

**For Immediate Release**

## **LALLIE KEMP REGIONAL MEDICAL CENTER SEEKS MUSIC SUBMISSIONS**

### **Music on Hold Offers Wide Exposure to Louisiana Musicians**

**Baton Rouge (October 30, 2007)** – Like death and taxes, being put on hold is an unavoidable part of life. Now, at least, you can enjoy the latter when you call the Lallie Kemp Regional Medical Center (LKRMC), in Independence, Louisiana.

After Hurricane Katrina, Dr. Kathleen Willis, who is the LKRMC medical director and a musician, wanted to offer assistance to struggling displaced Louisiana musicians, some of whom resettled on the north shore, so she created Music On Hold (MOH).

“I thought it would be a great idea to put together a loop of various local artists to showcase their music to hundreds of people daily,” she said, describing MOH, which LKRMC plays when a caller is put on hold. “We identify each group at the end of the song just as you would hear on the radio and offer a health tip as well.” The current loop has 32 songs.

Hundreds of people listen to the MOH loop daily, a diverse audience of the more than 400 LKRMC employees, patients, patients’ families and friends, and others who call LKRMC. Musicians on the current loop range from Lindsey Cardinale, a finalist on the 2005 *American Idol*, to Nocturnal Music label artists Warren Batiste and Invisible Cowboys.

Willis updates the music every three to six months and is now accepting submissions of all kinds of music for the second MOH loop. “Unfortunately, we are unable to compensate the musicians, but it will give them exposure that they may not otherwise have,” Willis said.

Besides Batiste, Cardinale, and the Invisible Cowboys, the following contributed songs to the current loop: Coffee, Ruby Thompson, Rockin Russell, Eli Seals, Charlie Palmer, David Wayne, Each, Ben Manuel, Jim Wilsford, Tijonne Reyes, Rocky Denny, James Bass, Rusty Bonz, Patrick Foster, and Danny Bond.

Musicians should send a good quality CD recording, lyric sheet, and promotional material, if available, to Dr. Kathleen Willis, Lallie Kemp Regional Medical Center, 52579 Highway 51 South, Independence, LA 70443. She will also accept WAV files at [kwilli2@lsuhsc.edu](mailto:kwilli2@lsuhsc.edu).

Turbo Records is producing the recording free of charge.

Photo attachment.

The fifth largest public hospital system in the country, the LSU Health Care Services Division is the medical provider for almost 20% of Louisiana's population. It has over 60,000 admissions, 350,000 patient days, 1 million outpatient visits, and over 350,000 emergency department visits. Each year 1700 residents from the LSU and Tulane Schools Of Medicine and Ochsner Health System and 4,000 nurses and allied health students from many colleges and universities are trained in LSU HCSD facilities.

LSU HCSD is the largest single provider of uncompensated inpatient care in Louisiana and provides over 95% of the health care for Louisiana's prisoners. LSU hospitals have an economic impact of over \$1.6 billion in asset business activity, \$918 million in personal earnings, and support over 10,000 jobs.

For more information, contact Marvin McGraw, Director of Communications and Media Relations, LSU Health Care Services Division, 225.922.1424 or mmcgra@lsuhsc.edu.