

# Connecticut

Newsletter of the Connecticut  
Songwriters Association

# Songsmith



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Number 11  
Issue # 408

Combining Arts,  
Education, and  
Community Outreach

## 1979-2014 : 35 Years of Combining Arts, Education, and Community Outreach

### CSA PRO WORKSHOP !

Saturday, November 8, 9:30-11:30am  
Mystic Morgan House, 121 High St, Mystic CT

**Another opportunity to learn from and be heard by the pros! Joining us from Philadelphia is producer and composer Dr. Lou DeLise, the Renaissance Man.**

Dr. Lou is one of those rare people who has done almost everything in the music business. With classical training from Julliard and a PhD in music arts and composition, Lou has worked with many music icons in the realms of jazz, pop, and classical music including Luciano Pavarotti, Mel Torme, Beverly Sills, Dianna Ross, Lou Rawls, Henry Mancini, Dave Brubeck, George Shearing, Mercer Ellington and many more. He has been an arranger and producer for major labels and has produced Patti LaBelle, among many others. Today, Lou works as a composer of concert music, arranges and conducts for pop records, composes for film and teaches at the Temple University Boyer College of Music and Dance. His recording credits include a number one chart album for Patti LaBelle, and many other pop chart records. His theme for the television series, PrimeTime ('It's the PrimeTime of My Life') is recognized as a Philadelphia classic.

It is truly a rare opportunity to learn from someone who has such a broad background in the craft and business of music, successfully spanning styles, artists, and decades. Lou will speak about several aspects of the craft and business of music, answering your questions, and he will critique your songs from a perspective that you rarely get elsewhere.

**CRITIQUE SESSION TO FOLLOW! Come and learn. This meeting is \$5 for members, \$10 for non-members.**

**See you there, and bring a friend!**

### GET INVOLVED !

**Success comes from opportunity. Opportunity comes from involvement. Get involved!**

### CRITIQUE SESSIONS

Following regular CSA programs, 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 15 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 special workshops, are free to members, \$10 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.

### EVENT CALENDAR

(for complete listing see [www.ctsongs.com](http://www.ctsongs.com))

November 8 - CSA PRO Workshop  
Dec 06 - 18th Annual LUNCH Holiday Show to benefit local social services  
January 11 - Full Day Workshop on the Craft and Business of Songwriting. Blue Bus Music, Ridgefield  
Feb - CSA Meeting, Glastonbury  
Mar - CSA Meeting, Mystic  
Apr 10-12 CSA Songwriting Retreat Weekend!

### PLAN AHEAD!

#### CSA 2015 SONGWRITING RETREAT

**Don't Miss Out.**

**Every CSA retreat has been an amazing weekend, again eliciting descriptions of "Life-Changing" and "Inspiring". If you missed out get on the list for April 10-12 2015**

[WWW.CTSONGS.COM](http://WWW.CTSONGS.COM)

**GIVE YOUR SONGWRITING A JUMP-START AND GET ON THE FAST-TRACK!**

**Guiding Artists Along the Path from Creation to Realization to Proliferation**

## CSA RHYTHM AND NEWS

**Directions to the Mystic Morgan House**, 121 High St, Mystic:

I-95 going North, Exit 89, turn right on to Allyn St. I-95 going South, Exit 89, turn left onto Allyn St. Go to the intersection of Rt 1 (2nd light), turn Left, heading toward downtown Mystic. You'll quickly come to a 5-way intersection. On your left is Union Baptist Church. Take a left and enter the church parking lot. The Morgan House is the large white house across from the church. Enter from the wooden walkway near the playground around back.

How to  
Get There!

**CSA's community outreach through music, LUNCH, is now registered with the Amazon Smile program. When you enter Amazon through the link below, a portion of your purchase is automatically donated to LUNCH. It's exactly the same Amazon that you currently know, but you enter it through this special link. Bookmark it, and you're all set to support our community outreach efforts through music. YOU can make a difference - please help!**

<http://smile.amazon.com/ch/06-1530307>



**Support Local United Network To Combat Hunger by shopping at AmazonSmile.**  
smile.amazon.com

When you shop at AmazonSmile, Amazon will donate to Local United Network To Combat Hunger. Support us every time you...

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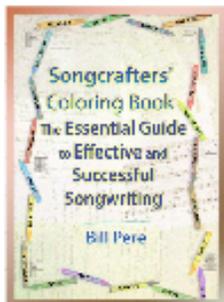
**REGISTRATION NOW OPEN FOR THE  
2015 CSA SONGWRITING RETREAT. DON'T MISS OUT!  
REGISTER EARLY FOR LOWEST RATES AND A GUARANTEED SPOT!**

**COMING JANUARY 11 - CSA RETURNS TO FAIRFIELD COUNTY WITH A FULL-DAY  
WORKSHOP ONB THE CRAFT AND BUSINESS OF SONGWRITING.  
SEE FULL INFO ON PAGE 10**

# CSA SONGWRITING RETREAT

FAST-TRACK  
YOUR  
CAREER!

What others have said:  
"Life-Changing! "A Transformative Experience!"  
"You've given me a whole new way to approach songwriting"  
**REGISTRATION IS NOW OPEN- LIMITED TO JUST 12 SLOTS**  
**Slots are going - Reserve your spot now!**  
**Take control of your creative process!**  
**Take your songwriting to a new level!**  
Get several years worth of CSA knowledge and experience in one weekend!  
You'll see songwriting in a whole new way and  
discover a level of creative control you never thought possible.



**April 10-12 2015, at Camp Wightman, North Stonington, CT**  
A time away from the distractions of everyday life, where all you have to think about is your music. A beautiful setting in the woods, with meals and lodging provided, and a group size limited to 12. You'll get personalized attention guaranteed to give you new ways to improve the effectiveness of your writing, and bring it to a new level.

**Artists from 12 states and 3000 miles have come to this retreat. It has been called "Transformative", "Life-Changing", and "Inspiring!"**  
**Folks have even come from Canada!**  
**REGISTER NOW! DON'T BE LEFT OUT!**

This program of Master Classes, performance and critique, is based on the concepts of Bill Pere's internationally acclaimed songwriting book, "Songcrafters' Coloring Book", and led by Bill and Kay. This content, presented nationally at major conference events, is not available anywhere else at this affordable cost. All the details about the program, the facilities, schedule and registration are online at:  
<http://www.ctsongs.com/Retreat/SongwritingRetreat.htm>

**See what others have said -- Check photos /reviews of the last retreat at the CSA website**

The program is limited to 12 participants. The earlier you register, the lower the cost, and it guarantees your spot. **The cost includes meals, lodging, and all workshops.**

*(Note: If you have to arrive late or leave early, we cannot make cost adjustments).*

Register by: Member rate is for active **members of CSA, RISA, Songsalive, IndieGrrl, IMC**

(Before Nov 1, 2014) Member Rate = \$149 Non-member = \$169  
(Nov 1 – Feb 28, 2015) Member Rate = \$169 Non-member = \$189  
(After Mar 1, 2015) Member Rate = \$179 Non Member = \$199

**MEALS AND  
LODGING  
INCLUDED !**

Two ways to Register, for your maximum convenience and security:  
1. **PAYPAL SECURE REGISTRATION ONLINE** ([www.ctsongs.com](http://www.ctsongs.com))  
2. **BY MAIL:** Send check or Money Order payable to CSA, PO Box 511, Mystic CT 06355 (Include your e-mail address, phone number, street address, and member ID # (if a member of CSA, RISA, IndieGrrl, Songsalive, IMC))

**QUESTIONS ? Check the Website [www.ctsongs.com](http://www.ctsongs.com) for FAQ Info, photos, and reviews**  
If you don't find what you need, e-mail us at [retreat@ctsongwriting.com](mailto:retreat@ctsongwriting.com)

**COMING -- APRIL 10-12, 2015 -- THE CSA SONGWRITING RETREAT --  
IF YOU'D LIKE TO BE PART OF THIS AMAZING EXPERIENCE, AND  
JUMP-START YOUR SONGWRITING, REGISTER NOW SO YOU'LL GET A GUARANTEED SPOT  
AND THE LOWEST RATE.**

# CSA HAPPENINGS

## INDEPENDENT MUSIC CONFERENCE

### Hollywood CA, October 2014

CSA has supported the Independent Music Conference since 2003, across 5 cities, coast to coast.

This year, the conference was held at The Songwriting School of Los Angeles, and the School of Audio Engineering Institute, bringing together industry pros, and aspiring writers, artists, and producers,



Upper Left: Bill Pere teaches a songwriting workshop. Above: Kay Pere teaches a vocal workshop. Lower Left: Outside the SAE Institute and the Songwriting School of L.A. Lower Left: Bill Pere with Rob Seals, Director of the Songwriting School of L.A. Lower Right: Bill Pere teaches a workshop on how to produce successful benefit shows

# INDEPENDENT MUSIC CONFERENCE Hollywood CA, October 2014

At the School of Audio Engineering, this piece of music history was on exhibit in the lobby.

This is an Otari 24-track recorder from the 1970's. It used 2-inch wide tape, and stood over 4-feet high, with a huge Dolby console mounted above it.

We've come a long way in developing equipment of more manageable size, but never better in sound than the richness of this machine and analog tape.



BELOW: Bill and Kay were invited to perform at the Highway 61 Arts Festival in Yucca Valley, out in the High Desert. They got to perform with the West Coast Folk group, Stone Pounder, with a genuine gut-bucket bass.



# ARE YOU STILL TRYING TO SELL CD'S?

Here are a couple of perspectives

## Streaming music swiping sales from music downloads

by [Joan E. Solsman](#) September 26, 2014 originally posted at <http://www.cnet.com/news>

Revenue for digital music held steady in the first half of the year, but streaming services appeared to get richer at the expense of downloads, according to data from the RIAA.

When US consumers opened their wallets for digital music this year, they swapped out downloads for streaming, according to data on music sales from the Recording Industry Association of America.

US revenue for streaming-music services rose 28 percent to \$859 million in the first half of the year, compared with \$673 million in the year-earlier period. The category included subscription services like Spotify and Apple's Beats Music, streaming radio like Pandora and Sirius XM and on-demand services like Vevo or YouTube. Meanwhile, digital downloads -- like the singles and albums sold on Apple's [iTunes](#) -- dropped 12 percent to \$1.3 billion in the first six months of the year.

Overall, the total value of digitally distributed formats was \$2.2 billion, essentially the same as a year earlier.

The data underscores an ongoing tectonic shift in the music industry, in which decades of doing business based on per-song/per-album transactions (for either digital music or CDs, vinyl or tape) are giving way to a world where music is increasingly sold like a utility: Pay a subscription fee or sit through ads, and you get digital access to a seemingly limitless stream of songs.

RIAA data showed streaming services making up a bigger slice of the pie of the industry's sales total. Streaming contributed 27 percent of total industry revenues in the first half, compared with 20 percent a year earlier. In 2007, these services were 3 percent of the total.

One of the most popular segments of digital music in the first half was on-demand, ad-supported streaming -- think Spotify's free version. The category grew 57 percent, though it remained still relatively small at \$165 million in revenue.

Paid subscription services, like Spotify Premium, Rhapsody or Beats Music, were up 23 percent to \$371 million. RIAA said the number of subscriptions jumped to 7.8 million from 5.5 million at the same time last year.

Physical sales, for CDs and the like, continued to slide, down 14 percent in the first half to \$898 billion. The ongoing decline of physically sold music is nearing a key inflection point where streaming eclipses it in revenue -- in the latest period, physical revenues were 28 percent of the total, compared with streaming's 27 percent

*AND THEN, THERE IS THIS ...*

## ***Streaming music started in 1890, and a new monetization model***

by ["Rock Guitarist Clark Colborn"](#)  
originally posted in MusicThoughts e-group

Not long ago I was having one of \*those\* conversations with a music "listener" who has no actual knowledge about how the music industry works. This person was on the "streaming-is-the-new-money-making-model" bandwagon and debated with me about on-demand streaming. He claimed that Pandora & other services that won't let you choose a specific song are like radio from the "old days," and that \*on demand\* streaming is strictly a new phenomenon.

I pointed out that we have had "on demand" streaming for more than a century, albeit in a non-portable device. We called them "jukeboxes," although the term was not coined until the 1920s. Jukeboxes once received the newest songs first. They played music on demand without commercials. They offered a means to control the music listened to beyond what was available through the technology of their heyday.

The difference then was that you paid a flat fee (a nickel on the first model released in 1890, then more as the years went by) for the opportunity to hear a specific song that you liked. More plays required more nickels. When the nickels were collected a portion of the money went to the owner of the jukebox; a portion went to the songwriters, and a portion went to the record company. I'm certain that other folks made some money in the deal, as well, but the point is the money was split equitably, unlike today. Today the vast majority of the money goes to some giant corporation and the artists get tiny fractions of a penny for each dollar that the corporation gets.

Naturally, this ignorant person "schooled" me on how it is done today – give recordings away for free (just look at U2!), tour & make money; sell t-shirts & make money; put up some YouTube videos & make money; end of story! Stop being so greedy!

Well, I said, if I could "give away" my music like U2 and have some company give me \$100 million to do it, I would jump on that bandwagon. But

technically, doesn't that mean U2 DID NOT 'give their music away'? They were paid up front. How do I get in line for these kinds of deals? He of course had no answer to that. I asked if he knew who Cole Porter was, and did he think Mr. Porter would've been cool with giving his music away & selling t-shirts.

"Who's Cole Porter?" was the reply. Sigh... I gave him this link to shed some light on the touring thing:

<http://www.metalinjection.net/its-just-business/bands-money-touring>

I gave him additional links to some articles, as well, and after several days, guess what? He had the nerve to tell me that he just doesn't care if I'm right and that artists are getting hosed. All that matters to him is that he can still get cheap or free music.

I have taken him off my holiday card list. So the good news here is this: I have discovered a new way for musicians to "make" money! By taking this dude off the holiday list I have saved \$1.75 on the card, and 49¢ on the stamp, for a combined \$2.24, which is the same as approximately 20,000 plays on iTunes Radio! Yay! New "monetization model" for musicians!

Clark Colborn

<http://www.ClarkPlaysGuitar.com/>



LOCAL  
UNITED  
NETWORK to  
COMBAT  
HUNGER

*"Using the power of popular music to  
produce positive social action"*

presents

The 2014 LUNCH Holiday Show  
**The Three Scrooges**  
(Mo, Lara and Shirley)

**TICKETS:**

ADVANCE (until Dec 1)

\$10 Adults, \$8 kids (under 12)

AT THE DOOR:

\$12 Adults, \$10 Kids (under 12)

Online: [www.lunchensemble.com](http://www.lunchensemble.com)

Phone: 860-572-9285



**FOOD FOR THOUGHT -- YOU CAN MAKE A DIFFERENCE**

On behalf of the more than 100,000 hungry children in Connecticut  
and Rhode Island, Thanks for Caring.

THE 18th ANNUAL  
LUNCH HOLIDAY SHOW



**Saturday, December 6, 2014 7:00pm**

Live Pre-show and Trivia Contest at **6:15**

**Stonington Community Center**

**28 Cutler St, Stonington CT**

If you can't attend but would like to sponsor a seat for local families who need a helping hand, you may make a tax-deductible seat sponsor donation at [www.lunchensemble.com](http://www.lunchensemble.com), or send to: LUNCH, PO Box 511, Mystic CT 06355.

**COMING IN JANUARY – CSA RETURNS TO FAIRFIELD COUNTY**



Since 1979

**CONNECTICUT  
SONGWriters  
ASSOCIATION:**



[www.ctsongs.com](http://www.ctsongs.com)

## SONGWRITING WORKSHOP

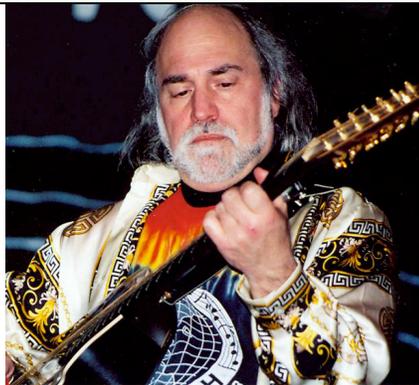
SUNDAY, JANUARY 11<sup>TH</sup> 2015, 11am-5pm

Blue Bus Music, 6 Prospect St, Ridgefield, CT

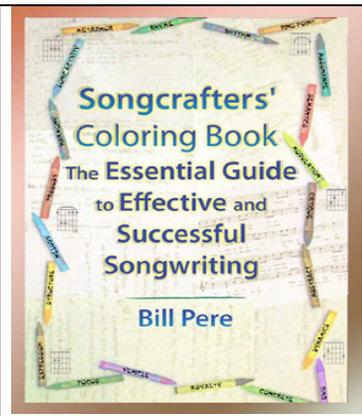
Learn the Top Songwriting Techniques that Get Results and  
Get Professional Feedback on Your Songs! (Lyric Sheet required!)

presented by Grammy-Winner Bill Pere, President of the  
Connecticut Songwriters Association and author of the industry standard songwriting guide "*Songcrafters'  
Coloring Book*".

**Fast-Track your songwriting! Jump-start your career with a new level of creative control !**



[www.billpere.com](http://www.billpere.com)



Bill Pere: "*One of the Top 50 Innovators and Guiding Lights of the Music Industry*" - Music Connection Magazine; "*The Link Between Music and Science*" - New York Times

**Open to all levels, all ages, all styles -**

**\$15 at the door (\$12 for students and CSA members)**

**For More Info Contact: Sue Broudy 203-856-9891 or [suebroudy@gmail.com](mailto:suebroudy@gmail.com)**

**SONG CRITIQUES** Members may bring a song or lyric on CD (or do it live) to the monthly meeting for critiquing by fellow members. Please bring 20 copies of typed lyric sheet. Out-of-State members may have their songs or lyrics critiqued by sending one submission with 20 typed copies of lyrics to: CSA, PO Box 511, Mystic CT 06355. Include an e-mail address or a double stamped return envelope. Please note that since critiquing is designed to give constructive feedback and suggestions for improvement, songs which are meant only to be shared for self expression (as opposed to critiqued for improvement) should not be submitted. These can be presented in songsharing opportunities.

**Questions about CSA Programs? Need To check your Membership status? Have a news item to submit? Want to volunteer for a project? Seeking a collaborator? Change of Address? It's easy to contact CSA.**

**General Info:** [www.ctsongs.com](http://www.ctsongs.com) E-mail: [info@ctsongs.com](mailto:info@ctsongs.com)

**Change of Address, Newsletter, Membership, Special Projects:** CSA membership PO Box 511 Mystic CT 06355 E-Mail: [info@ctsongwriters.com](mailto:info@ctsongwriters.com)

**CSA on the Web:** [www.ctsongs.com](http://www.ctsongs.com)

• **COLLABORATION OPPORTUNITIES AND NETWORKING** : CSA provides opportunities to meet collaborators and providers of various music services. Make sure you're listed on our web site.

• **SONG SCREENING** : CSA helps its members get well-crafted songs targeted to their best potential market. Songs may be screened at meetings or by mail. Selected songs are eligible for inclusion on CSA compilation albums which are often given to industry pros. Songs submitted for screening must have been presented at a prior critique session. (exceptions on a case-by-case basis)

• **PARTICIPATION IN CSA MARKETING OUTLETS AND DISTRIBUTION** : Recordings by CSA members may be made available to retail outlets, radio stations, or Internet Distribution channels.

**COMMUNITY OUTREACH OPPORTUNITIES:** The **LUNCH** Program offers opportunities to be involved in the production and performance of benefit shows to address hunger and poverty . For details, contact [info@ctsongwriting.com](mailto:info@ctsongwriting.com)

## CSA REGISTRATION FORM FOR NEW MEMBERS

NAME \_\_\_\_\_

ADDRESS: \_\_\_\_\_

E\_MAIL (required for newsletter) \_\_\_\_\_

TODAY'S DATE: \_\_\_\_\_ BIRTH DATE \_\_\_\_\_

PHONE: (\_\_\_\_\_) \_\_\_\_\_ OCCUPATION: \_\_\_\_\_

CHECK WHERE APPROPRIATE \_\_ Songwriter \_\_ Lyricist

\_\_ Vocalist

\_\_ Composer \_\_ Musician \_\_ Patron Other: \_\_\_\_\_

### Membership Categories

(outside the U.S., please add \$10 to all categories)  
(All memberships include free electronic Newsletter Subscription. **For a paper copy by mail, add \$10 per year**)

1 year New Membership \$45

2 year New Membership \$80 (save \$10)

3 year New Membership \$109 (save \$26)

Full Time Student (under 19) \$40/yr

Senior Citizen (60+) \$40/yr

Lifetime \$400 one time total

e-Newsletter Subscription only (\$25/yr. 12 issues)

Members receive a free 1 year subscription to the monthly newsletter *Connecticut Songsmith*, free or discounted admission to monthly meetings and critique sessions, participation in the Song Share Sessions, Song Screening Services, eligibility for inclusion on Compilation CDs, free classified ads, and discounts on goods and services.

Enclosed is my check or money order to CSA for \$ \_\_\_\_\_

Mail to:

CSA Membership OR

PO Box 511

Mystic CT 06355

Go to:

[www.ctsongs.com](http://www.ctsongs.com) and

you may join online using

PayPal

**E-Mail: [info@ctsongs.com](mailto:info@ctsongs.com)**

**An investment in CSA is  
an investment in yourself!**

*An Educational, Non-Profit Organization Dedicated to Improving the Art and Craft of Original Music since 1979*