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## KIM CAMERON TALKS “BURNING”, SOCIAL MEDIA & TOUR PLANS



[Rebecca Haslam](#) October 29, 2017 12:37 pm



There are, it could be said, very few artists who have had the career longevity that Kim Cameron has. Having started out performing as part of a band in the 90’s before going solo, she’s since gone on to perform to thousands upon thousands around the world. As she continues to experiment with musical styles and with a greatest hits collection due out in January, Kim Cameron’s career continues to go from strength to strength. Here, she chats to *ThisIsTheLatest* about her new single “Burning,” her favourite shows and her advice for new and upcoming artists.

**TITL:** For those perhaps unfamiliar with yourself and your music, please sum both up in a few words?

**Kim Cameron:** I am a singer/songwriter who is mad about creating new sounds and music. I have a deep house love that is mixed with pop vocals for more of an electro-pop feel.

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**TITL:** Did you always know you wanted to make music or did you have any other career ambitions before embarking on this journey you're on now?

**KC:** I did not always want to make music, or I guess I should say, I did not know I could make music until one day, I was inspired to write a song that changed my entire life, career. I have been involved in music since the 2<sup>nd</sup> grade, when I learned how to play the clarinet.

**TITL:** You've been a staple of the industry now for many years, having first started out in a cover band in the 90's before releasing your first solo record in 2008. How do you think the industry has evolved/changed during that time and do you believe things have changed for the better?

**KC:** Loaded question! In 2008, people were more receptive to new music projects, originals. Then, 3 years later, *American Idol* took over the scene. The economy tanked and the world thought if they sang in front of Simon Cowell, they would be a star and make a million dollars. The cover band scene took over, and I think original projects have been struggling to regain control ever since. I have only recently seen the thirst for new music amongst the crowds.

On the electronic distribution side, indies have the advantage for selling anything, everywhere, but that has created so much noise that it is difficult for people to 'discover' you or your new sounds. I am not sure things have changed for the better or worse since 2008. The market has created a lot of actors in the industry – which is shame for new indies who do not know better. But, it has also created a community of indies who figured out they needed to work together in order to get their music heard.

**TITL:** What impact did American Airlines picking up four songs from your debut album have on your career trajectory from then on?

**KC:** I believe it made me creditable. As a fresh new original artist, I needed something to show the world my music was worthy. American Airlines has the name and brand to make it count.

**TITL:** Tell me a little about your latest release, “Burning.”

**KC:** I wanted to do something different. I know my normal dance fans will say, “huh?” But, I was inspired one day, and when inspiration hits, you really have to go with your gut. If I were an R 'n' B artist, this would be a slam dunk, so I know I am taking a big risk releasing this single, but it just felt like I needed to test the waters. When I was recording, I kept hearing horns, so when Ted Zimmerman came along with his magical touch, I knew why I kept hearing the horns. This song was made for his fingers.

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**TITL:** How would you say “Burning” differs from the many other singles you’ve released?

**KC:** Besides being completely out of my dance market all together.....probably it does not differ a lot...only kidding! It is true, I am a hopeless romantic who writes about love and relationships, and this song is no exception to that rule, but, I like that this one has a unique sexual feeling that I have not done in a song since “3 Seconds” which was more cheeky than sexy. It came naturally to add that extra emotion into the vocal.

**TITL:** How did you get Ted Zimmerman involved on the track?

**KC:** I have known Ted for about 3 years. He is one of those legends down here in Miami, performing with all the big acts. I always wanted to involve him on one of my tracks, but just didn’t have the right track for him....until now.

**TITL:** You’ve also got a greatest hits album due out in January. What made you decide that now’s the right time to create and release one?

**KC:** I wish I could tell you that my crystal ball lead me to that decision, but for the music side of my business, I go on gut instinct. I always wanted to try something new with a greatest hits, re-releasing singles with a new direction, and adding a few new originals along the way. I also wanted to feature some musicians on the album that I have worked with over the course of almost 10 years.

**TITL:** How easy/hard was it to choose which tracks to include?

**KC:** That was pretty easy for the most part. I just looked at my sales/YouTube views. Those were the winners.

**TITL:** Having won several awards including Silver Medal Best Dance Song for “Moon on The Water” and Best Emerging Female Award at the 2017 Indie Music Channel Awards, do accolades like that hold much importance to you or are you more concerned by what your fans think?

**KC:** It is always always, always nice to be recognized by your peers. That never ever gets old. But, honestly, my fans will always hold the most weight if I had to pick.

**TITL:** How do you feel about social media and do you think this industry, and society in general, is perhaps too reliant on it? How have the likes of Twitter/Facebook etc. impacted your career?

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**KC: I have a love/hate relationship with all social media. I love to mass distribute information because fans love to see what I am doing. But, I hate the gaming of the media. How does one judge whether a song is good or not by the number of likes? I mean, a song is subjective. What one person loves maybe a song another hates. And, that is the whole point about different music – there is something for everyone. Facebook will never dictate by their ‘likes’ if I love a song or not. I suspect most people believe that as well.**

**TITL: You’ve toured the US, UK and the Caribbean, but of all the shows you’ve played could you pick your three favourites?**

**KC: 1. Baz Bar in St. Barths, 2. New Year’s Eve in the DR and 3. Dubrovnik Music Wave Festival**

**TITL: What are your upcoming tour plans?**

**KC: I just got back from Germany, Amsterdam and Croatia. I am doing a few shows in Miami then I’m off to Switzerland, and then in January, China. So, looks like a bit of world travel for me. I would not want it any other way!**

**TITL: If you had to pick one stand-out moment from your career so far, which would it be?**

**KC: Singing the National Anthem for the Giants NFL game in front of 78,000 people – thank goodness it was well before all this kneeling controversy!**

**TITL: Finally then, what advice would you give to anyone starting out in this industry?**

**KC: Never say never...don’t give up. It’s hard. It’s never easy. But, if you love it, you must do it.**