

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.*



Jun 2009
Volume XXX
Number 6

Combining Arts,
Education, and
Community Outreach

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

CSA PRO WORKSHOP - with Skye Communications

HAVE YOUR PROMO MATERIALS CHECKED BY EXPERTS

PRO WORKSHOP: Promoting Your Music and Your Brand

Tuesday, June 9, 7:15pm at the Glastonbury YMCA (Welles St, Fox Run Mall). CSA is pleased to have as our special guests Skye MacBroom and Jim DeMicco of Skye Communications, one of the premier PR firms in Connecticut, serving major clients around the globe.

What do you need to do to effectively brand your music and yourself a writer or artist, to stand out from the crowd? No matter how good your songs are, if you don't initially get someone's attention, you don't get the opportunity to show how good you are as a writer or artist.

Effective logos, slogans, sound bytes, packaging, press releases, all go a long way toward making you get, noticed above all the other noise competing for people's attention. Learn the tricks and let some real pros help you develop your tool chest.

This a great opportunity to work with some folks who know how to make it happen.

This program is \$5 for members and \$10 for non-members.

Critique session to follow.

PERFORMANCE OPPORTUNITY !

JUNE 14 Glastonbury
The Annual CSA Outdoor
Showcase/Picnic

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 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 light 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 lights to New London Tpke. See above

How to Get There!

MEMBER HAPPENINGS

Congratulations to Les Julian, whose newest CD "Good Things Happen!" won a Parents' Choice Silver Award. This is Les' seventh national award for his outstanding children's CDs. The Parents Choice review states "Julian sets a high bar for other children's artists; his albums are consistently professional, well written, and sung in a voice that could melt butter."

Bill Pere announces the release of his long-awaited book "Songcrafters' Coloring Book: The Essential Guide to Effective and Successful Songwriting". After 30 years of research and 14 months of writing, this book presents all the accumulated knowledge and experience collected through CSA and in travels across the U.S., interacting with more than 10,000 songwriters and artists. You'll see songwriting in a whole new way, and have a set of tools that will give you more control over your creative output. Bill's approach has been called "Groundbreaking" by Ian Bessler, editor of "Songwriters' Market. The New York Times writes: "Bill Pere embodies the link between music and science". The book is available through Amazon.com, and at www.billpere.com. A portion of proceeds from CSA purchases will help support CSA educational programs. More details, page 4.

PERFORMANCE OPPORTUNITY!

The Annual CSA Summer Picnic & SongShare!

Special Event



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 website 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.

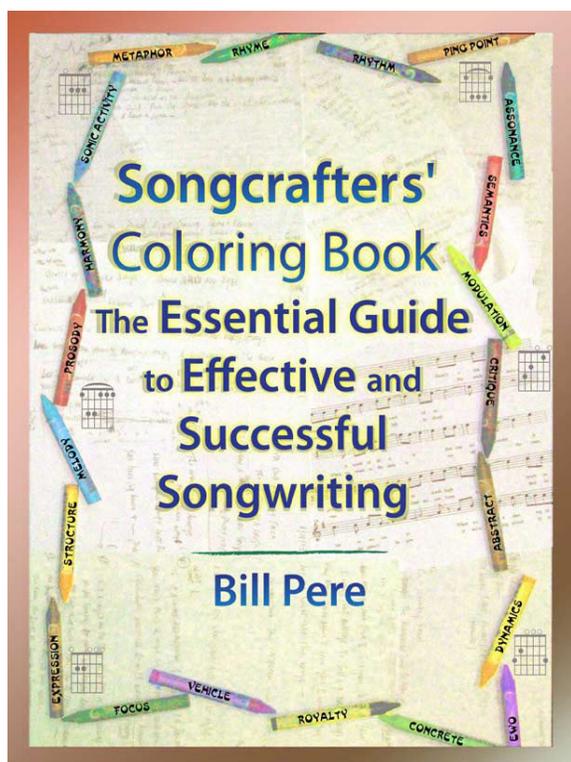
TO SUBMIT, PLEASE SEND THE FOLLOWING:

- 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

ANNOUNCING THE OFFICIAL RELEASE !



First Edition, 235 pages, Spiral-Bound

To all the folks of CSA: This book could never have happened without all of you and the support you have shown over the years for this type of information. I've cited many examples from CSA critique sessions, and lots of insight gleaned from our many professional guest speakers over the last 30 years.

I hope this will help many of you, each in the different ways which best fit your own personal goals. It has taken 30 years to research this book, interacting with almost 10,000 writers and artists all across the US, and internationally. The information presented here goes way beyond what I have posted on my "Songwriters Tools" website page.

A portion of proceeds from this book will of course benefit our community outreach efforts through LUNCH. In addition, \$2 of any purchase made by CSA members will be used to support our CSA educational programs.

Thanks for being part of the CSA community.

-- Bill Pere
President, CSA

Available on Amazon.com

<http://www.amazon.com/gp/product/097777080X>

or direct from www.billpere.com

Also available at CSA meetings.

From Amazon.com:

Songcrafters' Coloring Book is a groundbreaking approach to the art, craft, and business of songwriting. This is a book about choices -- your choices. The choices you make as a songwriter which cause your songs to get the reaction you hope for, or the one you don't expect; The choices which determine whether your song sells a thousand copies, a million copies, or never goes beyond your studio shelf.

By looking at the individual components of songs, those choices become clear to you and let you know what to expect when you decide on one option or another. This book is not about songwriting rules, as there really are none. Looking at songwriting as an interrelated series of informed choices is the primary paradigm of Songcrafters' Coloring Book.

Everything in songwriting is a choice with artistic, commercial, emotional, spiritual, or monetary consequences. When creating, performing or marketing songs, we often don't know what all those choices are, let alone the results that flow from each one. Common sense tells us that if we don't know what our options are and the consequences of choosing a particular one, it is impossible to make an informed decision, or the best decision to meet our objectives. When we understand what our choices are and their associated outcomes, we gain control over that incredible process we know as songwriting.

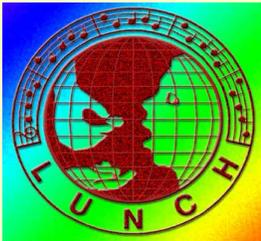
The concepts presented here were developed over many years, beginning in the 1980s, initially presented in published articles and songwriter forums. The response was overwhelmingly positive, even though using many of these techniques required significant effort and commitment. It became clear during that time that it was also necessary to include an overarching model of Why and When, along with the How, so that a person seeking to use these techniques to further their craft would have all the information needed to make fully informed choices and understand why it is worth the effort. Thus, there are two primary types of topics discussed in this work: the Whys and the Hows.

It is important to know Why the techniques given here are important and When they can be used to best advantage. Along with that, there are some core ideas and paradigms (overarching concepts) which underpin all the later How-To discussion. The How-To topics look at how you apply a particular technique to achieve a particular result.

Bill says that it quite literally has taken thirty years to write this book. It required that much time to experience all the data, make sense of it, and present it in a meaningful way. Over that span of time, tastes and styles have changed; recording and listening technology has changed; music distribution channels have changed; Yet amid that sea of change, the elements that make a great song have remained constant. Those are the timeless things Bill seeks to help songwriters understand and master.



Connecticut
Songwriters
Association



Local
United
Network to
Combat
Hunger

A CSA 30th
Anniversary
Event

SATURDAY October 3

Marlborough Congregational Church

A DAY OF PRAISE

A Collaborative Concert of Spiritual and Inspirational Music to
Benefit Social Services through LUNCH

1pm-5pm: Rehearsal - Work on arrangements of each other's songs

5pm- 6pm: • Fellowship Pot-Luck Supper
(Please bring a dish to share;
Full kitchen facilities are available)

6pm-7pm: Prep and Sound Checks for Concert

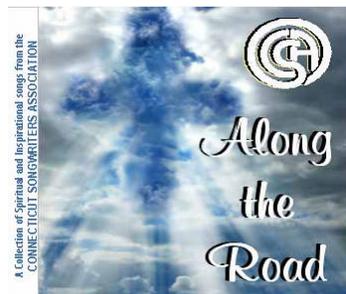
7pm - 9pm Concert, open to the public,
proceeds to benefit Social Service
Agencies through LUNCH

Registration in Advance is only \$10 for the entire program (\$15 for non-CSA members). You can be at the concert portion of the program either as an attendee or as a performer.

IF YOU WOULD LIKE TO PERFORM AT THE CONCERT :

1. Contact Bill Pere no later than July15 for slot availability
2. Submit a recording of 1-2 songs that you would perform. Songs must be inspirational, spiritual, or gospel related and appropriate for being performed for a family audience in a church setting. Songs from the CSA Compilation CDs receive preference.
3. Sound system will be provided for the concert, supporting primarily an acoustic sound - - There will be a keyboard provided, and percussion set.
4. The number of songs from artist will be determined by the final number of performers participating - It's usually one song per artist.

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 CSA



Marlborough
Congregational
Church
35 S Main St,
Marlborough, CT
06447



THE UN-COMFORT ZONE with Robert Wilson: *The Secret* for People Who Don't Believe in VooDoo

The latest fad in motivation is the Law of Attraction or more popularly *The Secret* after the motion picture and book by Rhonda Byrne. The idea being that if you use the power of *The Secret* you will attract health, wealth and friends to you in abundance.

The Secret takes an old idea and repackages it for our today's society. The core idea is that your thoughts control the world around you. If you have positive thoughts, good things come your way. If you have negative thoughts then bad things come your way. In other words, if you wish hard enough for the things you want -- you will get them. Simple. Or is it? If it were simple, then countless people throughout history would have figured it out over and over, and it would not be much of a secret. Perhaps it takes a little more effort than suggested – or perhaps it is just a pipe dream.

We, as modern educated people, need more proof. In order to make it palatable to the skeptic in us, *The Secret* adds an element of science. We are told that quantum physics has identified that all things at the sub-atomic level exist as both particles and as waves – constantly shifting between being solid matter and being pure energy. It is then proposed that our thoughts create brain waves which in turn influence the sub-atomic waves of the entire universe. *The Secret* claims that the more intent you are in your wish the faster the universe will act upon it. Is it real, or is it VooDoo.science?

If real, it sounds wonderful! Now, if I understand correctly, if I wish real hard I can become a concert pianist and play to a sold out audience in Carnegie Hall? I only see one hitch: I've never had a piano lesson in my life.

The Secret also presents the Law of Attraction as if it had been intentionally kept hidden for centuries. That it was suppressed and held by a few conspirators so that they could control all the wealth of the world. Unfortunately, that notion is nothing other than a marketing ploy to generate interest in the book. It also contradicts the concept of Law of Attraction. The idea that a select group of people have kept it away from the masses intentionally preys on the destructively negative emotion of envy.

To the contrary, people who have understood the Law of Attraction have made numerous attempts at sharing it with the world at large. The best example is Andrew Carnegie, who was one of the most successful so-called “Robber Barons” of the Industrial Age. Carnegie hired Napoleon Hill to research the most successful people in the world, how they got that way, and then record his findings in a book. The book is *Think and Grow Rich* and was published in 1937.

The best thing about *Think and Grow Rich* is that it takes the mysticism out of the Law of Attraction. So, for those of you who find wishing on a star a bit difficult to swallow as a method for acquiring wealth, here is the real secret: Identify your goal. Make a written plan to acquire that goal. Work your plan persistently. Give it your time, attention and energy. The more time and effort you give, the quicker you will achieve it. Visualize it coming to fruition. Draw it, illustrate it, photograph it, then keep it in front of you. Revise your plan as your knowledge grows. Be open-minded to opportunities that arise that may deviate from your plan, but still move you toward your goal.

The world's most successful people were extremely focused on achieving one goal. They focused to the exclusion of everything else including family, friends, lovers, recreation, entertainment, vacations and hobbies.

Next, tell everyone you know about your goal. Spread the word, so that people who can assist you are aware of your intentions. I truly believe that positive minded people attract more opportunities to themselves because they are so pleasant to deal with.

The formula is simple, but most of us compromise our goals because we want to enjoy a full balanced life. A life filled with friends, family and good times. We focus on our goals when time allows, and in turn, our goals take much longer to achieve. The true secret is staying focused on your goal

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.



SKYECOMMUNICATION, LLC

e-marketing, public relations, and website design

SKYE MACBROOM - Director of PR

Skye has worked in the public relations industry for the past ten years placing stories in top-tier media outlets for a spectrum of high-profile clients and national media campaigns. Skye began her career by working and consulting for some of the top PR agencies in Connecticut. Skye then landed a position at Martha Stewart Living OmniMedia as a personal fashion stylist for Martha Stewart; but Martha's legal problems resulted in canceled shows. It was meant to be. Skye turned her freelance work as an independent publicist into a full-time PR agency. She decided to pursue the entrepreneurial itch that runs in her family and in 2003, Skye Communication, LLC was born.

Skye always had a passion for journalistic writing, whether it is crafting the perfect pitch, writing TV scripts, or penning feature articles. She is a contributing writer for the national trade magazine, My Foodservice News. She also ghostwrites for many authors, creates corporate marketing materials, and copy edits documents of all types.

Skye studied journalism, marketing, and business, and founded the public relations plan of study at the University of Connecticut in 2000. In fact, she was the first student to graduate from the university with a degree in public relations. Skye also received a second bachelor's degree in Communications. She is a corporate member of the Public Relations Society of America and Avant Guild Media Bistro. Skye volunteers her time with organizations that strive to make a difference. She is the marketing co-chair for Family Services of Greater Waterbury.



MEET OUR SPEAKERS

JIM DEMICCO - Director of Marketing

Jim co-founded Skye Communication, LLC in 2003, bringing his expertise in direct marketing, advertising, and small business management to the company. Prior to founding SkyeComm, Jim worked as a product manager at The Danbury Mint where he was responsible for over \$12 million in annual direct marketing sales. While at The Danbury Mint, Jim coordinated advertising and direct mail efforts, managed creative design teams, projected quarterly sales and shipment numbers, maintained product inventory, and analyzed results for hundreds of national direct marketing campaigns. Jim's accounts included the NFL, MLB, NASCAR, WWE, NBA, NHL, NCAA, Campbell's Soup, Disney, and M.I. Hummel.

Today, Jim manages the ad buys, media contact coordination, and all campaign distribution for SkyeComm. He is the tech-savvy partner and is responsible for the design of all the company's print campaigns, websites, eNewsletters, and eZines. Jim is a published photographer who is often hired for photo shoots, whether it is for special events, headshots, or product shots.

Jim has a passion for public speaking; his leadership skills led him to earn a degree in political science from Yale University. Always fascinated by the media's ability to mold our society, Jim's plan of study at Yale focused on the power of the press in American government.

During his free time, Jim is an avid organic gardener with an overzealous passion for composting. For the past year, he has been studying the art of Kyokushin Kan Karate with Shihan Kenji Fujiwara, the U.S. chairman of the organization. Jim is also a dedicated apheresis platelet blood donor for the American Red Cross, spending 2 hours hooked up to the apheresis machine whenever he has a spare moment. He has donated over 75 units of blood and platelets to date.

