

Connecticut Songsmith

Newsletter of the Connecticut
Songwriters Association



CSA is an educational, non-profit organization dedicated to
improving the art and craft of original musical and lyrical composition.
Serving music's artisans and craftsmen since 1979.



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Combining Arts,
Education, and
Community Outreach

1979 - 2008 : 29 Years of Combining Arts, Education, and Community Outreach

SPECIAL INTERNET WORKSHOP #1: How Do You Get People to Find Your Music ? SEO Secrets and New Strategies For the Digital Age

SEO: An Internet Workshop on New Strategies for the Digital Age

The CSA meeting for September will be held
Tuesday, September 16, 7:15 pm at the
Glastonbury YMCA (directions page 2).

The primary questions for today's
independent artist are no longer "How do I get my
music out there?". and "How do I get a Top 10
hit?"

The real questions are "How do I get people
to find my my music amidst all the millions of
songs that are at their fingertips?" and "How do I
get a Top 10 Google placement ?"

Your website is obviously a major part of
that, but you can still ask, "How do I get people to
find my website ?" The answer? SEO..

There are some simple, and exact steps you
can take to address those questions from how you
set up web pages, how you title your songs, the
fonts you use, and where you place things on a
page.

The workshop will be presented by Bill
Pere, who has designed computer applications
and web pages for major corporations. And yes,
Bill's LUNCH website does have a Top 10 Google
placement.

**COME LEARN THE TOP 20
STRATEGIES FOR SEO ! Free to Members,
\$5 for Non-Members.**

COMING August 24 PERFORMING OPPORTUNITY

The second CSA Summer Showcase is coming up on
Sunday, August 24 at J.B. Williams Park in
Glastonbury. Come share some songs in a beautiful
setting, and take the opportunity to network and
make new contacts. To reserve a performing slot, e-
mail ddcsa@aol.com

CSA CRITIQUE SESSIONS: At regular monthly
meetings, following the presentation, as time
permits, there will be a song critique session. To
participate, bring a song on cassette or CD, or do it
live, with 20 copies of typed lyric sheets, and receive
constructive feedback. Critique sessions are a good
forum for works in progress or rough demos. For
best feedback, note on your lyric sheets the
intended genre and audience for your song, and
what your goals are (i.e. picked up by a
commercial artist, self-produce, etc.. Do NOT state
what the song is "about". For non-members, \$5 of
your guest fee is applicable toward membership if
you join within 30 days. Members are encouraged
to bring a friend who might be interested in what
CSA offers. .

CSA EVENTS CALENDAR

(for complete listing see <http://www.ctsongs.com>)

- Aug 24 CSA Showcase/Picnic - Glastonbury
- Sep 16 CSA meeting, Glastonbury- Web Workshop
- Oct 18 - CSA Fall Pro Workshop, Mystic with
Paul Cullen of Bad Company
- Nov 4 - CSA Meeting. Wesleyan, Middletown, with special guest
from Boston, Producer Jordan Tishler of Digital Bear Music
- Nov 15 - CSA Collaboration Concert: The 2008 Day of Praise,
Hamden
- Dec 2 - CSA meeting Glastonbury
- Dec 6 - 12th Annual LUNCH Holiday Show, Stonington

COMBINING ARTS, EDUCATION, AND COMMUNITY OUTREACH FOR 29 YEARS

Guiding Songs Along the Path from Creation to Realization to Proliferation

How to Get There!

Directions to Glastonbury YMCA: From I-91 going north or south: Take Exit 25 over the CT River onto Route 3 to Glastonbury. Bear right onto Route 2 towards Norwich. Take Exit 8 (Hebron Av.) off Route 2 and go right at the late onto Hebron Av. Go right at the next late which is New London Turnpike. Take first left (Welles St.) and a quick right into the Fox Run Mall. Go straight, park anywhere and look for CSA signs near People's Bank. **From I-84 east or west:** Take Exit 55 onto Route 2 towards Glastonbury to Exit 8. See above. **From Norwich / New London area:** Take Route 2 to Exit 8 in Glastonbury and go right and a quick left onto Hebron Av. Go 2 lites to New London Tpke. See above

REMINDER -- Deadline Approaching for the current CSA Compilations --
Get your submissions in. See page 5



RAIN OR SHINE - Sunday, AUGUST 24

Hot Fun in the Summertime

Would You Like to Perform ? **RAIN OR SHINE!**

Sunday, August 24 from 1pm to 5pm at J.B. Williams Memorial Park, on Neipsic Rd, Glastonbury. **RAIN OR SHINE!** CSA returns to this gorgeous facility for our popular annual event. There is a large covered pavilion with electricity, picnic tables, grills, volleyball, playground, hiking trails, pond, and convenient parking. We will host an all-day showcase, from 1pm to 6pm with sound systems provided. CSA members and friends may reserve up to a 1/2 hour slot to showcase original songs. Don Donegan is booking the slots on a first call basis. If you'd like to perform, call Don at 860-659-8992 or e-mail at DDCSA@aol.com.

Please bring your own food for the grill, a non-alcoholic beverage, a dish to share and some picnic items like plates, cups, and napkins. The event is free, so bring family and friends.

Directions:

From New London/Norwich: Take Rt 12 west to Exit 8 in Glastonbury. Go right, and right again onto Hebron Ave. Go 2 miles and turn right onto Wickham Rd. Go to end of Wickham and turn left on Neipsic. The park is one block on the left. >>> **From New Haven:** Take I-91 North to Exit 25, Glastonbury. Cross CT River on Rt 3 and bear right on Rt 2 towards Norwich. Take Exit 9 off Rt 2 and go left on Neipsic Rd under Rt 2. Go 3/4 mile to park on the left. **From Hartford:** Take I-91 South to Exit 25 (Glastonbury) and proceed as above. **From I-84 East or West:** Take Rt 2 to Glastonbury to Exit 9 (Neipsic Rd) and proceed as above.

EACH YEAR DOZENS OF SONGWRITERS AND FRIENDS COME AND GO THROUGHOUT THE DAY.

COME RELAX, SCHMOOZE, SHARE A SONG, AND ENJOY THE COMPANY OF CREATIVE PEOPLE

It's a Picnic, so please bring food for yourself and stuff to share, including paper goods, napkins, utensils, etc.

Previous editions of this event have received good press coverage with performers photos appearing in the newspaper

FOR PHOTOS OF PRIOR SHOWCASES, visit the Photo Albums at the CSA Website (www.ctsongs.com)



My Music Bonanza By Roy O'Neil

At a Connecticut Songwriters Association meeting this summer, I had the chance to buy an amazing collection of independent music for under \$10: These were CDs and tapes collected by CSA President Bill Pere on his travels to numerous indie music conferences and overstock from the CSA's Connecticut Store inventory.

It is the law of unintended consequences that actions and policies will create some unanticipated results. Such was the case with my music acquisition. I set out to expand my own musical appreciation and obtain some great children's music for my grandkids. I got that. But I also got an unexpected lesson in what it means to be an A & R person for a publisher or record label.

My first lesson came with the actual purchase. Why did I buy this stuff? The cassettes were offered as a collection of music for children. The categorization caught my attention because I have four grandkids and they all like to listen to music and dance. Bill, shrewd salesman that he is, pointed out the collection included a tape by Les Julian, a CSA member who had just won the grand prize in the Great American Songwriting contest. **Identification and Categorization** got my interest. **Familiarity** with an artist closed the deal.

The pile of CDs was more generically described as indie music and included a wide range of artists and genres. The CDs were both individual artist releases and compilations by organizations such as Songsalive and Oasis. There were two piles to choose from. I picked the stack that included artists whose names I recognized from CSA. Once again **Familiarity** with an artist closed the deal.

When I got home, I examined my music bonanza. There were 24 CDs and 30 cassettes. They included over 500 songs. It was going to take me at least 30 hours to listen to every song!

Where to start? Which One should I listen to first? Once again Familiarity won out. On a 4-hour drive to Cape Cod, I began with Laura Warfield and Lara Herscovitch, two CSA artists who I recognized as contemporary folk music (a genre I was interested in). I was not disappointed. I heard some terrific songs on both CDs and the inventiveness of Lara's folk/Latin fusion expanded my music appreciation. Next I put in the Les Julian tape (my car is so old it still has a tape deck). Again, I got what I expected; some wonderful songs for kids with fantastic and colorful imagery and melodies that make a real connection.

At this point familiarity ran out. Who to pick next? I started looking over the CD covers and reading the material on the front and back. Since most of what I like falls into the country category, I was looking for country material. Out of the 24 CDs not a single one included the type of music it contained on the package! Please folks, label your music. Indie is not enough. Wonderful, Great, Exciting are not helpful. That's like a box that says cereal. I want to know if it's raisin bran, corn flakes or sugar pops.

What could I glean from the package? Ok there's one with a picture of the artist – a woman. So I will probably get female vocals in one genre or another, but her dress is too nice to be country. There's one with skateboarders in black and white. Maybe that's some hip-hop or rap or head banger stuff –bottom of the pile. Hey! Here's a guy with a dobro. Ok that's country-let's give a listen. And so it went.

Some time ago, I had cold-called a producer in Nashville and was fortunate to speak with Billy Joe Walker, Jr. at Marathon Key Music. I inquired if I could forward a couple of songs as possibilities for artists he worked with. He was very gracious and said that I was welcome to send along my songs. Then he added, but we probably won't get a chance to listen to them. No offense he added, but we get about 1,000 CDs a week. With my new music bonanza, the magnitude of the listening task for A & R personnel was coming to life.

The lesson was clear. Time is limited. The A & R people and the consumer in general have more music available than they can possibly listen to. Most artists are unknown quantities to most listeners. If you want your music played you need to get it into the right pile and identify and categorize it so it gets shuffled to the top of the pile not the bottom, because nobody has time to get to the bottom of the pile.

Roy O'Neil is the owner of Abridador Music and a member and director of the Connecticut Songwriters Association. His songs, mostly traditional country music, are available at CDBaby.com/royoneil and at I-

A Collection of Americana, Nostalgia, and Patriotic Songs
from the CONNECTICUT SONGWRITERS ASSOCIATION



**Words and Music
Written in the
U.S.A. by members
of the Connecticut
Songwriters
Association**

An American Sampler

©2004 Go Fir It Records www.lindabonadies.com

2. **Army Boots and Satin Slippers** 3:46 ©2005 Effusive Muse Publishing
(Kay Pere, Carol Bamesberger, Bruvuh E. Martin) www.kaypere.com
3. **I Am Erica** 3:54 (Bill Pere)
©2008 Bill Pere/KidThink Music - www.billpere.com
4. **Till the Darkness Meets the Dawn** 3:03 (Thomasina Levy)
©2003 Back Seat Boys Music - www.thomasina.net
5. **Dust on the Water** 4:27 (Curtis Brand) © 2002 Curtis Brand.
6. **Because the Sky Fell Down** 4:53 (Kay Pere) © 2005 Heart & Spiral Music
7. **Heroes in the Sky** 2:49 (Tom Callinan) © 2007 Cannu Yusic Ltd
www.crackerbarrel-ents.com
8. **There Is a Beacon** 3:54 (Roy Schryver) ©2007 Roy Schryver
9. **Anytime Anywhere USA** 3:31 (P. Chapin, W. Gamache, S. Proscio)
©2005 Chapin-Gamache Proscio
10. **Heart of the Storm** 3:01 (Bill Pere)
©1991 Bill Pere/KidThink Music www.billpere.com
11. **Baghdad Highway** 4:21 (Bruce McDermott) ©2007 Bruce McDermott
12. **Above Here** 4:35 (Robert Jones)
©2005 Eye On Creation www.eyeoncreation.com
13. **The True Red White and Blue** 4:47 (William Brennan)
©2007 William Brennan

ANNOUNCING

CSA's 17th Compilation Release

"An American Sampler" is a collection of Americana, nostalgia, and patriotic songs, written by CSA members. This is a very high quality collection, with many songs commemorating 9/11, as well as other slices of American life.

Many of these tracks have not been released anywhere else.

This is a proud addition to our ever-expanding collection of quality compilation CDs all reflecting specific themes.

We have previously released two Spiritual/Inspirational CDs, and four Holiday-themed CDs.

We have a love-song CD in production, and we are currently accepting submissions for three additional themes: Spiritual/Inspirational, Humor/Novelty, and Songs of Social Relevance.

"An American Sampler" is now available online from the CSA website, or by mail (Send \$15 to CSA PO Box 511, Mystic CT 06355). The CDs can also be purchased at CSA meetings.

CSA Fall Pro Workshop

COMING TUESDAY OCTOBER 14. 7:15pm at the Mystic Chamber of Commerce. An evening with Paul Cullen of the internationally known, multi-hit band, Bad Company.

A real inside look at the music business from someone who's done it on a worldwide stage, and then transitioned to the life of a solo Indie artist.

Paul is a consummate musician, so it will be an opportunity to have the musical elements of your songs critiqued by a world class player. Space is limited, so pre-registration is recommended. songs will be critiqued in the order that registration is received.

This workshop will be \$10 to members. \$15 to non-members. Send a check to: CSA PO Box 511, Mystic CT 06355



CALLING ALL WRITERS

ANNOUNCING THE CSA 2008 COMPILATIONS



Get your songs in by October 31, 2008 to insure eligibility! *(after 10/31, contact us for status)*

CSA Compilation CDs have received radio airplay and are displayed at national conferences, and the digital downloads pay artist royalties.

1: SONGS of SOCIAL RELEVANCE - Songs that address an issue of social importance -- hunger, homelessness, the environment, substance abuse, global warming..... This is your chance to speak out and be heard. **TIP: Don't just write a song that preaches -- Make your point by showing it, not telling it.**

2: SPIRITUAL/INSPIRATIONAL SONGS - Our 3rd collection in this very popular series. See our previous Spiritual/Inspirational collections "Share the Journey" and "Along the Road" for examples of songs that fit this category.

3: HUMOROUS/NOVELTY SONGS - We started this category in 2007 but we're continuing to collect songs in this group, as we still have space -- If your song doesn't fit anywhere else, this is probably the place. We want songs about off-beat topics, written with a twinkle in your eye and tongue-in-cheek. Let's bring some laughter into the world!

GUIDELINES:

- At least one writer must be a current CSA member
- All songs must be professionally produced, up to 'radio-ready' standards.
- Social Relevance songs must address a specific topic and social issue, such as hunger, homelessness, substance abuse, the environment, global warming, etc...
- Spiritual Inspirational songs must be appropriate to the category. See examples on the previous CSA Compilations "Share the Journey" and "Along the Road".
- Songs for the Humorous/Novelty compilation must be appropriate for the theme of the collection. Songs should feature unusual topics, tongue-in-cheek lyrics designed to bring a smile to the listener, or to just present a totally whimsical idea or story.

Please specify for which CD Collection you are submitting.

- Any musical style is okay
- Submission is NOT a guarantee of acceptance. Songs will be selected based on :
 - Appropriateness to the theme
 - Song Crafting
 - Production Quality (must be professionally recorded and radio-ready)
 - Available space on the CD (if there are more acceptable submissions than can fit on the CD, those submitted earlier and those of shorter length will be given greater consideration.)
- Songs must not violate the terms of any third-party agreement (e.g. with a publisher). Unsigned songs are preferred. If a song is under contract to a publisher, a signed release from the publisher must be provided.
- Songs may not have been included on any previous CSA CD Compilation
- Submissions will not be returned.
- At CSA discretion, songs from the compilations may be made available for digital downloads, with royalties paid to the writers.

TO SUBMIT, PLEASE SEND THE FOLLOWING:

- A recording of the song on CD, suitable for duplication (put your name and contact info on the CD)
 - Clearly indicate the TIME of the track, in minutes: seconds
 - A lyric sheet (put your name and contact info on the lyric sheet)
 - A signed release form, printed out from the CSA web site (www.ctsongs.com)
 - A non-refundable one-time \$10 per song processing fee payable to CSA.
- If you want your complementary copy to be mailed to you, please include \$2 for postage. (there are no additional costs, whether a song is accepted for inclusion or not)

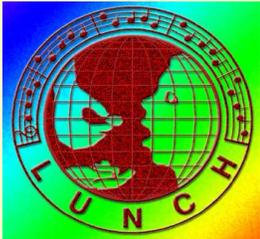
Send your recording, lyric sheet, release form, and \$10 (+ \$2 postage) to CSA, PO Box 511, Mystic CT 06355.
IF YOU HAVE A SONG which is not yet fully produced and you want to know if it acceptable for consideration before doing the production, you may bring it to a CSA critique session



**Connecticut
Songwriters
Association**

(www.ctsongs.com)

and



**Local
United
Network to
Combat
Hunger**

(www.lunchensemble.com)

**Three Decades
of Using the
Power of
Popular Music
to Produce
Positive Social
Action**

SATURDAY NOV 15, 2008

**Dunbar United Church of Christ
767 Benham St., Hamden CT**

A DAY OF PRAISE

**CSA Performance Collaboration and Release Concert
for the CSA Spiritual/Inspirational Compilations.**

**Spiritual and Inspirational Music to Benefit
Local Social Services through LUNCH**
(see www.lunchensemble.com)

- 1:00pm - 5:00pm:** Gather to learn each other's songs to play and sing backup as needed. Setup and Sound Check.
- 5:00pm - 6:00 pm:** Fellowship dinner (bring a dish to share - kitchen facilities available)
- 6 :00pm - 6:30pm:** Kitchen cleanup, set up post-show reception for audience
Doors open for concert
- 7:00pm - 9:00 pm:** Concert, open to the public. (Tickets: \$10)

Registration in advance for CSA members is only \$10 for the entire program
Make checks payable to CSA PO Box 511 Mystic CT 06355
For questions, Contact Bill Pere at info@ctsongwriting.com.

All CSA members are welcome to participate in performing the songs. Artists who have songs on any of the CSA Spiritual/Inspirational or Holiday Compilations are invited to present the song at the concert, and to teach the other artists any back-up parts you may want. It is your responsibility to provide written chord sheets, music, and lyrics as needed. We will have approximately 20 minutes to work on each song., so keep it simple. Each artist gets to have one of their songs done by the ensemble, and everyone can participate in everyone else's song.

If you do not have a song on the CD but would like to perform at the concert you are certainly welcome to participate in the group.

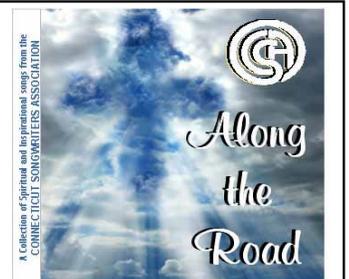
**.We welcome other performers to do backup parts on the songs.
Contact Bill Pere at bill@ctsongwriting.com**

All registrants may have a spot on the merchandise table to display and sell CD's. It is requested that \$1 of each item sold be donated to LUNCH

**On Behalf of the 100,000 hungry children
in Connecticut, Thanks for Caring**



Dunbar United Church of Christ
www.dunbarchurch.com
767 Benham St, Hamden, CT
NOVEMBER 15, 2008



One of the biggest hurdles faced by today's songwriter or performer is the fear of having to tread the complex and unfamiliar waters of the business side of music. Or the murky shadows of music technology, recording, and Midi. Or the mists and fog of producing your own concerts. Unfamiliarity begets fear, and fear begets inaction -- thus a promising career is stalls. In these articles written by Author and Columnist Robert Wilson, we look at the essence of motivation and how to venture into -- the Un-Comfort Zone.

THE UN-COMFORT ZONE with Robert Wilson: What's Pushing Your Buttons?

What motivates you? That's the question I'd like to ask in this inaugural column on motivation. Are you motivated by fame, fortune or fear? Or is it something deeper that fans the flames inside of you? Perhaps you are like Jeanne Louise Calment whose burning desire enabled her to do something that no other human being has done before. A feat so spectacular that it generated headlines around the globe, got her a role in a motion picture, and landed her in the Guinness Book of World Records. A record that has yet to be beaten.

Jeanne Louise, however, did not initially motivate herself. It was someone else who drew the line in the sand. But, it became a line she was determined to cross. In motivation we talk about getting outside of one's comfort zone. It is only when we are uncomfortable that we begin to get motivated. Usually to get back into our comfort zone as quickly as possible.

Born into the family of a middle-class store owner, Calment was firmly entrenched in her comfort zone. At age 21 she married a wealthy store owner and lived a life of leisure. She pursued her hobbies of tennis, the opera, and sampling France's famous wines. Over the years she met Impressionist painter Van Gogh; watched the erection of the Eiffel Tower; and attended the funeral of Hunchback of Notre Dame, author, Victor Hugo.

Twenty years after her husband passed away, she had reached a stage in life where she had pretty much achieved everything that she was going to achieve. Then along came a lawyer. The lawyer made Jeanne Louise a proposition. She accepted it. He thought he was simply making a smart business deal. Inadvertently he gave her a goal. It took her 30 years to achieve it, but achieve it she did.

Are you willing to keep your goals alive for 30 years? At what point do you give up? Thomas Edison never gave up, instead he said, "I have not failed. I've just found 10,000 ways that won't work." Winston Churchill during the bleakest hours of World War II kept an entire country motivated with this die-hard conviction: "We shall defend our Island, whatever the cost may be, we shall fight on the beaches... in the fields and in the streets... we shall never surrender."

Many of us give up too soon because we set limits on our goals. Achieving a goal begins with determination. Then it's just a matter of our giving them attention and energy.

When Jeanne Louise was 92 years old, attorney François Raffray, age 47, offered to pay her \$500 per month (a fortune in 1967) for the rest of her life, if she would leave her house to him in her will. According to the actuarial tables it was a great deal. Here was an heir-less woman who had survived her husband, children, and grandchildren. A woman who was just biding her time with nothing to live for. That is until Raffray came along and offered up the "sucker-bet" that she would soon die. It was motivation enough for Jeanne, who was determined to beat the lawyer. Thirty years later, Raffray became the "sucker" when he passed away first at age 77.

When asked about this by the press, Calment simply said, "In life, one sometimes make bad deals." Having met her goal, Jeanne passed away five months later. But on her way to this end, she achieved something else: at 122 years old, she became the oldest person to have ever lived.

In future articles we'll examine further the ways in which motivation works. How to motivate ourselves, our employees, customers, volunteers, friends, loved ones and children. I would like to get your feedback on which of these areas of motivation are of most interest to you. I'd also like to hear your stories of how you may have overcome adversity and what pushed you to go the distance. Please email me with your suggestions and stories.

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Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit

www.jumpstartyourmeeting.com.

Robert Wilson Awaken Your Sense of Discovery!

www.jumpstartyourmeeting.com (Speeches & Seminars)

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