

SongWritersNotes

Over 20 Years Supporting San Diego Songwriters

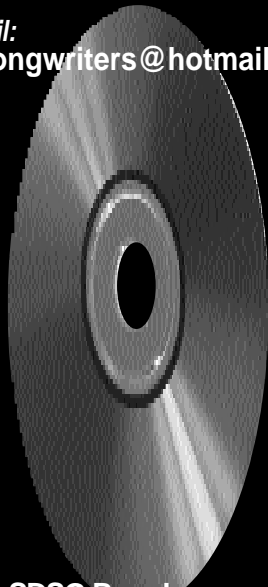
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**The San Diego
Songwriters Guild**

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SDSG Pitch July 21 Marcus Barone

Special Guest: Marcus Barone, Music Supervisor
Monday July 21, 2003 at the Doubletree Hotel, Mission Valley
Registration opens 6:30 PM Event begins 7 PM
Pitch Focus: Pop, Country, Latin, Clean Rap. NO Instrumentals

Independent film and TV Music Supervisor and Composer Marcus Barone joins SDSG **this coming Monday**, July 21, 2003 for a Film Music Pitch. A former Orion executive, Marcus currently has the films "Lifehouse"/"Hanging by a Moment" out on Dreamworks. In addition to his film and TV work, Marcus composes and produces music projects, working from Los Angeles and San Diego.

Marcus career highlights include Music Supervisor on LAKEBOAT / WB, K911 / Universal, RINGMASTER / Artisan, IF LUCY FELL / Tristar and GANG RELATED / Orion. Marcus was Music Coordinator for DUMB and DUMBER /New Line and KINGPIN/MGM, and has worked on over 40 more commercially released motion pictures. Come join us, learn about Film/TV Music and pitch to a respected pro.

SDSG Pitch August 11 Rex Benson

Special Guest: Rex Benson, Publisher
Monday August 11, 2003 at the Doubletree Hotel, Mission Valley
Registration opens 6:30 PM Event begins 7 PM
Pitch Focus: Country

Our August 11 guest Rex Benson opened his first publishing company in 1979. His first big break came when he signed a co-publishing deal with Famous Music in 1982. This led to his first Nashville cut in 1983. Rex now owns three publishing companies: REX BENSON MUSIC (BMI), REX TO RICHES MUSIC (BMI), CHECKS TO REX MUSIC (ASCAP) and represents the #1 Smash Hit Single BUY ME A ROSE.

Join SDSG on Monday, August 11 for a Pitch Session with Mr. Benson for a truly outstanding opportunity to have your song heard by one of Country Music's top publishing talents. For Rex's bio, please turn to page 3.

Admission to pitch sessions is free for SDSG members \$20 for non-members. Pitch fees are \$10 per song, maximum two submissions per writer or team. Only SDSG members may pitch, but memberships are, as always, available at the door. Please see the SDSG website at SDSongwriters.org for more about pitch sessions. Check our Pitch Session and FAQ pages for details.

From the Songwriters Desk . . .



We sometimes have a chance to place our music in situations that are a little bit out of the ordinary. I was reminded of this fact when I received an email from SDSG s Bob Duffy concerning a use he found for one of his songs. Bob wrote:

I'm not usually one for much self-promotion, but I am excited to have been invited to perform my song "Understanding" for the annual "Celebration of Diversity" hosted by the National Conference for Community and Justice (NCCJ) on June 19, 2003 at the San Diego Civic Center. Founded in 1927 as The National Conference for Christians and Jews, NCCJ is a human relations organization dedicated to fighting bias, bigotry and racism. The group promotes understanding and respect among all races, religions and cultures through advocacy, conflict resolution and education. The NCCJ was featured in an article in the San Diego Union on March 27th about its "Teen Trialogue" which seeks to bring together young people from different faiths for discussion and interaction in a way which allows peace, understanding and justice to flourish.

After I read the article, I contacted NCCJ s San Diego Executive Director and suggested that my song fit in with their mission. He gave it a listen and invited me to sing it at the June 19th event. With the understandable emphasis in songwriting on writing a commercial "hit", it might be encouraging to many songwriters to know that songs can find important purposes outside the commercial world, and this is one example. I am fortunate to have found such a purpose for my song. Best Regards, Bob Duffy.

Bob s note gives me the chance to emphasize a couple of important points, the first being that (despite his professed reticence to self-promote) Bob took a bit of news that was available to every songwriter in San Diego and turned it into a personal opportunity. By cold-calling the local Executive Director of the NCCJ, Bob made his own luck and found a home for his tune. Brilliant work!

The second point is clearly stated in Bob s closing sentences. Our songs can serve purposes that might not be immediately commercial, and yet, these purposes can still have tremendous value. SDSG members have written musical masses, elementary school alma maters, songs celebrating anniversaries and achievements, and countless other works that fulfill important needs, both public and personal. We must not be afraid to let the world hear our work, for a song that is never sung is like a flower that never blooms.

- Mark Charles Hattersley HCMarkus@cox.net

San Diego Performers Referral Network Grows

SDSG s **Daniel Hulse** formed **PRN, the Performers Referral Network**, to support and promote local musicians. PRN is dedicated to San Diego s musical community, and sponsors a website and live performance nights. Check out PRN online at www.sandiegoprn.com. The web site lists not only upcoming events and performances, but many songwriters/artists in our local area, and where to go to hear them. Also listed are performance opportunities such as open mic nights, showcases, and contacts for events. PRN is a great resource for the San Diego music community.

Saturdays bring PRN's weekly "**Open Mic and Show**" from 8pm-11 at the **Coffee Bean and Tea Leaf**, 9015 Mira Mesa Blvd . The first and last hour is Open Mic with dynamically charged performers spotlighted in the hour between. No hype, no schmooze...just an invitation to hang out with friends at PRN and Coffee Bean Tea and Leaf. No two shows are exactly alike! **Then, the FIRST FRIDAY of each month PRN has a full-blown show of INDIE performers, each with 1-hour time slots.**

PRN Coordinator Daniel Hulse asks that interested performers alert PRN to promotional/paid gig opportunities while they are fresh so he can circulate the news. He also suggests that performers with upcoming gigs advise PRN so the dates can be included on the PRN monthly calendar.

San Diego s newest grass roots music force is the Performers Referral Network. **Join for Free** at www.sandiegoprn.com. **For information on PRN and events, call Daniel at 858-695-0901 / 619-528-1111.** Email him at twilightening@msn.com.

A little more about Rex Benson

SDSG s August 11, 2003 Special Guest...

REX BENSON MUSIC represents the #1 Smash Hit Single BUY ME A ROSE

by KENNY ROGERS...#1 in Billboard, R and R, Gavin, and CMT the week of May 1st, 2000...a finalist in the 2000 CMA 'Single Of The Year' category. Additionally, "BUY ME A ROSE" is included on the 2003 J Records Release of legendary R and B vocalist LUTHER VANDROSS, titled 'DANCE WITH MY FATHER'. As a Writer and/or Publisher/Song-plugger, Rex has placed songs with many distinguished artists including GARTH BROOKS (With TRISHA YEARWOOD), KENNY ROGERS (With ALISON KRAUSS and BILLY DEAN), KENNY ROGERS (With LINDA DAVIS), TAMMY WYNETTE, JOE DIFFIE, CHRIS LEDOUX, CHESAPEAKE (With LINDA RONSTADT), RICH McCREADY, THE OAK RIDGE BOYS, KENNY ROGERS (With BRAD PAISLEY), SCOTT JOSS, SHIRLEY MYERS, MEL TILLIS, BOBBY VINTON, LACY J. DALTON, STEVE GILLETTE, and many others. Rex has written and/or placed songs for Network Television (NBC/CBS), The USA Network, The Disney Channel, The WB, and Film, and is currently aligned with PEN Music Group Inc. in Los Angeles for Film and T.V. placement and administration. Rex currently represents his songs and songs of other writers, in Nashville, Los Angeles and New York. **If you write Country, you *must* attend this session!**

More Upcoming Events . . .

Friday, July 18th, 7:30- 9:30PM

Doug Millward Memorial Hoot & Tribute

Templar's Hall at Old Poway Park, 14134 Midland Rd., Poway, California

Scheduled performers: Lisa Sanders, Berkley Hart, Joe Rathburn, Dani Carroll, Sven-Erik Seaholm, Dan Connor, Kev, Peggy Watson, Dave Howard, Patrick Dennis, Jim Earp, Peter Bolland, Mesa Blue, Jody & Co., Jeffrey Joe Morin.

Suggested donation of \$10.00 or more. All proceeds benefit City Of Hope, www.cityofhope.org

Monday, July 28th, 7:00-10:00pm

San Diego NSAI Workshop

AT THE HOME OF LIZ AXFORD IN DEL MAR

Topic: NSAI Song Evaluation Form - Theme - Lyrics - Melody - Song Form - Overall Impact - Basic Alerts - Demo Quality Group Song Critiques. Please bring one song for critique on tape or CD (or perform live) and multiple lyric sheets. Regular NSAI workshop meetings are held the Fourth Monday of each month.

Please contact Liz at EAxford@aol.com or (619) 884-1401 for information about NSAI.

Thursday, August 14th, 7:30-10:00pm

A Night of Original Songs

PRESENTED BY NSAI and SDSG No Cover Charge

Come out and join in the fun with fabulous bands and solo artists brought to you by the San Diego Songwriters Guild and the Nashville Songwriters Association International! These are local performers who are every bit as fantastic as the ones you'll pay a small fortune to see at a giant, impersonal venue. Come out, meet the songwriters, and join us for a summer evening of music that will be worth remembering. You can buy CDs - and great food at Claire d'Lune. Special thanks goes to NSAI and our San Diego NSAI Coordinator Liz Axford for her support. Our next showcase is set for August 14. See you at Claire's!

CLAIRE DE LUNE COFFEE LOUNGE 2906 University Ave, San Diego 619-688-9845

Call Lisa Chaddock at 619-229-1544 or email lisa@answerhymn.com

for information on performing at SDSG/NSAI Showcases.

NSAI Special Event Coming Up November 22

NSAI Special Workshop with John and Joann Braheny

CD BABY: A Resource for Independent Artists

I recently signed on with CD Baby, a web-based retail record store. CD Baby stocks your CDs and handles all aspects of the sale, from credit cards to shipping. They take \$4.00 per unit sold. You can ask whatever price you want for your music. Low-resolution samples of four songs from each title are available for customers perusal. Each sale triggers an email notifying you of the transaction. Although advertising is up to you, valuable tracking resources are offered at no charge so you can identify and contact your customers. CD Baby charges \$35 per title to set up your account. My experience to date has been very positive, and the operation is clearly first-rate. If you are looking for a retail presence on the web, you may find CD Baby delivers just what the doctor ordered. It works for me. cdbaby.com

On a related note, CD Baby is offering THE MUSICIAN'S ATLAS for sale. The Atlas is a 368-page directory of clubs and venues, record labels, radio stations, distributors, booking agents, publicists, managers, publishers, record producers, studios, and film/tv music supervisors. Besides the usual contact info, the Atlas reportedly provides details for most contacts, i.e. what styles of music, submission policies, etc. It is available for \$19.45 for CD Baby members. Barnes and Noble is selling the Atlas for \$23.96. musiciansatlas.com/cdbaby.asp

-Mark Charles Hattersley HCMarkus@cox.net

The Songwriters Connection

Essential Information and Learning Tools for Songwriters

With teacher/mentors:

Susan Tucker
Kim Copeland
and **John Dotson**

- **Album/Demo Production**
- **Song Critiques**
- **FREE Monthly E-Zine**
- **Workshops and Seminars**
- **Books**

The Soul of a Writer

The Secrets of Songwriting

The Songwriters Little Book of Big Thoughts

Check us out at :

www.secretsofsongwriting.com

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PRNotes

Performers Referral Network
from Daniel Hulse

Did you know you can set up your own, very cool FREE website with unlimited music samples for people to hear at IUMA.com. For a free website to showcase "whatever," visit geocities.com. You can cross-link to and from your sites to the PRN site. Help us build a community both on-line and in-person!

I want to thank you all for bearing with me through the first stages of establishing PRN. Those in the talent pool have given every cooperation to ensure success for promo, collaboration and gigs in the future. I ask you to please participate in what's happening NOW as we are in the most crucial development stage for PRN. While I investigate venues that will actually pay for the right entertainment and search for sources that will help us all band closer together, let's chip in with personal appearances at the five centrally located gigs available for PRN now.

For information on PRN and events see

www.sandiegoprn.com

858-695-0901 / 619-528-1111

twilightning@msn.com

Local Songwriter and SDSG Member **Bob Duffy** recently signed two songs, "Guy Thing" and "Already Missing Her", to single song publishing contracts with Song Catchers Music in Nashville. Bob also enjoyed an interesting opportunity for one of his songs, performing it live for the National Conference for Community and Justice. (See "From the Songwriter's Desk," on page two)

Lisa Chaddock is doing a fantastic job with the NSAI/SDSG Showcase at Claire de Lune and, with the support of **Liz Axford** and NSAI, has grown the Showcase into a top-notch event. As a result, the San Diego Songwriters Guild was featured in *The Troubadour* - San Diego's premier Newspaper for local music and arts. Those of you who attended the May NSAI/SDSG Showcase will find our group-shot photo included in the article, with a feature shot of **Bruce Dale Betz** on guitar. The staff of *The Troubadour* is very excited about having made this connection with NSAI and SDSG, and will continue to frequent our programs and write about the work we're doing.

The Los Angeles **Battle of the Fans** is accepting submissions both the Electric and Acoustic versions are now open for entry.

Acoustic: www.lamusicscene.com/acousticlive

Electric: www.battleofthefans.com

Terren Trouset newly hosts an Open Mike at Miracles Caf every Tuesday from 7pm to 9:30pm. For details, see www.fleshintension.com

Danielle Lo Presti and the Masses performed on the KPBS radio show "The Lounge" with Dirk Sutro on Wednesday, June 4th. They released their second CD, "22 MOUNTAINS", at the Sushi Community Space on Friday, June 6th, at 8:00pm. The Masses were joined by SDSG member **Matthew Stewart** on guitar for both appearances. www.danielleandthemasses.com

Three SDSG writers have signed songs with a new Production Music Publisher. Writers **Lisa Chaddock**, **Geoff Hanson** and **Mark Charles Hattersley** licensed compositions with the Bonanza Music Library of Los Angeles. The three are anticipating placements of their works in TV shows, Commercials and Movies. Let's hope they strike Bonanzas with their deals!

Speaking of music for TV, if you happened to be watching the recent local CIF Girl's Basketball Championships you heard one of Mark Hattersley's tunes, licensed through the OneMusic Library, every time Channel 4 got ready to break for a commercial. Mark told Soundbites he tuned in because his daughter was at Cox Arena for the El Capitan High School game. Although his kid didn't get caught by the cameras, Mark got a kick out of hearing his music on the air. Don't hesitate to call him at (619) 749-7427 if you have questions about production music or if you'd like to drop by **Rancho Bohemia Studios** for a tour.

To list your news with Soundbites, email detailed information to me at soundbites@musician.org.

Soundbites

from Jessica Treat

Acoustic Indie Going Strong

Advance Tickets Are Available for the **Thursday, August 7th ACOUSTIC INDIE NIGHT** at **MUSIC MART** featuring **Gregory Page, Dave Howard, Joe Rathburn, Chuck Shiele and the Mysterious Ways, and The Animators.** (This will be an all guys night, so we'll be having an all girls affair in September. **Saba, Katie Strand, and Amy Garcia** are already confirmed!)

We're taking our summer break in July, but we'll be doubling up shows at Music Mart in August. In fact, we'll be devoting a whole luxurious evening to the extraordinary band **The Cat Mary** and, performing in alternating sets, San Diego's master bluesman, **Steve White** [date TBA].

Those two acts put on quite a show at the last Acoustic Indie Night on June 1st, a fact mysteriously omitted from the review of the event that appeared in the *Blurt* section of *the Reader*. You may have read it. It's as if the reviewer left after the second act. Well, if she did, she was the loser, because she missed the two headliners!!!

The surprising originality of The Cat Mary's thoroughly sophisticated PhD Folk was delivered with a technical ability typically reserved for jazz ensembles. The audience was guided gently and safely by **Andy Markham's** superbly pitched voice and slide guitar, through some rather perilous musical twists and turns, that resolved to be both thrilling and refreshing.

The Cat were followed by Steve White, who was at his one-man-best that night. He firmly plucked and clogged his characteristically jaunty rhythm, yet you could clearly hear his often under-mimed vocals, and fully appreciate those clever lyrics. He gave the evening a rousing finish.

WE KNOW AND FULLY APPRECIATE THE FACT that we are really lucky to have talent of this caliber within close reach. So we're grabbing the opportunity to have those two back! Stay tuned for the date, and for more information on the next Acoustic Indie Night on **August 7th.**

One last thing - THANKS to all of you who attended the June show, and communicated your appreciation to our talented locals. They need us as much as we need them, and we can only know how much that is by opening up our hearts and letting their hearts flow in to ours through the music.

Jessica Treat

The Acoustic Indie \$5-Cover Girl
Music Mart Special Events Coordinator
For more information, call 858.259.3940

MUSIC MART

We are here to help you realize your musical dream, and are proud to partner with SDSG in presenting Acoustic Indie Nights.

Every day we feature a great selection of top brands in guitars, keyboards, drums, sound reinforcement and recording gear, and offer friendly, helpful assistance when you need it.

Music Mart is community-driven enterprise. We invite you to drop buy and share your music - and your dreams - with us.

**Music Mart • 122 South Solana Hills Drive
Solana Beach, CA 92075 • (858) 259-3940**

Marketing Your Music as an Independent

Pitch Tips from ASCAP

Song plugging is both an art and a full-time job in itself. But in order to make a living from your creative work, you must attend to the business side of music. Be active in the promotion of your songwriting career - don't expect your songs to sell themselves while you sit back and wait for the next stroke of artistic inspiration. In this spirit of self-promotion, here are some tips on pitching songs that **ASCAP Inside Music** has compiled from many well-respected professional songwriters. Hopefully, their advice will help you to start or sustain a career as a songwriter.

Always have demo CD's on hand. There's no telling when an opportunity might present itself. If you don't have a demo available, have business cards with your contact information.

Research the music business. Read the album liner notes of artists who write songs in a style similar to your own, and present your songs to their publishers, producers, managers and possibly the artists themselves.

Network with your peers. Cultivate friendships with writers, publishers, A&R people, and producers in your city or region. Be aware of the musical centers that are best known for supporting your style of music. For example, in addition to NYC and LA; Atlanta, Chicago, Miami, St. Louis and Minneapolis are R&B/Hip- Hop

hotspots. So you may want to consider making business trips to establish contacts in the major cities.

Don't be afraid to cold call. Some publishing companies and record labels do not accept unsolicited material, but others do. Target accessible producers and agents/managers, especially those associated with writers and artists you have worked with or know on some level.

Be proactive. Write songs specifically intended for certain singers and send those demos to the manager and producer of the targeted artist. By the same token, be ready to modify a song for a new artist if the intended singer is not interested.

Collaborate with the targeted singer. You have a much better chance of getting a song recorded by an artist if their name is in the credits than if it was written solely by you.

Write songs in all musical genres. You will greatly increase your opportunities to get one of your songs recorded if you introduce diversity into your songwriting. The crossover song, one that is a hit in multiple styles or radio programming formats, will have a longer life and present more opportunities for exploitation, and thus be more lucrative than a niche song.

If you are also a performer, **play your songs live** as often as possible. Try to book gigs at bars and clubs that are well respected showcase venues within the industry.

Use the relevant print and online resources. Pollstar, Billboard and Music Week all publish directories for each segment of the music business (artist management, concert venues, record labels, publishers, etc.) Also, you might want to subscribe to music periodicals geared towards the independent working musician such as Gig, Performing Songwriter, American Songwriter and Music Connection.

Take advantage of your contacts! Make the most of the connections that you've established within the industry. No one enjoys working with people that are pushy and annoying, so remember to temper your shameless self-promotion a little, and don't continue to solicit a contact when they have expressly declined your songs.

Remember: make sure your name, phone number, and email address are prominently placed on everything you give out, whether they are demos, flyers, business cards, or email correspondence. Good luck, and keep plugging!

ascap.com
information & representation
for the songwriter

SAN DIEGO SONGWRITERS GUILD 2003

July 21 SDSG Pitch with Marcus Barone
July 28 NSAI Workshop / Critique
August 7 Music Mart/SDSG Acoustic Indie
August 11 SDSG Pitch with Rex Benson
August 14 SDSG/NSAI Live at Claire de Lune
Saturdays PRN at Coffee Bean Tea and Leaf

More events are always being scheduled. Join SDSG!



SongWritersNotes

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San Diego, CA 92122

Address Correction Requested

Please check your membership expiration date below

First Class Mail