI SXSW Showcase at Maggie Mae's.

BMI's David Claassen, Shane Alexander, keyboardist Nathan Sexton, BMI's Clay Bradley, and Billboard's Bill Werde enjoy the BMI/Billboard Acoustic Brunch.



In the photo below, BMI's Tracie Verlinde (far left), Tavi Shabestari (front right) and Casey Robison (far right) grin with Imagine Dragons at the BMI SXSW Showcase at Maggie Mae's.



Cheap Trick manager Dave Frey, BMI's Mark Mason, Cheap Trick's Tom Petersson, Rick Nielsen and Robin Zander, and BMI's Clay Bradley hang out at Auditorium Shores before the show.



BMI's Brandon Haas and Samantha Cox, Billy the Kid, and Billboard's Courtney Harding, Kerri Bergman, and Jeremy Levine huddle at the BMI/Billboard Acoustic Brunch.

PHOTOS: ERIKA GOLDRING