

# SongWritersNotes

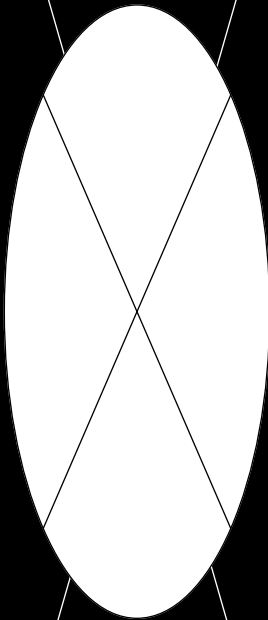
The Newsletter for San Diego Songwriters

Volume 13 • May/June 1999

Published by  
**The San Diego  
Songwriters Guild**

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*Monday, May 17, 1999*

## **Marcus Barone**

### **Soundtrack Song/Artist Pitch+Workshop**

Once again, SDSG rolls out the red carpet for a pitch session with composer, musician and music supervisor Marcus Barone. When he last visited us two years ago as Director of Music for Orion Pictures/MPCA, Marcus was a super guest, giving us an introduction to the world of film and tv music and picking up several songs for consideration. Currently, he's handling music supervision projects for MPCA- Motion Picture Corp. of America, Destination Pictures and Universal. Marcus' many talents have been utilized during years of work in film music. His credits include: Dumb And Dumber, KingPin, Gang Related, If Lucy Fell and Ringmaster, starring Jerry Springer.

**Marcus has advised SDSG that he has specific requirements at the present time, so he will be listening ONLY for Great R&B Male and Female Vocalists or Artist/Writers, or songs in the R&B genre** (example given - "Babyface") for the upcoming film "K-9 II" by Universal. And for the new tv series "Passion Cove", Marcus is seeking **Female Vocalists or Artist/Writers in the style of Jewel, Tory Amos and other alternative rock sounds in the tradition of Felicity, Dawson Creek and Party Of Five series.** Vocalists for both projects do not have to be songwriters, and songs don't have to be master-quality.

In addition to the pitch session, Marcus will conduct a "Soundtrack Role Participation Workshop" during the second half of the meeting. His experience with "Ringmaster" serves as the basis for this outstanding soundtrack workshop. Songwriters, vocalists and everyone interested in film production will benefit from this exclusive event.

**Please submit only CDs and tapes appropriate for Marcus' stylistic needs as mentioned above.** One song per writer or team of artists or writers will be accepted for this event. Pitch fees are \$10 per song for members and non-members, members' songs to be heard first. Admission is free for SDSG members, \$20 for non-members, who must pay admission to pitch. Of course, memberships will be available at the door. Registration starts at 6:30 PM and closes at the start of the meeting, 7:00 PM, at the Doubletree Hotel, Hazard Center, near the 163 and Friars Road. **See You at the Movies Pitch & Workshop!**

## **June 7 Pitch with Janet Fisher**

**See Page 3**

# From the President's Desk . . .

On the weekend of April 17th -18th one of our local radio stations, 95.7, the MIX, had an all request weekend. The rules were simple. Listeners would call in and request a song. If they pledged a certain amount of money the radio station would play it. The money would go to the refugees in Kosovo. I didn't waste any time. I called up the station and asked how much money I would have to donate to get one of my own songs played. They had a set pledge amount for local artists, and when they told me what it was my heart stopped.

Fortunately I had a credit card.

I went down to the station the next day and dropped off a cassette of a song entitled "Have You Heard the Hungry Children Cry?" Being a child of the 60's, I occasionally write social consciousness themes. Now, there were a lot of other songs that I could have asked MIX to play. But I picked this one because it is about exactly the sort of thing that is going on in Kosovo. I wrote the song a couple of years ago when I was thinking about how we Americans see history being made and atrocities happening in other parts of the world on TV. It seems we seldom do anything about it even when we can.

I called up several friends to tell them when my tune would be played, and I was home at 4:50 pm on Sunday as my song hit the airwaves. I recorded it for posterity.

The MIX raised over \$17,000 for the victims in Kosovo that weekend. I guess we Americans aren't such bad people when you consider that we donated that much money to a group of people we don't know very much about. I admit that, in my case, there was a self serving motive. I got radio airplay. Several other local artists did the same thing. But the money was for the victims in Kosovo. The music and the money were being used for a good purpose. And music was the motivator, the thing that made it all happen.

The next day, I heard about the tragedy at Littleton, Colorado. We now know the 2 youths who committed this atrocity liked to listen to artists that promote violence. Music is such a powerful form of communication. As a songwriter and an artist, I want to inspire people to do good works; to correct some of life's injustices in a constructive manner. I hope I never inspire anyone to do evil and commit acts of violence.

What's the message in your music?

-Tony Taravella

## What's Going On?

Plenty! Here's the run down...

**SDSG LIVE SHOWCASE AT BORDER'S SATURDAY, MAY 15, FROM 7 TO 10 PM.** 11160 Rancho Carmel Drive, exit the 15 at Carmel Mountain Road East, turn left at Rancho Carmel Drive. Lots of great acts are set for this super venue in a show hosted by Tony Taravella. A second show is set for Saturday, June 12th, from 7 to 10 pm.

**IN-HOUSE CRITIQUE SESSION AT TWIGG'S GREEN ROOM-** - Tuesday, May 25 and June 29 from 7 pm until ?

**LIVE SHOWCASES AT THE COFFEE BEAN AND TEA LEAF,** 3865 5th Avenue, Hillcrest, from 7 to 10 pm on Friday, May 7, 21, and 28.

**THE DEL MAR FAIR, SATURDAY, JUNE 26, FROM 4 TO 7 PM AT THE O'BRIEN STAGE**

**THE USA SONGWRITING COMPETITION** will be accepting entries through May 31, 1999. Songs may be entered in 15 different categories. For more information contact: USA Songwriting Competition, Toll Free (in US): 1-877-USA-SONG [www.songwriting.net](http://www.songwriting.net) [info@songwriting.net](mailto:info@songwriting.net)

**THE ARTIST AND SONGWRITER SUPPORT GROUP SPONSORED BY ELLEN SILVERSTEIN,** Grammy-nominated, Never Off Key Music, meets the second Tuesday of every month. The next meeting is May 11 at 7pm at the Stratford Inn in Del Mar. The fee is \$10.00. We will be critiquing songs, sharing information, and networking. ALL LEVELS WELCOME. Come join us! **"THE ART OF SUCCESSFUL SONGWRITING PART 1"** a six-week seminar starting June 5 will meet six Saturdays from 10-1pm. The class meets in the Del Mar area; early enrollment is \$150.00 (before May 24). To enroll contact Ellen at (619)259-8831 or [www.neveroffkey.com](http://www.neveroffkey.com) THIS WORKSHOP IS HIGHLY RECOMMENDED BY INTERSCOPE RECORDS VICE PRESIDENT OF A&R TONY FERGUSON.

**JAI JOSEF'S SECRETS OF SONGWRITING SUCCESS SEMINAR,** Saturday, May 15, 1999, 1:30-6PM, at the Stratford Inn, 710 Camino Del Mar, De Mar. Registration fee is \$35 in advance, \$40 at the door. Songs will be critiqued in the order payments are received. Free parking. Fruit snack provided. For more information contact NSAI Workshop Coordinator Liz Axford at (619)481-5650 or [EAXford@aol.com](mailto:EAXford@aol.com).

**OPEN MIC MONTHLY AT SEASIDE HALL PRODUCED BY KRISTOPHER STONE** Last Friday of each month, 7:00 PM 760-436-5431 1010 Second St., Encinitas, CA (S-E corner of "I" street, big parking lot)

**MEMBER SPOTLIGHT:** The Guild wants to promote those of you who have had successes through our pitch sessions, related events, or whatever. Call Dave English at 619/623-2777x313 or email him at [denglish@mail.cspp.edu](mailto:denglish@mail.cspp.edu) to share your success story.



# STORIES FROM THE TRENCHES

## ***Strong Titles, Stronger Songs*** by *Ellen Silverstein*

I have heard many clients say that they don't know how to finish a song. When I ask them what they are trying to say, they generally don't know because they didn't start with a concept. Instead, they just started writing until they got stuck (which usually didn't take very long). A good way to avoid this is to start with a strong title which will help focus your attention. Once you have the title, a song can often write itself- or at least suggest the direction that it should take. Some titles tell you instantly what they are about such as "Because You Loved Me". When you hear that title, you know that this song is about how wonderful the singer feels because this person loved her and how she felt she could do anything with him in her life. I can't imagine it saying anything else.

On the other hand, some titles can clearly be written more than one way. In one of my seminars a client was struggling with a title called "My Best Kept Secret". It was suggested that "My Best Kept Secret" could be about an old woman giving a young woman advice about how the old woman managed to keep her love alive in her marriage for fifty years. Or, it could be about a woman who had a child with a man, and had never told him about it. It could also be about a woman who was in an abusive relationship and she knew she had to get out. But she still loved this man and that's what was keeping her from leaving him. Maybe you can come up with another angle for this title. But the point is, that even if you come up with five ways to write it, at least you've narrowed it down to those five. And you can begin to write a story that is interesting and focused.

Unfortunately it is not always possible to start with a title. Sometimes the creative muse strikes, and lines just start to flow out onto the paper. When that happens, look at what you've written and try to summarize it. Then find a strong title that says what your song is about in a nutshell, before going any farther. Again, that will strengthen your song and help you from losing your creative focus.

Another reason to come up with good titles is that publishers receive hundreds of songs each week with titles like "I Want You" and "I Need You". You'll never get their attention with these kinds of titles; they're generic and boring. You want your song to stand out-to peak the publisher's interest so that he or she will listen to your song.

Interesting titles make for interesting songs. And songwriting inherently is about finding a new way to say the same old thing. The best place to start is with a fresh title. As Sheila Davis author of "The Craft Of Lyric Writing" points out in her book, "many successful writers have made "title first" their main modus operandi: its a skill worth acquiring." -Ellen

## **SDSG News Makers**

### **CORONA PICKS CRAZY CAT GEORGE FOR CAMPAIGN.**

This perennial SDSG fave has been selected by Corona Beer to be featured in its 1999 radio ad campaign. Crazy Cat George is one of a very few unsigned, up-and-coming bands that were selected for this project. The 60 second commercial features Crazy Cat George's single "Give In", the first cut off of their latest CD, "Left of Center." Starting in May 1999, the ad is set to run on major radio stations throughout Southern California and the western United States. You can hear Crazy Cat George tunes on the Tucson Tex Mystery Music Show every Saturday, noon to 4PM (PST). Just log onto [www.radioinvasion.com](http://www.radioinvasion.com)

Check out the web site:  
[CrazyCatGeorge.com](http://CrazyCatGeorge.com)

## **Goodnight Kiss Music Returns to San Diego JANET FISHER PITCH SESSION**

**Monday, June 7, 1999**

Janet Fisher, Managing Director, Goodnight Kiss Music (BMI) and Scene Stealer Music (ASCAP) Publishing, will be reviewing songs on June 7, at 7:00 pm at the Doubletree Hotel in Hazard Center. Ms. Fisher has placed over fifty songs in nationally aired films and television broadcasts, including productions by HBO, SHO, CMAX, USA, TBS, MCA, etc. Actively seeking Christmas songs with great hooks, and Christmas Story Songs (that really could happen to a real person and reflect the meaning of the season), Janet also needs "street" Masters of rap, hip hop, metal, rock & alternative with great visual lyric hooks and current production values. Janet will review any style, but has an overabundance of Country already. To find out more about how Janet chooses material, check out the articles and pages at the Goodnight Kiss Music Website. Try the Writers Area, and click on "Song Critique Checklist", "Daily Updates" or whatever interests you. [www.goodnightkiss.com](http://www.goodnightkiss.com)

*Janet is really looking for a Christmas story song- one that instills the Christmas spirit into the listener. She will also listen and critique in any style. If another project comes up before then she'll let me know, so check the SDSG Hotline! Registration starts at 6:30 pm, for rules, please see "The Pitch Session" in this issue -Ellen Silverstein*

**www.sdsongwriters.org**

**SDSG now has a new and improved web-site! Some of our web-site's features include:**

- **Newsletter** -- view the latest and previous issues of the newsletter. Sign up on-line to receive either a notice of when a new newsletter appears, or have the newsletter e-mailed to you. This is available to both members and non-members.
- **E-mail address** **sdsongwriters@hotmail.com** -- In addition to our phone line, we have an e-mail address people can send questions or comments to. We prefer people asking questions using the e-mail address rather than the hot-line, because we can provide more timely responses and people sometimes accidentally leave unintelligible messages on the phone line.
- **Short notice items** -- sometimes we have events that occur at short notice (for example, an organization is looking for artists to perform at an event in the following week). Members can sign up to receive e-mailed notices of these events.
- **Quatrain contest** -- every month, three lines of a four line stanza are displayed. Finish the fourth line and the winner, voted on by the board members, will receive a free song pitch (\$10 value).

**Here are some features we are currently working on:**

- **Songs on-line** -- members can, for a small fee, have their songs placed on our web-site with a short bio. People from around the world can then listen to the songs in real time (should be available in another month).
- **Possible discount** -- members choosing to receive the newsletter only on-line and not through U.S. mail may receive a discount on their membership (note: this is still being debated!)

# Taco Truffles Music and Media

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Taco Truffles Music and Media designs affordable web sites and multimedia CDs for artists of all disciplines.

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## FORUM SHOWCASE at the **DOUBLETREE**

What if you could go to a beautiful hotel, showcase your music, meet other talented, supportive people, check out possible collaborators by hearing and seeing them in action and have fun in the process?

This is what the **FORUM SHOWCASE** is all about. It's time for the Karaoke singing community to show our musician/songwriter brothers what we are capable of. We know that, although the fun loving, non judgmental aspect of Karaoke is important, there are many wonderful singers who could certainly contribute to the larger music community if they were connected to it. Let's end the isolation!

**Starting Monday, May 3rd, from 8pm-12am, at Club MAX in the DOUBLETREE Hotel**, Mission Valley, there will be showcases of all kinds, from Karaoke to instrumentalists and songwriter showcases. Each week, several people will be featured and there will be auditions for upcoming Mondays. Bring a following, because the audience will decide who will get showcases and if you are a winner, your party will receive the appetizer buffet - courtesy of Club MAX - on the night of your showcase.

**Musicians** - although this is not a full band jam, bring your ax and you can play along to the track of your choice - including your OWN.

**Songwriters** - let's meet socially and enjoy the sounds after the pitch sessions. Who knows, you might meet the complimentary talent you need to complete your project. The more energy we put in, the more returns we will have...it's guaranteed!

**If you have questions or suggestions, please feel free to call me**

**- Judy Ames. (619) 222-6991**

## INTERSCOPE RECORDS' TONY FERGUSON

Senior VP of A&R Tony Ferguson spent hours with a packed house, reviewing submissions and providing generous, in-depth critiques when he visited us in San Diego on March 29. Thank You Tony, for your great spirit, and for picking up so many of our songs!

# ASCAP

**Special Thanks to Todd and Jeffrey Brabec** for spending a memorable evening with us in April. Todd is Director of Membership at ASCAP. Jeff is VP of Business Affairs for Chrysalis Music Group. The Brothers Brabec offered insights galore, gleaned from years of experience in the music business. Their superb book, titled "Music, Money and Success," is a *must* read for all songwriters.

Be a part of your musical community.  
Join the Guild.  
\$45 per year is a wise investment in your career.

## Rock and Metal-Heads Needed!

You've got the Marshalls cranked, cool tats and piercings, the 'tude, "the look" and rockin' tunes that kick ass. All dressed up and nowhere to go? Waddaya gonna do? Come and play on the Guild Stage at the Del Mar Fair! If you can righteously rock, and want to crank it up, send us an audition cassette or CD along with your name and contact info to:

Joseph Carmel c/o Never Off Key Music  
3525 Del Mar Heights Road #296  
San Diego, CA 92130

All entrants must be Guild members

San Diego  
619.583.9751

San Marcos  
760.735.8050

# Announcing the Free SDSG Member Directory

To help our members network, the San Diego Songwriters Guild is publishing a free annual member directory! Members can tell others about their interests, whether they want to trade skills, etc. This is optional and only members who fill out this form will be included. Due to privacy concerns, the guild will only publish the information members write on this form.

This is a work in progress and may change based on member feedback. We're currently planning on printing a version once a year for our members.

The deadline for the current directory is June 1, so mail or e-mail a reasonable copy of this form to the guild today!

IMPORTANT NOTE: Only include those fields you want published in the directory! Don't include any information you don't want published. If you need more room, feel free to attach another sheet.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_ E-mail address \_\_\_\_\_

Occupation: \_\_\_\_\_

Summary about yourself (50 words or less): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Listing Category (see below) \_\_\_\_\_

You can list yourself under several categories. Pick up to three categories from the following choices and include the information on another copy of the above form (each 50 words or less):

Songwriter (specify: lyrics, music, both),  
Singer (specify: style of music),  
Musician (specify: instrument/style of music),  
Studio, Arranger, Producer, Business, Miscellaneous.

Send your completed form(s) to:

attn: Member Directory

San Diego Songwriters Guild  
3368 Governor Drive, Suite F-326  
San Diego, CA 92122

or

sdsongwriters@hotmail.com

# Hip-Hop Performers Wanted!

It's a Player's Party and we're fiendin' for Rappers and Hip-Hop Artists to drop the bomb on the Guild's stage at the Del Mar Fair. If your beats are phat, if your flow is tight, if you can represent to the fullest, give us a shout! Groups, or solo performers, live bands or backing tracks, duos, whatever... it's all good.

To audition, send your tightest tracks on cassette or CD along with your name and contact info to:

Joseph Carmel  
c/o Never Off Key Music  
3525 Del Mar Heights Road #296  
San Diego, CA 92130

Guild members only please

## ATTENTION PERFORMING ARTIST

Are you serious about a career in Entertainment?

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## Personnel Department

**PART-TIME JOB (paid) available in the STREET MARKETING DEPARTMENT of COLUMBIA RECORDS** for hungry person over the age of 21 working as San Diego's Street Marketing Representative. Must have the desire to succeed in music industry and be familiar with today's music market. Duties include servicing lifestyle accounts with compact discs, going to Columbia Records' and competitive shows for support and promotions, using tools such as stickers, flyers, hats, T-shirts and cassette samplers etc. Perks are unbelievable and potential job opportunities are incredible as well. (I did it for 10 months and I am now National Coordinator of the Department) Send resume and cover letter to:

Attn: John Kearney c/o Danny Ornelas, Sony Music Entertainment,  
Columbia Records, 550 Madison Avenue 24th Floor NY, NY 10022-3211

**INTERN WANTED TO WORK FOR MUSIC COMPANY** involved in artist and songwriter development, deal shopping, and publishing. Must be Mac literate. Prefer Quark and Photoshop experience. Call Ellen at Never Off Key Music 619-259-8831

### **SONGWRITER LOOKING FOR CO-WRITING SITUATION**

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Mail your ad of 40 words or less to San Diego Songwriter's Guild, 3368 Governor Drive, Suite F-326, San Diego, CA. Be sure to indicate your phone number so that we can contact you if there are problems. Contact Dave English at 619/623-2777x313 or denglish@mail.cspp.edu for deadlines and details. Or, you can email your ad directly to HCMarkus@aol.com **SDSG members only.**

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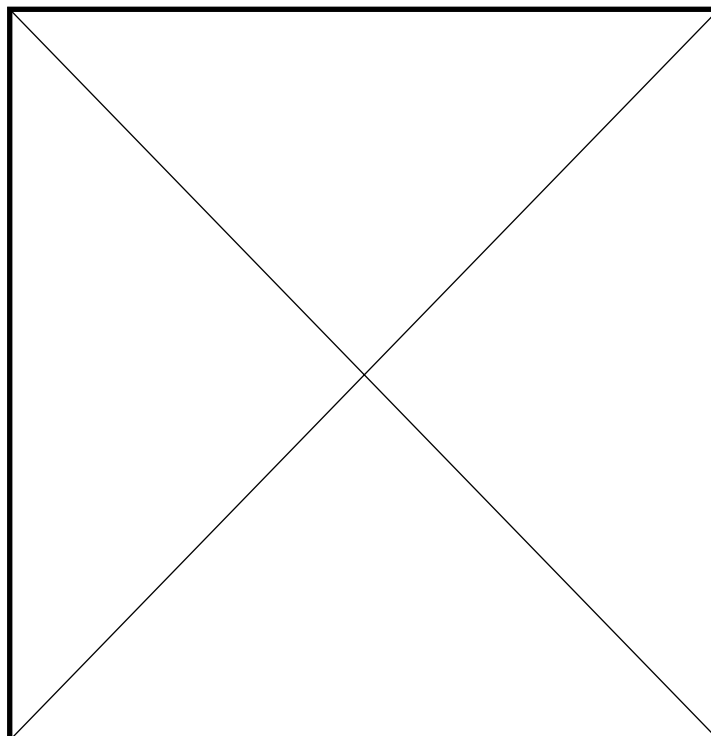
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## "THE PITCH SESSION"

**PRODUCERS, PUBLISHERS, A&R REPRESENTATIVES, MANAGERS and ARTISTS** may screen for a specific recording project. They use these events to find songs, singers, musicians, etc. Our guests may critique your song and give you valuable feedback on how you could improve upon it if time permits. The guest may "pick-up" your song which means they would like to hear it again for further consideration.

### Submission Rules

- One song per Guild Member will be listened to before those of Non-Members.
- On exceptionally busy nights, we reserve the option to limit the number of tapes submitted by an individual to any event. This option applies equally to those members submitting tapes by mail. We ask that writers number their tapes, #1 being your first choice, #2 you second, so that we may play them according to your priorities.
- Due to time limits, we cannot guarantee that your song will be heard in the Pitch Session.

### Fees

- For the admission price of \$10 per song (limit 1 to 2 songs per writer, varies with guests), you may enter your song(s) for the Pitch Session. Members may sign up tapes in advance.
- If you want more than one song in any event, it is \$10 for each additional tape.
- You may join The San Diego Songwriters Guild on the night of an event for a \$45 yearly membership fee. Non-members are charged a \$20 door fee in addition to tape submission fees. The door fee must be paid by non-members wishing to pitch songs.

### How It Works

- Bring neatly typed lyric sheet and cassette cued to the beginning of the song you want heard.
- Tapes will not be accepted for the Pitch Session after the start of the event.
- Be sure to include your name and phone number on both your lyric sheet and your tape because they may get separated.
- The Pitch Session is limited to 70 tapes. Once event is filled, sign up is closed, even if the event has not started. SDSG reserves the right to limit the number of submissions further.
- When you check in your tape, sign in all names of writers, song title and phone number, so that others who hear your song can contact you.
- Tapes will be referred to by song title. Writers may or may not remain anonymous during the Pitch session depending on our guest for that event.

# Never Off Key Music

*A full service music company dedicated to the development of artists and songwriters*

- **Song and CD Evaluation**
- **Coaching & Consultations**
- **Workshops & Seminars**
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Grammy-nominated songwriter

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(619) 259-8831

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Guitar Trader

**MARK YOUR CALENDAR!**

**JANET FISHER**

Goodnight Kiss Music Pitch  
Monday June 7, 6:30 pm

In-house critique session at Twigg's  
Tuesday May 25 & June 29 7:00 pm

SDSG Live at Coffee Bean and Tea Leaf  
Friday May 21 and 28 7:00 pm

Live showcases at Borders Carmel Mtn  
Saturday May 15 and June 12, 7 to 10 pm

The Del Mar Fair, Saturday June 26,  
4 to 7 pm at the O'brien Stage

**FOR MORE INFORMATION CALL  
THE GUILD HOT-LINE AT 619-225-2131**

**FILM PITCH**

*and*

**WORKSHOP**

*with*

**MARCUS  
BARONE**

*Monday May 17*

*Doubletree Hotel  
7450 Hazard Center Drive  
Near 163 and Friars Road*

*Registration starts at 6:30 pm*

**SongWritersNotes**

**The San Diego Songwriters Guild**

3368 Governor Drive, Suite F-326

San Diego, CA 92122

*Address Correction Requested*

Please check your membership expiration date below

**First Class Mail**