

Connecticut

Newsletter of the Connecticut
Songwriters Association

Songsmith



Dec-Jan 2015
Vol. XXXVI
Number 1
Issue # 409

Combining Arts,
Education, and
Community Outreach

1979-2015 : 36 Years of Combining Arts, Education, and Community Outreach

START OFF THE NEW YEAR WITH AN INTENSIVE CSA WORKSHOP

SUNDAY, JANUARY 11TH 2015, 11am-5pm
Blue Bus Music, 6 Prospect St, Ridgefield, CT

MYTHS AND REALITIES OF THE CRAFT AND BUSINESS OF SONGWRITING

What's true, What's not

What's current, What's not...

What's working, What isn't...

What's worth your time, What isn't...

And much more information that you rarely
get elsewhere!

**CRITIQUE SESSION INCLUDED! BRING A
SONG AND RECEIVE VALUABLE
CONSTRUCTIVE FEEDBACK**

Come and learn. This workshop is \$12 for
members, \$15 for non-members. See you there,
and bring a friend!

MORE DETAILS ON PAGE 7.
In the event of snow, check the
website for status!

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)

January 11 – Full Day Workshop on the Craft and
Business of Songwriting. Blue Bus Music, Ridgefield
Feb – CSA Meeting, TBA
Mar 10 – CSA Meeting, Mystic
Mar 27-28 – SS Cape May Conference
Apr 10-12 CSA Songwriting Retreat Weekend!
May 12 – Collaboration Workshop, Mystic
Jun - CSA meeting TBA
July- Picnic/Jam performance opportunity
Sept-Nov: Fall meetings
Dec 05 – 19th Annual LUNCH Holiday Show

PLAN AHEAD!

CSA 2015 SONGWRITING RETREAT

JUST A FEW SPOTS LEFT !

Don't Miss Out.

Every CSA retreat has been an amazing
weekend, again eliciting descriptions of "Life-
Changing" and "Inspiring". April 10-12 2015
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

Blue Bus Music and Guitar Store 6 Prospect St, Ridgefield, CT 203-244-5296
Off Rt 33/35 in Ridgefield, next to Dimitri's Diner and behind the Ridgefield Library

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>



CSA's Bill Last and his re-formed band Twilight Nuages announces the release of their second album, "What If?". The CD release party will be held at the BLUE CRAB restaurant in Old Saybrook on Dec. 13.

OPRAH <http://revolva.net/2014/11/13/an-open-letter-to-oprah/>

Linda Bonadies' one-woman musical "Give It All Away" , directed by Tanya Taylor Rubenstein, will be produced in New York on January 25, 2pm at the C.O.W. (Celebration of Whimsey), on Clinton ST (Lower East Side), in Manhattan. Congratulations to Linda on this great milestone.

WE ALWAYS SAY: "Success comes from opportunity and opportunity comes from involvement" and we also say that to get noticed, don't write ordinary songs about ordinary topics. As a perfect example, CSA member Bill Katz came to the Fall Pro Workshop with Alex Forbes and presented a song. It was an unusual song about a specific topic not often addressed in songs – illegal poaching of animals in Africa. Alex thought it interesting enough to help Bill polish it up, and he submitted it to a song contest related to this cause – and he won! The prize is a \$30,000 African Safari. Lots of CSA successes come from getting involved! You can listen to the song here:

<http://www.march4elephantsandrhinosaurs.org/#!competition/c11vt>
by Bill Katz/Alex Forbes

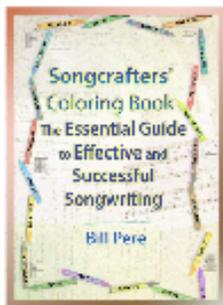
**SLOTS GOING FAST FOR THE
2015 CSA SONGWRITING RETREAT. DON'T MISS OUT!
REGISTER EARLY FOR LOWEST RATES AND A GUARANTEED SPOT!**

JUST A FEW SPOTS REMAINING -- DON'T MISS THIS CHANCE

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)

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 for FAQ Info, photos, and reviews
If you don't find what you need, e-mail us at retreat@ctsongwriting.com

ANOTHER GREAT SUCCESS!

The 18th Annual LUNCH Holiday Show on December 6 brought together CSA members and the LUNCH Ensemble to present "Three Scrooges", and original stage play written by Bill Pere. The event raised \$4,000 for social service programs in the region. Next year's event will be "The Hung-up Games: StockingDay!" Join us on Dec 5, 2015.



One of the featured songs was an original parody of Survivor's "Eye of the Tiger" called "I Am Retired" see the video here <https://www.youtube.com/watch?v=kA7X5esa0RA>

Critical: Speaking The Language of the Music Business

by Joe Solo

Talking The Talk

Last summer, I was hired to listen to the "final" mixes of an artist's record and tell him what possible improvements I could suggest.

He explained that music was his life, and that this collection of songs was the culmination of 3 years of an emotional, passionate, musical journey - he nurtured, cared for . . . he *loved*... his "babies" with all his heart.

I took a listen. His songwriting talent was undeniable. Each tune a highly written gem. The recordings of the songs were well executed, too. He had hired a seasoned producer, took ample time to experiment with different colors and arrangements and tweek them until they were just right. Each and every vocal was perfectly in tune and dripping with vibe. To top it off he spared no expense in hiring a top mastering engineer.

I asked him what he intended to do with his record and he said he'd probably mail it to record labels and wait for them to send him deals memos.

"What?!?!?!?" my brain said to myself.

I asked him if he knew that major labels don't accept unsolicited material.

"Didn't know that."

I asked, "Do you know the basic tenets of music publishing?"

"What's publishing?"

I explained to him it's where songwriters make the majority of their income.

I asked, "If somehow you're able to generate label interest, who will negotiate the deal for you?"

"I'll do it myself."

"Have you thought about getting your music placed in TV, movies, video games, and commercials?"

"Is that even worth doing?"

At this point I couldn't take it anymore. How could someone with so much talent be so ignorant of the business side of music?

I asked him if he thought about learning, at a very minimum, the basics of how the business side of music works. (Publishing, records deals, license deals, manager agreements, and copyrights, to name a few.)

His response: "I just want to make the music. I don't want to hassle with all that other stuff. It'll all take care of itself."

I Doubt it.

While listening to his music, I was pondering ways in which I can do business with this guy - pitch his songs for films and TV, shop him for a record contract and a publishing deal. Maybe even connect him a top manager. He seemed to have it all. Great songs, unique voice, an interesting look, and superb recordings.

But upon finding out how little he knew . . . *and cared to know*....about the business, I quickly realized I didn't want anything to do with him professionally. And pros in the biz would respond the same way. More on this in a minute - read on . . .

I *passionately* recommended that he seriously consider getting educated on the basics of the biz. But it fell on deaf ears. It was as though laziness, fear of the unknown, or perhaps some ego ("All they have to do is hear my music and it'll be a piece of cake from there.") were winning over him considering the perspective of a guy who's been in the trenches for 24 years. Go figure. For example, if he knew that by registering the copyrights prior to someone possibly infringing (stealing) it, he would be entitled, by law, to up to \$150,000 per infringement and reimbursement of all

attorney's fees. (And having this legal leverage would set the stage for attracting a top music litigation attorney to take his case - typically resulting in a quick, lucrative settlement instead of a risky, drawn-out trial.)

Results of Ignorance

Seven months later, I got a call from a well-established music supervisor whom I hadn't talked to in quite some time. We were catching up, and he mentioned to me that this same artist's music had caught his ear. He, too, was blown away by the music, but ended up walking away from the deal he offered the artist:

... Because the artist didn't know what is typical on film placement deals and wasted valuable time making unrealistic demands.

... Because the Music Supervisor was nervous that the artist would make him look bad to the movie producers and directors with whom he has spent years cultivating trusted relationships.

... Because time is precious, and he didn't have the time to teach the artist about the business.

... Because there are many other artists with quality material to choose from who already know how the business of music works.

It gets worse:

There are roughly 30 music supervisors in Hollywood who control 90% of the music that gets placed in major films and TV shows. They know each other very well - and they all talk. Word in this business travels *very* fast.

And the artist hasn't been able to penetrate the industry since then.

Bottom Line

The artist refused to learn to speak the language of the music business, and paid for it with his dream.

You could learn the fundamentals of the music business on your own by Googling the terms mentioned above. Or try to pick up information from your more experienced music friends.

But to learn it quickly and correctly from someone who's been there and done that, we will be doing an entire session on "Vital Music Business Fundamentals" at our next Music Success Weekend Workshop, which we will be announcing soon.

In the meantime, if you have any burning music business questions that just can't wait, shoot me an email and I'll try to help.

Joe Solo is a veteran of the music business, based in Los Angeles. He is producer and talent development coach for many artists at all levels of the business.

CSA NEEDS YOUR HELP! We no longer have our YMCA venue in Glastonbury, so we need new places to have our CSA meetings. If you know of a suitable location in your area that would let us have 2-4 meetings a year without charge (e.g. church, library, VFW, municipal building, school, music store, restaurant with private meeting room, etc.) please contact them and see if they might be open to hosting us, and then have them contact me at info@ctsongs.com. We'd need to be able to accommodate up to 20 people, on a weekday evening, from 7-11pm. Make sure they know that CSA is a non-profit educational charitable organization.

Your help would be appreciated and will help us continue to bring the best possible programs to all our members.

COMING IN JANUARY – CSA RETURNS TO FAIRFIELD COUNTY



Since 1979

**CONNECTICUT
SONGWriters
ASSOCIATION:**



www.ctsongs.com

SONGWRITING WORKSHOP

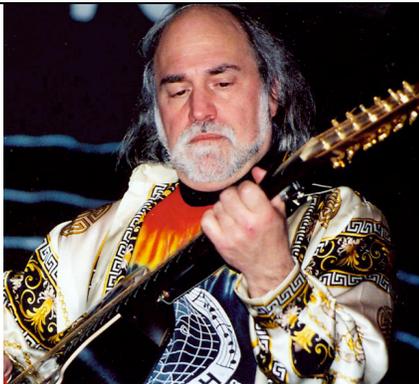
SUNDAY, JANUARY 11TH 2015, 11am-5pm

Blue Bus Music, 6 Prospect St, Ridgefield, CT

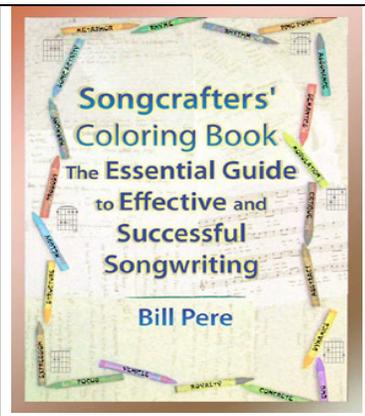
**Learn the Top Songwriting Techniques that Get Results and
Get Professional Feedback on Your Songs! (Lyric Sheet required!)**

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



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

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 E-mail: info@ctsongs.com

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

CSA on the Web: 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

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 and

you may join online using

PayPal

E-Mail: 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