

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.*



May 2009
Volume XXX
Number 5

Combining Arts,
Education, and
Community Outreach

1979 - 2009 : 30 Years of Combining Arts, Education, and Community Outreach

CSA PRO WORKSHOP - with Marci Geller from New York Get Your Songs in Film and TV Placement

Pro Workshop: Film and TV Placement

Sat, May 9, 1-4pm, Mystic Chamber of
Commerce, 14 Holmes St (directions inside)

The CSA Meeting for May will be a PRO WORKSHOP. CSA is pleased to present our special guest from the New York City music scene, Marci Geller. Marci is a very successful Indie artist, with many of her songs in major film and TV placements, but she was also a successful mainstream artist, under contract and on track to be another Paula Abdul. Marci appeared on national TV "Live with Regis" and toured extensively.

This is a great opportunity to hear the realities of life as a writer and artist from someone who has lived on both sides of the big contracts. Marci will discuss all the strategies for getting your songs into the lucrative market of film and TV placements.

Marci will also be doing song critiques, so bring a song on CD or do it live, with multiple typed copies of your lyric sheet. Critiques will be done in the order that registration is received.

SPACE IS LIMITED AND REGISTRATION IS REQUIRED. Critiques will be done in the order that registration is received. You may register in advance by sending your \$18 registration check to CSA, PO Box 511, Mystic CT 06355. - Or you may register securely online via PayPal, or register at the door.

CRITIQUE SESSIONS

Following the program, as time permits, there will be a critique session. To participate in the critique session, members may bring a song on 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.). The programs at most CSA monthly meetings, except for pro workshops, are free to members, \$5 to non-members, 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 EVENT CALENDAR

(for complete listing see www.ctsongs.com)

Sign Up Now to perform on June 14 !

May 09	Spring Pro Workshop - Marci Geller from NYC
Jun 09	CSA Meeting - Glastonbury YMCA. Workshop with Skye Communications PR Firm.
Jun 14	CSA Summer Showcase/Picnic - JB Williams Park
Jul 06	CSA Meeting - Wesleyan Univ.
Aug 30	CSA Summer Showcase/Picnic - JB Williams Park
Sep	CSA Meeting - Glastonbury YMCA
Oct	CSA Meeting- Workshop
Oct 3	CSA Day of Praise Collaborative Performance
Nov 09	CSA Meeting - Wesleyan Univ.
Dec 5	13th Annual LUNCH Holiday Show - Stonington
Dec	TBA

Guiding Songs Along the Path from Creation to Realization to Proliferation

COMBINING ARTS, EDUCATION, AND COMMUNITY OUTREACH FOR 30 YEARS

Directions to Mystic Chamber of Commerce Conference Room (14 Holmes St)
for the PRO WORKSHOP : See Page 4.

How to
Get There!

GET A TAX DEDUCTION FOR YOUR OLD STUFF !

If you have any old music or office equipment lying around or just old "stuff" that you don't need, consider donating it to CSA and you'll get a generous tax deduction !

CSA is a 501(c)(3) non-profit organization and all items donated to us can be deducted at their maximum fair market value. We have helped many folks get nice deductions for their old items, which certainly can be useful to us either in our regular CSA programs or our community outreach programs through LUNCH.

We can use any office equipment and supplies, old computers, any type of music and studio equipment, and any type of item that could be used for auction or raffle. We'll provide a tax receipt that will give you the best possible tax-deduction. If you have anything that you might like to donate, contact Bill Pere at bill@billpere.com

PERFORMANCE OPPORTUNITY !



The Annual CSA Summer Picnic & SongShare !

Hot Fun in the Summertime

Rain or Shine !

Sunday, June 14, 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 3pm with sound system provided. CSA members and friends may reserve a slot to showcase original songs. Do a few tunes or a whole set. 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 some 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, 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, cups, utensils, etc.**

For photos from previous events, check out the photo album

ANNOUNCING THE CSA 2009 COMPILATIONS

CALLING ALL WRITERS

Get your songs in by October 31, 2009 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** - We're continuing to collect 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: HOLIDAY SONGS** - One of the favorite categories -- CSA has released four great holiday collections. The holidays keep coming, and so do the songs!
- 4: GOOD OL' COUNTRY SONGS!** - Always popular, and there is no lack of good quality country songs in CSA. **NOTE: Because of the many great CSA country songs, submission is not a guarantee of inclusion.**

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

CSA SPRING PRO-WORKSHOP

THE SECRETS OF FILM AND TV PLACEMENT

Saturday May 9 1-4pm, Mystic Chamber of Commerce.
A WORKSHOP AND CRITIQUE WITH one of today's most successful
Mainstream-turned-Indie artists from New York Music Scene

Marci Geller

The workshop will be held 1-5pm at the Mystic Chamber of Commerce Conference Room, 14 Holmes St, Mystic . Space is limited. Critique will be done in the order that your registration is received.

RESISTER NOW - SPACE IS LIMITED! Registration in advance is just \$18 for members of CSA, \$20 non-members. To register: Send check or money order to: CSA, PO Box 511. Mystic CT 06355 or sign up securely online (www.ctsongs.com) via PayPal

CSA has been fortunate over the years to have great presenters from all across the country. We are pleased to bring you an opportunity to to learn from one of the most successful mainstream-turned-indie artists, Marci Geller, from the New York music scene.

Marci has toured the US, has appeared on network TV on "Live with Regis", and has had a successful career as a dance artist, on track to be another Paula Abdul. Now as an Indie artist, Marci is extremely successful at getting film and TV placements for her songs, and can provide real insight into life as a big-label artist vs life as an Independent.

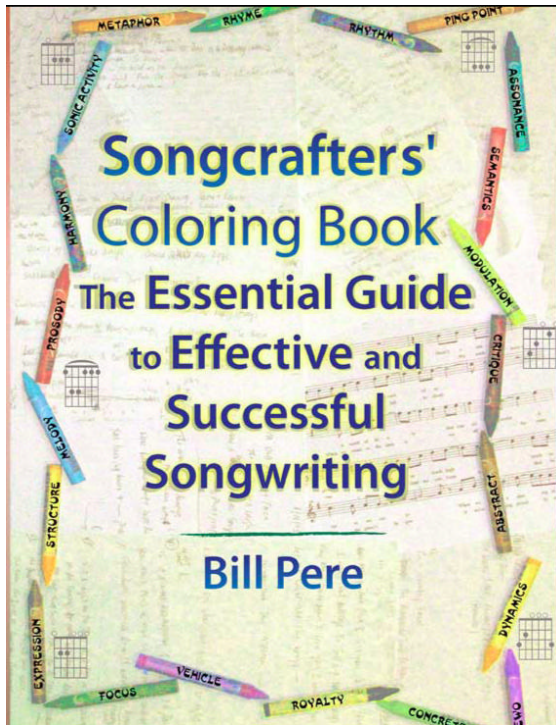
Learn strategies for getting your songs into film and TV, how to set up tours, and how to tap great opportunities in the growing market for house concerts.

SIGN UP NOW FOR THIS GREAT OPPORTUNITY TO SPEND SOME TIME WITH ONE OF TODAY'S SUCCESSFUL ARTISTS WHO HAS SEEN THE BUSINESS FROM BOTH SIDES.

SPACE IS LIMITED AND SONGS WILL BE CRITIQUED IN THE ORDER OF REGISTRATION.

Directions to Mystic Camber of Commerce Conference Room (14 Holmes St)

Coming North on I-95, take Exit 89. Go right off the Exit onto Allyn St Go about 2 miles and come to a light and the intersection of Rt 1. Turn left onto Rt 1 and go a short way to the 5-way intersection overlooking Main St, Mystic. Proceed down the Main Street of Mystic, across the drawbridge, to the flagpole (Holmes St). Turn left at the flagpole onto Holmes. Pass a few storefronts and you'll see a red brick building, #14 Holmes St. To park, turn right just before the brick building onto Church St, and park in the lot behind the brick building. The entrance for the Chamber of Commerce is at the far right as you face the rear of the building. Go down the corridor. The room is on the right. FREE Coffee and snacks. Workshop space is limited, so advance registration is recommended. (see above)



SONGCRAFTERS COLORING BOOK

by Bill Pere

Song Mapping: The Key to a Solid Structure

Songs have two levels of structure: The macro-structure and the micro-structure. Macro structure is the song Form and Format. Form is the relationship between the sections of the song. These include the verses, chorus, bridge, intro/outro, tags, pre-chorus, and music interludes. Format is whether the song is a list song or story -song.

The micro-structure deals with the interrelation of the sonic elements of the song which work to give it a

tight, cohesive feel. These include the rhyme scheme and all other ping-points, and how they are positioned in each section of the song. Consistency (there's that word again...) of positioning creates the most cohesive, and thus memorable, structure. Mapping a song is a technique of visually examining the details of its micro-structure, as well as some of the semantic and prosodic parameters. This is not to be confused with flow-maps, which are away of developing the plot or flow of the lyric using blank boxes for each section in the macro-structure.

A tight structure carries a song along way toward that Perfect 10. It makes every bit of crafting work for maximum effect and causes every image, rhyme, and point of interest in a song to hit the listener with extra punch. Flaws in structure can be very subtle, and can cause the listener to have that sense of "something's wrong, but I can't say what...". In critique sessions, this is often expressed as "I felt let down..." or "I was expecting more from that verse...".

As with any songcrafting technique, how, when, and if to use it is completely up to you. By visually mapping your verses, you can instantly see the degree of consistency and sonic activity throughout your song. With practice, you will be able to look at a lyric sheet and just see the mapping without actually doing the exercise. Besides developing consistency in the micro-structure, the other songwriting skill that mapping helps you master is the ability to count the rhythmic cadence of a lyric, to see how it aligns with the music. This is the key to avoiding wrenched accents.

A full discussion of song mapping may be found in "Songcrafters Coloring Book: The Essential Guide to Effective and Successful Songwriting". The examples below show song maps for three songs, looking at the rhyme scheme and ping-points (assonance, alliteration, lexical repetition, sonic reversal), showing a verse-to-verse consistency of structure.

© 2009 Bill Pere. All rights reserved. For exercises, strategies, and expanded information on managing your song structure and generating sonic activity in your songs, see "Songcrafters' Coloring Book: The Essential Guide to Effective and Successful Songwriting, by Bill Pere, due for a summer 2009 release. Bill Pere was named one of the "Top 50 Innovators, Iconoclasts, Groundbreakers, and Guiding Lights of the Music Industry" by Music Connection Magazine, December 2008.

SONG MAP - "Born of a Smile"

(words and music by Bill Pere, from the CD "Cityscape")

VERSE 1 of 3				anacrusis				first measure (beats 1 - 4)				second measure (beats 5 - 8)			
	+	+	+	1	2	3	4	1	2	3	4	1	2	3	4
				Do you	hear	it	and a-	In the	child-	ren's		In the	child-	ren's	
				kites		in the	and	void	wi-	re		the	wi-	re	
				old	hears	the	to-	day	kind	of		he's	kind	of	
				squir-	ga -	ther	and	watch	sha-	dow		his	sha-	dow	
				ring	of	an	cy -	tree	press			tree	press		
				twist-	ing	of	old								
				ing	of	an	old								
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SONG MAP - "Another Touch of Gray" (words and music by Bill Pere, from the CD "Cityscape")

+ + + +				+ + + +				+ + + +			
anacrusis				first measure (beats 1 - 4)				second measure (beats 5 - 8)			
				1	2	3	4	1	2	3	4
				larm	clock	says	it's	dawn	work	boots	For
				creak	out	bed	and	my	boots	on	an-
				oth-	day	work-	ing	that	same	place	
				out	but	doesn't	hear				
				heard	for	eight	teen	years			
				on-	thing	differ-	ent	ter-	yes-	day	the
				oth-	touch	gray	of	day	wrin-	on	is
				an-	er		and		kle	my	an-
							a			face	

VERSE 1 of 7

+ + + +				+ + + +				+ + + +			
anacrusis				first measure (beats 1 - 4)				second measure (beats 5 - 8)			
				1	2	3	4	1	2	3	4
				five	clock	get	in	car	lo-	bar	And
				wash	way	day	at	the	cal	the	midst
				turn-	down	tiles	and	the	worn	smiles	
				half-	through	gin	walked				
				stared	at		in				
				Sweet	teen	most	just	in	for	some	
				Beg-	for	one	to	fun	like	a	
				ing		to	make	feel	wo-	man	
							her				
							white				

VERSE 2 of 7

This same pattern of sonic activity is maintained through all 7 verses. The chorus, with its own pattern of sonic activity is:

Just in that moment, she made me feel like a kid again
 Days of new blue jeans, summer scenes, ice cream every day
 Whatever anyone called fun, you know I did it then
 But jeans and dream and the scenes, it seems, like the ice cream, melt away

THE UN-COMFORT ZONE with Robert Wilson

Bleed It Out

Half a century ago marketing consultant, James Vicary, pulled a hoax on the American people as a way to promote his advertising agency. He reported that he flashed the words “Drink Coca-Cola” and “Eat popcorn” on the screen for a millisecond during a movie in a theater, and caused large numbers of people to visit the concession stand. He called the effect Subliminal Advertising. Subliminal means that the effect functions below the threshold of consciousness. Years later, when others failed to duplicate his results, he admitted that he made the whole thing up. Never-the-less, the myth continues.

So, is there any advertising that does work below the threshold of consciousness? Yes. Much of advertising is clearly designed to speak to you on a subconscious level. Ads are created to get you to relate to the setting; the background music; the age, race and gender of the actors; their clothing; and the activities in which they are involved. The idea is that you will recognize yourself in these people and, in turn, make the connection, “Ah, this is my kind of product.” You don’t think it... you feel it. And, feelings move us to act.

A few years ago I was involved in non-profit fund-raising for a Christian Mission in Africa. In order to learn what type of appeal would bring in the most money, we conducted a series of focus groups. We asked, “Which would you be more likely to do: A. Give money to feed starving babies; or B. Give money to teach people how to grow drought resistant crops that would end starvation in their community.” The answer they gave was almost universally: B. The comments we heard frequently included the proverb: “Give a man a fish and you feed him for a day; Teach a man to fish and you feed him for life.”

We then tested both appeals. Oops, the focus groups were wrong. The appeal for feeding starving babies won by a landslide. The lesson we learned was that the emotional appeal to save the life of a child is much more powerful than a logical appeal for teaching a village survival skills that would eliminate starvation. From that point forward, the heart-tugging stories of babies dying headlined every ad we ran.

Emotion trumps logic every time. Take for example, Nick Ut's 1972 photograph of a 9-year-old Vietnamese girl who was naked, shrieking and running away from her village that had just been bombed with napalm. Fear, despair and suffering were written all over her face. More than anything it was her complete vulnerability that captured our attention. One snapshot revealed the gut-wrenching horror of war, and millions of people, whose hearts were touched, turned their attention toward ending the Vietnam War.

Perhaps you recall hearing these potent words in a speech by Jesse Jackson back in 1984: “These hands... these black hands... these hands that once picked cotton will now pick presidents.” Thrilling words. Exciting words. I remember them well. And, even though I wasn’t his target audience, they created a powerful image in my mind, and when he finished, all I could say was, “Wow!” Meanwhile, for millions of African Americans, it was the motivation needed to put apathy aside and go to the ballot box.

We are charged and moved by many emotions. Here are just a few: acceptance, amusement, anger, angst, annoyance, anticipation, arrogance, awe, anxiety, bitterness, calmness, caution, confidence, courage, determination, disappointment, discontent, disgust, desire, delight, elation, embarrassment, envy, excitement, fear, friendship, frustration, gratitude, grief, guilt, hate, happiness, impatience, inadequacy, irritability, inspiration, joy, jealousy, kindness, loneliness, love, lust, modesty, negativity, nostalgia, paranoia, patience, pity, pride, regret, resentment, sadness, self-pity, serenity, shame, surprise, timidity, torment, worry, yearning, and zeal.

Which ones move you?

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.

