

## January 2004 Newsletter

Welcome to the first edition of the LMIA newsletter. We hope you enjoy all of the great information to be found here and will submit information of your own. To get something in the newsletter, just send your information to [newsletter@lmiacentral.com](mailto:newsletter@lmiacentral.com) before the 20th of the month. The past editions of the newsletter will be archived at the bottom of this page for reference. Enjoy!

### >>LMIA EDUCATIONAL SERIES'<<

#### Musician's Action Plan



The **MU\$ICIAN\$ ACTION PLAN (MAP)** series, the monthly music business survival series hosted by LMIA, Blue Sky Kentucky and attorney Scott Keniley, continues this month. Don't worry if you didn't make the previous sessions - you can still attend any of the single sessions or still save \$\$ by signing up for the whole series and you

can still purchase the handouts from the previous sessions.

Handouts are provided at each session so attendees can assemble their own "music industry survival" handbook.

The **Saturday afternoon** sessions will take place from **1 - 3 PM** at the **Comedy Caravan** with a networking party afterward. Cost is only \$10 per session or \$65 for all eight sessions or **\$5/\$30 for LMIA members**.

Session topics and panelists are listed on the LMIA web site. This month's session on **January 10** is "**Career Development**," all about rehearsing, songwriting, performance, demo's, cd's, et. On the panel this month are two of Louisville's most recognized and celebrated musician's Tim Krekel and Turley Richards. Along with these guys will also be Tom Soebel of The Comedy Caravan and Chris Cassetta from Canyon Studios.

Click the MAP Logo above to go to the registration page or to get more info on the series.



**LMIA Brings the Music Biz to the Schools - "All About the Biz"**

Beginning in **January 2004**, the Louisville Music Industry Alliance will be bringing the music business to Kentuckiana public schools. Each month, several LMIA members will conduct a panel discussion with students. They will begin by talking about their ambition that fuels their profession, their current music career and their future goals and aspirations. They will share on misconceptions about the music business and on the realities of maintaining a music career. The LMIA members will then open the dialogue to the children for questions. Each panel discussion will last approximately 35- 45 minutes.

The first "**All About the Biz**" panel will take place at Chenoweth Elementary School on **Wednesday January 14 at 10:45 AM**. If you are interested in participating in this or future panels, please contact **Heidi Howe** at **heidi@heidihowe.com** or **939 2371**.

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## >>MEMBER HIGHLIGHTS<<

### **Birthdays**

Jan. 9 - DJ Rhino



**LMIA Sponsored by Anheuser-Busch/Budweiser True Music for 2004.** LMIA received a sizeable sponsorship from Budweiser True Music for 2004 to help further the Louisville Original Music scene. Be at the next LMIA meeting on January 8 at the Anheuser-Busch corporate office to find out the exciting details which include more LMIA showcases and other great events throughout the year. Info and directions to the meeting are on the LMIA home page.

### **Louisville Magazine recognizes Heidi Howe's One Night Stand**

Heidi Howe's One Night Stand "Emerging Artist" Feature will be a highlighted story in the Louisville Magazine January issue. For three years, Howe has hosted the One Night Stand at Clifton's Pizza located at 2230 Frankfort Avenue in Louisville, Kentucky. In October 2003, Heidi began to feature an "Emerging Artist" one Tuesday a month during her regular One Night Stand show. The emerging artists are exceptional young musicians 18 years old or younger. They are not all songwriters, but are all talented and from the Kentuckiana area. They perform 2 songs at approximately 9 p.m. on the featured night. Leslie McClure is the emerging artist on January 13.

As always, the One Night Stand begins at 8 p.m. on Tuesdays and admission is free. For more information about upcoming shows, please call (502) 939 2371.

### **All Access coming to a cell phone near you**

A clip from the All Access song "A Million Miles" is now available from Primetones.com as a Ringtone for mobile phones. To download your copy for only \$1.99, visit [http://artists.primetones.com/all\\_access](http://artists.primetones.com/all_access)

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### **Multiple Personalities to release CD**

Local hip hop group Multiple Personalities will release their new CD January 9th, which is also member DJ Rhino's birthday.

### **Kimberly Cecil (AKA Princess K Productions) joins the Louisville Music News Team.**

Kimberly will be writing  
a column for LMN about the Louisville R&B and Hip Hop scenes.

### **Need a Web Site? Have a friend who said they would do one free 6 months ago?**

**Xstreme Media offers FREE start-up web sites** and discounted domain name registration for LMIA members.

They are offering a basic 3 page web site Free to any LMIA artist along with discounted domain name registration. [CLICK HERE](#) for more information.

### **LMIA Artists in LEO Readers' Choice Awards**

Congratulations to Rebecca Reed, songwriter for Irrational Fear, for being voted 3rd Best Songwriter, and to Sol 17 for being voted 3rd Best New Local Band in the 2003 Annual Readers' Choice Awards.

This year, let's make it all LMIA artists!

### **Label X News**

Label X is proud to announce that Digby had the #3 album of the year at Ear X-tacy Records.

The Muckrackers are preparing to start work on their full-length Label X debut.

Waterproof Blonde is currently spinning on over 90 commercial stations coast to coast, their song "Come On" has become the WWE theme song, and is featured on the WWE Xbox video game. "Ruthless" might be featured in Stu Pollard's new film "Keep Your Distance".

Label X recently closed a deal with an investor, and will probably sign more bands in 2004.

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## **[>>LMIA Band & Artist Live Show Reviews<<](#)**

### **The 1Point3S @ Pappy's**

By Janet Wolfe

It was at Pappy's on Old Third St. and the night was called the "Cold as Hell Reggae Bash", featuring Louisville's own The 1Point3's. The band has been playing together for about 3 years and was in Mom's Music Fest this summer. I met these guys when they played at the BBC during the MERF Benefit. With the bold foundation of Al Moody on bass, the quiet in word but brilliant in beat - Brian Evans, marvelous Mike Foley on groovin' guitar, vocals and Brendon Morrison on vocals-congas, this band is a high energy rock-reggae blend with a unique groove.

This band has a nice mix of originals and a weird twist on some covers, like "Roxanne" with a reggae beat. I like the Men at Work cover, "Land Down Under" and I love reggae tunes-they make me relax, which makes for a good time. Other covers they do include "Red, Red Wine" by UB40, "Smoke Two Joints", "Legalize It", (yes, there are many references to cannabis in reggae music), "The Harder

They Come", and "Could This Be Love". "Lie Awake" is a high-energy original tune with Morrison rapping like a banshee. "Infidelity Dance" is another original that I really enjoy. It has a taste of 80's punk to it. "Vampire" is a bit more laid back with the reggae backbeat to a slower melody. "Weekend" has some great rhythm changes and keeps you entranced. This isn't your average rock and roll band. They are something different.

Yeah, I usually don't hang out on Third St. and ordinarily wouldn't go that far to hear a band, but it was worth the trip. I was talking recently to someone in a music store, that the scene would gel, if musicians would go out and hear other bands, not only of their own genre, but just support local musicians, in general. We are building an empire, with LMIA leading the way. Go to the LMIA shows, your local bar, and enjoy the other musicians and talents we are fortunate to have here in Louisville. You might find something you like, besides yourself. Louisville is that great Mecca for music as is rumored. Dwell in it. Thrive in it. Enjoy the moment. [Visit their LMIA page here.](#)

### **Two Pump Chump @ PHT**

By Janet Wolfe

Two Pump Chump was part of the Thursday night line-up in the Roof Garden of Phoenix Hill Tavern December 11th. Our industrious LMIA vice-president, Dave Bennett, gave me a ticket, always a good incentive to see a show. With the Santa flags swinging from the ceiling fans and the handsome fellows in the band, who are always sporting fashionable neckties, it was quite a festive atmosphere.

The band is Scott Cook, lead vocals and guitar, Brad Mattingly on lead guitar, Dave Bennett on bass and Sean Saunders on drums. The rhythm section came to the band in 2002, while Cook and Mattingly have been playing together since 1998. If you haven't heard him, Dave was probably elected vice-president due to his thumping bass playing ability alone. The drummer, Sean Saunders, is pretty dang tight himself. They make for a great rhythm section, if I say so myself. The band is power packed. The lead guitar work by Brad Mattingly is impressive. Scott Cook is a hot front man and talented songwriter. Their tunes include "Lie For You", "Chasey Lane", "Knocked Up Lisa", "Kill Some Time", "Not Another" and the ever popular "Trailer Park Love". Influences include Aerosmith, AC/DC and KISS.

Two Pump Chump really doesn't need that second pump; they are already a force to be reckoned with. [Visit their LMIA Page.](#)

### **LMIA Michelob Light Homegrown Music Series at Wick's Dec. 23rd**

By Janet Wolfe

I think I'll try to hit at least one LMIA showcase a month and Wick's on Baxter was a holiday delight. The show opened up to a packed house with **Uncle Junior**, the youngest members of LMIA. This being only their 4th show, they've been playing together since June. They were baptized by fire at Mom's Music Showcase and the LMIA Iroquois Music Fest last summer, but these kids are cool under pressure. They brought about 100 fans to the show. Can you do that?

The band is Nate Kremer- vocals/guitar/songwriter, Ian Seibert - guitar, Dan Johnson - bass, and Jason Walker- drums. These boys are 14 and 15 and are not even old enough to drive a car, but they are already driving their musical bus. They have a five song CD for sale, which includes the crowd favorite "The Spaniard Song". Their song "Rearview Mirror" was featured on WFPK in September. Nate Kremer has a beautiful voice and writes great songs. They ended the night with a version of "All Along the Watchtower" that I dare anyone in town to mess with. They have the gift. They are

professional. They take it all in stride and soak up the knowledge. I think they will go far. They have a great work ethic as they practice twice a week. They have natural ability and they are the babes of LMIA. Watch out for these guys. I am sure you will be hearing lots more from them in the future. We start 'em young 'round here. [Visit their LMIA page.](#)

Next up is **All Access**. This band has been together about four years and is a successful metal band out of this area, Elizabethtown, and southern Indiana. The band is Doug Lucas, singer and Steve Curtsinger, guitar with the rhythm section of Matt Jeffery on bass and Michael Loy on drums. This band also played Mom's Music Fest and LMIA Music Fest but they do traveling as well, including the Extreme Tour. They are a tight band, and the drummer reminds me of Animal. They're really clean and their rhythm section is hot. That's one of the first things I look for. Then I notice the hot singer and the good soloists. Anyhow, check out their web site at [www.allaccessband.com](http://www.allaccessband.com).

The night closed with **The Numb**. This band is Jon Harrod -singer, Dan Canon- guitar, Derek Carpenter- bass and Donnie Arbuckle- drums. This band has been playing together for about a year. This was the mystery band to me of the night, but Jon Harrod has a beautiful voice and I like this band's style. Their songs are hard and driving, per co-editor, Melissa Gaddie, who thinks Jon's voice is a blend of Steven Tyler and Robert Plant. They have some nice harmonies in their songs and good flow and energy. They got in the holiday spirit and did John Lennon's "So This Is Christmas" which turned out respectfully. I ran out a bit early to check out some double drumming that was supposed to be going to around St. Matthews, but The Numb is one of my top 10 favorite bands in town to see live at this point in time. I do have a lot of music to explore, but this band is not to be overlooked. Their web site is [www.thenumb.us](http://www.thenumb.us). Happy New Year!

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### [>>LMIA Member CD/Demo Reviews<<](#)



#### **Olive Trees "Water Vision"**

By Janet Wolfe

This CD was released in 2002. The music, lyrics, and guitarwork are all Stephen Spanbauer, with vocals sung by Karen Dean Spanbauer. Mike Baker recorded bass on the album, and the percussion is performed by a plethora of musicians: Mark Esterle, Cary Shields, Tony Schnell, and Kerry Coleman. Rounding out the current line up are Schnell on drums, and Jerry Hackworth on bass.

This husband-wife team met at UL, back in 1983. They have been playing together since 1992, including the cover bands Sleestacks, and also Early Jack. Their influences include Pearl Jam, Red Hot Chili Peppers, Radiohead, Sonic Youth, Pink Floyd, and Poe.

Most of the songs from the release were written in 1997 and 1998, though Stephen is quite a prolific writer with about 50-60 original tunes under his belt. The first two cuts are sizzling: "Collection of Lines" cooks, while "InfraRed", with violin by Peter Rhee, just plain takes you. "Eastern Parkway" is a moving ballad. Stephen writes really great songs and Karen has an amazing voice. I love their music. Karen happens to like the last cut on the CD, the live version of "No Biting": "Realize the relation/thinking alike/treat it as a deaf-mute child/cut your losses and move on". Stephen enjoys "Olive Love": "Eye to eye/ check the sky/we go and grow and take it slow".

Olive Trees is always looking for new collaborations and more gigs just like the rest of us. If you're interested, feel free to contact them for more information. E-mail Stephen or Karen@olivetreesmusic.com. Their phone number is (502) 456-2031. You can visit their web site at [www.olivetreesmusic.com](http://www.olivetreesmusic.com)

You need to check out this CD. Add it to your collection. We all need to support local musicians.

### **Squarewell**

Review by Stacie Skinner (originally posted on [www.louisville.com](http://www.louisville.com))

No rough edges are heard with Squarewell, their music is solid and combines a calming side to the typical punk/alternative scene. The influences of punk, alternative and classic rock are heard throughout the album, but Squarewell manages to bring the band to a higher level through vocals and beats that veer from the norm.

With a calming sound, Squarewell encompasses the right mixture of soft and hard. And to add to the already solid arrangement, the band has the look and is working hard to get their name out there.

With the talent and the persistence it wouldn't be over the top to think that Squarewell will be the next big thing. Their sound is original, but not too far from some of the hot bands out there today. Squarewell is different enough to set themselves apart from the herd, yet not so different that they would have a difficult time fitting in.

Take the time to get to know one of Louisville's up and coming Squarewell. [Visit their LMIA page.](#)

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## **<<ARTIST OPPORTUNITIES>>**

### **New LEO Music web site [www.LEOBeat.com](http://www.LEOBeat.com)**

Greetings to those of you who make Louisville a better place by filling it with such sweet, sweet music...

LEO is venturing into the brave new world of the online with a brand new, state of the art web site, and we'd like you to be a part of it. From within its revolving virtual planet of content, LEOBeat.com will offer "Previews and Reviews", an online version of the print edition's uber-popular "Plugged In", a Concert Commuter, downloadable music from all kinds of Louisville bands, a forum/messageboard, a content informer (wherein one can sign up and receive free updates as soon as we have them), specialized band pages for every Louisville band that submits content, and even LEOBeat sponsorships for certain Louisville events in the future. And it's all FREE! All of it! All the time! FREE!

LEOBeat.com will be up and running in mid to late-January. If you or your band is interested, send an email over the [leobeat@leoweekly.com](mailto:leobeat@leoweekly.com) and we'll send you all the info you'll need to be a part of LEOBeat.

### **Public Access Music Education Show**

Every Tuesday night at 11:00 PM on Public Access Channel 98, Princess K Productions presents the Industry Lounge, 30 minutes of educational information to help the independent musician make it in the entertainment industry. The Industry Lounge will showcase artists, industry business professionals, and tips to become knowledgeable and successful in the music business.

### **WDRB's "Fox in the Morning" Looking for Local Musicians**

"Fox in the Morning" is going to start hosting weekly segments for local musicians. If you are interested in appearing on the show, send a promotional package with recording to Fox in the Morning, BAND SEARCH, WDRB/Fox 41, 624 W. Muhammad Ali Blvd., Louisville, KY 40203.

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### **<<LMIA Show Listings for January>>**

#### **Phoenix Hill Tavern LMIA Musicians' Night Out, January 15th**

Shatterstone, Spout (Nashville), Otium, and Evil Engine #9

#### **Wick's Pizza, Baxter Ave. Anheuser-Busch Home Grown Music Series**

##### **January 6th**

Hunt Sidway, Stella Regrets, and Klinch

##### **January 20th**

Area Grey, Indecisive, and 9Volt Revolt

##### **Uncle Pleasant's, January 9th**

JK McKnight, SKL, Scaramongo, and Tas/Kaedo + Plosive

Princess K Productions presents YoungBloodz @ **Headliner's January 9th**

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### **<<LEGAL TIPS by Scott Keniley, Esq.>>**

#### **ARE YOU READY TO BE JUDGED?**

The most common request I receive as an Entertainment attorney from a prospective artist client is "will you listen to my demo?" The second most common request is in essence "will you shop a deal for me?" I hear it at the office, at conferences where I lecture and even at my dinner table in restaurants during private meals with family and friends. The question is how should I, or any "Entertainment" attorney for that matter respond.

On a personal note, I would like nothing more than to see the creative and talented receive the recognition and financial reward they deserve. I would also like nothing more than to see music

enthusiast and general consumers exercise their right to choose and listen to music THEY enjoy. The two just must be introduced to each other.

I will briefly address the first most common request, "will you listen to my demo?" I try to listen to all music artists submit to me. I do not base my decision to represent an artist on whether I like their music, or for that matter, tell them my personal opinion one way or the other. Musical tastes and desires vary from person to person as much as choices in food, clothing or art, therefore, musical tastes are subjective. That applies to lawyers as well. So never base furtherance of your career on one person's criticism or distaste. Some genres of music have a larger array of listeners than do others. According to a Recording Artists Industry Association of America ("RIAA") survey, Alternative/Modern Rock ranks as the favorite at 57%, Rap/Hip Hop at 29% and Dance music at 33%. Those are statistics. Statistics in essence are objective. I cannot tell you what my favorite music is, but I know it when I hear it. It does not matter to your career whether your "Entertainment" attorney is your fan. However, you will need to associate with an "Entertainment" attorney, accountant and other music industry professionals for their experience, skills and contacts, not their musical tastes.

The second most common request is a little "touchy feely." "Shopping" in the music industry is a term of art referring to someone or some entity taking active steps to try and secure a recording deal for an artist. Most preconceived notions relate this to shopping the artist to one of the five major labels, EMI, BMG, Universal Music Group, Sony Music Entertainment or Warner Music Group. Artists, through education by experienced industry veterans, should learn that this is not always the best approach and often an independent label will be better suited to provide them with an income and career in music, but less likely to offer superstardom. Steady Income versus Ego.

A person or entity that will shop any artist that pays them probably has very low credibility due the fact that some of their clients are not good or possibly not the taste of the record companies artist and repertoire ("A & R") scout and will therefore, cause a level of disdain between the shopper and the scout for the record company. I believe, as do most experienced Entertainment attorneys, that the artists, in addition to their talent, must have or create a story to tell that will set them apart from the masses of artists in order to approach the majors. "Make yourself the prey, not the predator."

The question I often pose to potential clients when asked to shop them is "Are you ready to be judged?" "Are you taking your career seriously?" "Are you ready on and off the stage?" Arrogance and talent aside, have you, the artist, done everything to properly market your self and has there been a positive consumer response, i.e. create a "buzz." ..... (CONTINUED)

See the rest of the story on the [LMIA Legal Page](#).

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**<<PUBLICITY TIPS by Leslie Stewart>>**

**Writing About Your Band**

One of the most difficult things about preparing a bio or press kit for your band is having to write about yourself. It's almost impossible to have any real objectivity, but if you want radio programmers and music writers to pay attention to you, you have to at least give them a starting point, a reason to pick up your disc out of a pile of hundreds of others.

No matter what you send along with your disc - one-sheet, full bio, extensive press kit - you'll need to provide the following:

- (1) A brief description of the music you play. Is it heavy-metal? Acoustic pop? Symphonic-punk-country-disco? If it's so varied that it can't be easily pinpointed, at least name a couple of key influences.
- (2) A brief history of the artist/band, or, at the very least, the members and their instruments. Have any of the members played in other bands that radio programmers or music writers might recognize? (This kind of information is especially useful for first releases or new bands).
- (3) Brief information about the disc. Is it your first release? Second? First live album? Was it recorded locally? Mention the studio, or the producer. Is it a full-length disc? A 3-song demo? Where is the disc being sold? Is the song getting airplay anywhere? If you can truthfully say that your song is getting airplay on a local station, or that it holds a position on a local show or a website like garageband.com, go ahead and say it. Remember, though, that there's a distinct difference between getting some airplay on a station and being in rotation.

General rules:

DO keep it simple, concise and to the point.

DON'T get carried away with too much flowery language or make overtly exaggerated claims to greatness, and don't make unsubstantiated claims like "the next band to be signed from Louisville, KY."

Here are a few examples of how NOT to write about your band (names have been changed to protect the guilty!):

(#1) "Rock and roll. It's a mythical mantra, a call to arms, an escape, an entrance, a great way to spend a Friday night. And the Lug Nuts love it. Simultaneously classical and contemporary, the Lug Nuts are creating some of the finest independent rock and roll available. Building songs the old-fashioned way, complete with strong lyrics, crafty hooks and an undeniable energy, these four young musicians from Anywhere, USA, are championing an art seemingly forgotten ^ music that is interesting and clever but never needlessly complicated, music that is accessible but never boring."

What does this really say about the band? Do you have any idea what kind of music they actually play? In defense of the "Lug Nuts," this was excerpted from a longer bio, which went on to give the band members names/instruments, plus information about their new release. Still, they needed to focus more on what makes the band's sound unique - in their particular case, it's bouncy pop music with Beach Boys overtones and extremely clever lyrics. Have a better idea of what they sound like now?

(#2) "Echo, the electrifying first release from The Avengers, stands to place one of today's most gripping rock bands in the ears of audiences across the country. Following the surprising success of their previous independent album, M Appeal, this rock-soaked pool of songs amply demonstrates The Avenger's remarkably explicit power of song and pop muscle. From the light-heartedness of the first single "100% Mod% to the drive of "Umbrella Guns% and "She's Rigged,% each of the debut album's eleven tracks is propelled by the charisma and allure of singer Cyndi Rella,s astonishing voice. Together with the firestorm of guitars from Eddie van Hoffner, unyielding drums from Moe Curly, brawny bass from Big John Beancan and the stratum of keyboards from Rick Wakeup, Echo captures this uncommon quintet at the beginning of what looks to be an epic career."

Although the colorful language practically leaps from the page with this one, once you sort through the verbiage, you still don't really have an idea of what the band sounds like. Words like "firestorm," "unyielding" and "rock-soaked" give an almost heavy metal connotation here ("stratum of

keyboards" sounds unmistakably prog-rock!), whereas, in fact, the band is really more of a melodic, groove-based outfit. The musicians/instruments are mentioned, which is good, and it mentions a previous indie release, which is also good. Still, this particular blurb was somewhat misleading for the band in question. "The Avengers" had already seen quite a bit of success under another moniker, and although one can understand not wanting to dredge up a name change that occurred years ago, the writing gives the impression that this is a green and inexperienced band, rather than that of a group of reasonably seasoned veterans who have developed a die-hard fan base over the years. Perhaps an appropriate angle for national writers unfamiliar with the previous incarnation of the group, but not realistic for local or regional use.

BTW, there's nothing wrong with having multiple versions of your press materials - what's pertinent for local use may not be for national and vice-versa, and what's appropriate for a booking contact might not be at all useful for a reviewer. So, know your recipient and what you're looking for from them, and don't be afraid to tweak your materials accordingly. In this day and age of word processors and printers, there's no reason you have to send the same package to everyone.

No matter what you write, be sure to adhere to The One Unbreakable Rule: Your band name, contact name, phone number, website and e-mail address should be on every piece you send out, but absolutely must be included on your CD and your one-sheet/bio!!!

Next month . . . Every Picture Tells A Story! Making sure your photo fits your image.

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**Keep all of your submissions coming! We need birthdays, photos, and more. Thanks to everyone who contributed to this month's newsletter!**