

MARCH 2004 Newsletter

Welcome to 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 before the **25th 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 **MUSICIANS\$ 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 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 **March 20** discusses **Copyright and Trademark**. Something every artist should know to protect their music. On the panel this month is LMIA's own Entertainment Attorney Scott Keniley, Esq.

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"

MOLD YOUNG MINDS

The new LMIA education series "All About the Biz" strikes again! Beginning in January 2004, the Louisville Music Industry Alliance began a yearlong commitment to bring 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 panel relates to curriculum under "practical living, career education".

Upcoming panels are as listed. More to come!

Tuesday March 23 at Trinity High School at 3:00 PM

This is a special panel featuring singer/songwriters. Heidi is still looking for 2 more people for this panel. You will need to bring your instrument and CD's to sell. Contact Heidi if you are interested.

Tuesday April 13 at Highland Middle School at 11:15 AM

If you are interested in participating in future panels, please contact **Heidi Howe** at heidi@heidihowe.com or at **939-2371**.

[>>MEMBER HIGHLIGHTS<<](#)

Birthdays

Jeff Sears - March 27



Valley

Valley will have their CD release party **March 12th at Uncle Pleasant's**. Their new CD is **Your Life Asleep** and will be available at the show. Other artists at the show will be Warren Ray, Four and The Roostars. Doors open at 8 and the show starts at 9:30.

Other Member Information

All Access performed at Phoenix Hill Tavern last night (Saturday, March-06), showcasing at the "Head-First

Live Competition"... in effort to compete for 10 hours of premium recording time at Head-First Media in Louisville, Kentucky.

The band won hands down, and not only will receive the recording time... but as a result of their great performance, they were also invited to open for the band "Breckinridge" at the Kentucky Derby Festival on April-29 at Phoenix Hill Tavern. This is quite an honor as all the bands were chosen in accordance to their ability to play and potential to further their career as music artist'.

Thanks go out to Head-First Media, 100.5 The Fox, Seth, and all the judges for choosing All Access as your favorite band!

Farewell to Kings will be heading into Canyon Studios on March 27 to start work on their new 5 song EP. Farewell to Kings will also be filming a "behind the scenes" of the recording process and shooting a video to be released with the EP on DVD. Be looking for a late spring or early summer release! Be sure to visit their new website for more news, bios, pictures, and more at <http://www.farewelltokings.net> .

District Down is currently recording their first full length CD. The new untitled CD will be available in early spring, Be sure to check out <http://www.districtdown.com> for updates and plans for a CD release party.

ARCH will be recording a full-length album beginning in March. The album will be ARCH's first full-length, and will probably maintain a relatively live feeling because they will continue playing live in the midst of recording.

Twenty Six Stories wants you to visit their website. There are new songs and photos up, plus new members in the band. To find out more, visit <http://www.twentysixstories.com>.

The Shooting Gallery is releasing their debut CD on March 5th. It will be available at ear-X-tacy and Better Days records in Louisville KY, on the band's web site, and at all live shows.

All Access has become the top voted band on the Funender Charts. Funender is the site that now hosts the music of AA, since MP3.com went out of business in December They are the first band ever to receive 10,000 Song Plays on the FuN site, and holds the top 8 spots on their rock music charts. To check out their stuff, [visit http://www.funender.com/music/all_access](http://www.funender.com/music/all_access)

Stephen Spanbauer of Olive Trees fame has been ranked #1 in USCF Men's Road Race Masters with 129.667 points

Sol 17 recently completed basic tracking on their EP, which should be released mid-May.

Celebrate with **The Blue Umbrellas** at their CD release party **March 13** at Uncle Pleasant's. Opening act will be special guest, Chicagoan Ripley Caine.

If you feel like a road trip this weekend, head up to Cincinnati where you can catch **Otium** at The Mad Frog with Jackass Friday, March 5.

ARCH will be at Woody's March 5 with Mire and The Ever Constant Sea, and will also play March 27 at Pappy's with Odesa, Boozier, Gasket, and Kallus.

[>>LMIA HIGHLIGHTS<<](#)



GREAT NEWS!! LMIA has a new sponsor. The local paper, **LEO** (Louisville Eccentric Observer) is now a LMIA partner/sponsor. LEO will be printing the LMIA show listings weekly in the music section of the paper. Our first listing was Wednesday, March 5. Watch the LEO each week for LMIA showcase information. This will be a great boost to our marketing plan and local awareness of the organization and the original music scene. **Thanks LEO!!**



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. The sponsorship includes over 20 showcases per month at various local venues, 4 billboards that are up around town (see home page of web site for locations), and special event partnerships. Be at the meetings to find out more.

DIGBY AND LABEL X "KICK IT UP A NOTCH"

The ink is dry: DIGBY has signed a record deal with a Madacy Entertainment label.

Details: <http://www.labelx.us/pressrelease-madacy.pdf>.

PROMOTE YOURSELF AND LMIA

We are also now listing the top 5 played LMIA member songs on the home page. This will be updated weekly. The placement is based on the number of times a member's song has been played that week.

We are also listing member's CD release information on the home page. If you or your group are releasing a CD in the next 3 months and you are not listed, send [Les](mailto:lesa@lmiacentral.com) an e-mail with the details and we will list it for you.

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 Band & Artist Live Show Reviews<<](#)

Local Band Celebrates 17th Anniversary - by Janet Wolfe

It was Super Bowl Sunday 1987, seventeen years ago when The Merry Pranksters took the stage at Jockamo's and opened with "Friend of the Devil". It was the brainchild of Chick McHenry and Dave Young who found the name and brought R.D. Miller and Ed Snead to start the bus. 881 Sundays later at Gerstle's, the Merry Pranksters are still the bastion of the hippie community who still come to "church" on Sunday night. They have only missed 4 Sundays in 17 years. Not actually just a Grateful Dead cover band, they consider themselves masters of "relix" music, with it being a little known fact that they have original music up their sleeves as well.

The Merry Pranksters have released two CDs. The first release is called But First... A Toast, which features eight of Tom Browning's original songs and R.D. Miller singing 3 traditional songs. The second CD is a copy of Live Lunch recorded August 13-2001 on WFPK. Tom Browning is an accomplished songwriter as well as Dave Young, who has written between 50-75 original tunes.

The collaborations started in 1975 with R.D. Miller on guitar and vocals, Dave Young on drums, and Ed Snead on bass forming the Silver Creek Band. There was also a trio called Miller, McHenry and Young. After starting the successful Prankster method all those years ago, there have been many generations of loving fans and musicians on both sides of the stage. Sunday nights still has most of the original line-up on the floor with some additions. Tom Browning does great guitar work and is accomplished as a player and writer. He joined the Pranksters in 1989 and currently teaches guitar lessons at Mel Owens Music as well as a class at a local elementary school. Back in his youth, he spent some time living in St. Croix playing guitar, which probably added to his reggae influence- having written about 10-15 reggae tunes alone.

I really dig the energy and chemistry in the band. Recently there has been a younger generation of the band playing at most of the gigs. There is Woody on keys, who has been playing with the band for about two years now. You've probably seen him around town with many other bands as well. He smokes up them ivories and he has a bright future ahead of him! Recently, they have been experimenting with double drumming with one of the newest drummer/percussionists to the area, Dan Barkman on electronic drums and HandSonic. It adds a new dimension in rhythmic intensity as well as adding color to the music, such as thunder during "Riders in the Storm." Rico Thomas is seen and heard on bass every night except Sunday.

The 17th anniversary show after the Super Bowl was a great celebration. The band has been celebrating the 40th anniversary of the Beatles being on the Ed Sullivan show with some great versions of "Come Together"; "I Am the Walrus", "Dear Prudence". They have some great Rolling Stones, Talking Heads, Traffic, Pink Floyd, Wide Spread Panic, Bob Dylan, Santana, Jethro Tull, and other cover songs in their assorted bag of tricks. They are great entertainers, good folk, funny and caring gentlemen. The cover of "The Low Heel Spark of High-Heeled Boys" was one of hot picks of the night besides the Talking Heads covers of "And She Was" and "Coming Up Flowers". And on occasion, they add the energetic djembe of Rick Ennis- three, yes, three percussionists at once! This night they did "Black Magic Woman" with such intense drum energy... When you are lucky enough to catch them on a night with the drum jamboree, you win! The second set opened up with R.D. and Tom Browning doing a fast acoustic version of "Dark Side of the Moon" with the band joining in a blues jam that rocked its way into "Samson and Delilah" which tended its way into some nice drum work between Dave and Dan. The sweet voice of R.D. Miller is what rocks me on the Grateful Dead songs. All three handle the vocal responsibilities well beyond what is required. After 17 years, the harmonies are right in the pocket.

Seventeen years has brought different generations into the band as fans as musicians. I remember the Merry Pranksters all those years ago. The other night I met a girl who lived off Rufer St. and would walk all the way to Jockamo's when she was 21. She is still dancing two children later. I went to a few shows with an old high school pal when I moved back home here in 1990, but I've been attending very frequently as of late. I found the old friend from high school who now lives in MA through the band's website, www.butfirsttoast.com. Yes, it has been about 881 Sundays now and they said they will quit after 2000 Sundays - but that will be quite awhile and a couple of them may need wheelchairs or oxygen, heaven forbid, but some traditions never change. But first a toast...to a band that has celebrated 17 years. Congratulations. That is no minor feat. The hippies are still dancing. Even though the faces in the crowd may change, the band keeps playing on.

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



Stella Regrets
by Janet Wolfe

Back in 1999 a collaboration was formed between Lisa Rush and Sam Scholten which came to be known as Stella Regrets. One of the outcomes is this release. Sam describes the music as dark ethereal indie rock with vocals.

"Bar Encounter" is the first track and Lisa's #1 track with nice guitar work - crunchy rock and roll with good flange-y effects and a message about self-respect and taking the stand against one-nighters. "I sense you wanna share some stories of life, love and triumph/Of heartbreak and despair." My favorite cut is the second cut, "Smokescreen", which has a great melody and fantastic lyrics as well. Sam enjoys playing "Moods" which expands and has great energy during live performance. I haven't heard them live yet, but the CD is full of good energy already.

This CD was recorded with Lisa on vocals and Sam on guitar and drum machine- which in this case is a Yamaha RY-20. The recording was done on a Roland VS840 and a BOSS GT-3 making the various guitar effects possible. Lisa Rush has written all the lyrics of their songs. Sam Rush has done the music to the first two tracks on the release but they have worked together on the rest on the CD music wise.

Sam's influence is a heavy 80's crop of Bob Mould, Joy Division, and Paul Westerberg, while Lisa has been influenced by Siouxsie and the Banshees. The band has been noted as having similarities to The Cure. Stella Regrets has recently played at a LMIA showcase at Wick's and also at the Highlands Tap Room. For more information and for booking, you can contact them at 239-5184 or Lisarush007@hotmail.com. Janet Wolfe



Harmony - Lunar Dreams

By Lynn Elliott

When listening to singer-songwriter Harmony's new CD Lunar Dreams, the first thing that struck me was the similarity of Harmony's vocal stylings to Pop artist Jewel. Not a bad thing...

Harmony is a classically trained musician with a beautiful pitch-perfect voice. Lunar Dreams has 11 well crafted songs - - all written, arranged and produced by Harmony. The CD has a sparse but effectual feel with only acoustic guitar backing up her soulful lyrics.

The second track, "If It Makes You Feel Better", has a cool melody in the chorus that sticks with you. "Take It Like A Man" changes gears a little with Harmony throwing in some Country twang. With Lunar Dreams, Harmony keeps it light and pretty with her subtle style of song poetry. **Lynn Elliot**

**Klientel - Daily Trade**

By Janet Wolfe

I've discovered that the r&b/soul pocket could be the next big moneymakers of the Ville. This duo is already quite accomplished and this release oozes success. With edges of hip-hop, rap, jazz and hints of reggae-ska, the center of this 12 cut release is soulful. Will and CP met each other in Bowling Green in late 1998 starting a harmonious friendship instantly. Their first CD Hoping It Pays was released in 1999 with 17 cuts. On April 13, 2001, Klientel performed live at the Apollo Theatre in NY as a result of winning a Talent Contest on the Doug Banks Morning Show. Together they have opened up for many national acts including Nappy Roots, whom they have recorded with as well.

Klientel, William Beason (Will) and Carlis Phillips (C P) sang together 4 hours when they met all those years ago, and they knew there was something special. Many years of singing together has brought out this new release that can't be denied. daily trade is enjoyable. "jazzy" is first on the CD and number one in my book. The flow between the 4th through the 6th cut is smooth and nice listening. This includes "coins....prelude", "summertime", and the title cut, "daily trade". "home" is melodious with tight harmonies and has a classic piano-strings intro I'm partial to. This release is sweet. It's staying in my play stack. Aren't LMIA members getting a discount on this one?

Check it out. The band's website is www.klientel.net. And I'd bet my bottom dollar that the R & B/ Soul sector is going to get some national attention shortly in our town. We got more than just the "Dirty Soul Party" spinning on WFPK around here!

[<<ARTIST OPPORTUNITIES>>](#)

New LEO Music web site 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 is up and running. If you or your band is interested, send an email over the leobeat@leoweekly.com and we'll send you all the info you'll need to be a part of LEOBeat.

Sony Urban Is Coming To Louisville

On May 23, 2004 Sony Urban will fly in A&R Reps from New York to see if you've got what it takes to land a major record deal.

To submit your music and information, log on to <http://www.gigamerica.com/sony/index.asp>

This event is brought to you by Princess K Productions.

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. **Feature Guest on March 2 & March 16 will be Lesa Seibert, Executive Director of LMIA. Make sure to tune in.**

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.

REHEARSAL SPACE

We want to thank Dead City Rejects for bringing this information to our attention...

For any musicians still searching for a rehearsal space, the Mellwood Arts & Entertainment Center is

currently under development in the Clifton Neighborhood, located in the old Fischer Packing plant on Mellwood Ave. They are currently leasing out 77 square-foot studios to artists for \$100 a month. At the moment, they are only leasing the space to visual artists because of noise concerns. However, they do have plenty of available space throughout the complex that could be converted into designated musician rehearsal space if enough interest is shown throughout the community.

So, if you are in a band (or just need a place to make noise) and would be seriously interested in such a space, then send an email to Kelli Torpey at kelli@mellwoodartcenter.com. All units would be for individual monthly lease, would be available 24 hours a day, and will feature a per-unit security system so that no one could get in and run off with your gear.

[International Pop Overthrow Festival](#) co-organizer and nationally-recognized music critic [David Bash](#) has been very impressed with the Louisville bands he's heard thus far, and several of them (including The Rumors and Digby) have been invited to perform at the Nashville festival in March. Another IPO Festival will take place in Chicago in April. David prefers his pop without a hard edge, thanks, and has a special weakness for that jangly Byrds-type stuff. If you think you'd appeal to him, by all means, send him a package at 14641 Magnolia Blvd. #2, Sherman Oaks, CA, 91403.

[<<LMIA Show Listings for February>>](#)

As many of you know, we have added quite a few venues to our LMIA Live roster, and all of these will begun hosting shows in February. Since this was just finalized, most of the February shows are TBA at this point. Check the **EVENTS PAGE** on the web site and check it often to see who will be playing this month.

[Phoenix Hill Tavern](#) - LMIA LIVE/Budweiser True Music Series - Friday, March 19th

Doors open at 9 - Music Starts at 10 - WTFX Happy Hour till 9 - Phree Admission until 9PM

Wick's Pizza, Baxter Ave. - LMIA LIVE/Budweiser True Music Series - 2nd & 4th Tuesday

Show starts at 10PM - Free Admission

Uncle Pleasant's, Friday March 12 - Valley CD Release Party

9:30 - Warren Ray/ 10:30 - Four/ 11:30 - Valley/ 12:30 - The Roostars

O'Shea's, Baxter Ave. - LMIA Jazz Open Mic with Ray Rizzo - Every Sunday - 7-10pm

All Ages - Free Admission

Molly Malone's, Baxter Ave. - LMIA Open Mic with Warren Ray - Every Monday - 9-12pm

All Ages - Free Admission

O'Shea's, Baxter Ave. - LMIA LIVE/Budweiser True Music Series - 1st Tuesday

Show starts at 10 PM

Flanagan's, Baxter Ave. - LMIA LIVE/Budweiser True Music Series - 3rd Tuesday

Show starts at 10 PM

E Club at Coyote's, W. Jefferson - LMIA LIVE/Budweiser True Music Series - Every Thursday

Starting March 11 - Show starts at 9:30 - \$5.00 Admission gets you in both clubs

Rockit Club, W. Jefferson - LMIA LIVE/Budweiser True Music Series - 2nd & 4th Thursday -

Starting Mar. 3 - Urban/R&B/Hip-Hop Music - Show starts at 9:30 - \$5.00 admission gets you in both clubs.

Special Events...

**MASTER YOUR SOUND/TOMDALE PRODUCTIONS ROCK SHOWCASE (SPONSORED BY LMIA)
ANNOUNCES WINNER**

CONGRATULATIONS TO PILOT FISH

[<<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](#).

[<<PUBLICITY TIPS by Leslie Stewart>>](#)

Using Your Press Materials Effectively

Okay, so you've got your bio and your photo and you're ready to send out materials to the people who will hopefully use those materials to give you some free media coverage. Again, my biggest piece of advice is to tailor each package for its intended recipient. You've spent a fair amount of time and money getting these materials ready, so you don't want to waste them. The trick is to figure out what you're looking for from each person, and to assemble each kit accordingly.

In all cases, try to send your packages to actual people, not just "Music Director" or "Music Editor." Although that won't always be practical when you're sending materials out of town, it's especially important on a local level. The media attention you receive on a local level can greatly influence your attractiveness to regional and national media. Take a few minutes to look at the media you're targeting - editors' names are listed in the publications, programmers' names are listed on radio station websites, etc. Do a little research. And don't just use the information for the mailing label! Write the person in question a brief note or cover letter to introduce yourself and your project, and to thank them in advance for taking the time to review it. It will help you establish personal relationships with those who are in a position to help you!

Looking for an album review? Be sure you send a full, finished CD. Although it may be tempting to send a burned copy of your master, most publishers will want to scan the artwork to run alongside the review. And any mistakes on the burned copy may be misinterpreted by a reviewer as an unprofessional or flawed recording. For a print review, send a photo along with your bio. For a web review, make a note somewhere on your materials that you have .jpg images available, or direct them to your Electronic Press Kit (EPK).

Looking for a concert review? Be sure the publication you have in mind actually even does such reviews. In this case it's probably okay to send an advance copy, as long as you indicate it as such. Send a photo along with the bio and disc. This tactic is best saved for a CD release party or other special event (reunion show, last show in town before tour, label showcase, etc.). Be sure to offer to put the reviewer on the guest list and ask them to confirm their presence.

Looking for feature coverage? The simple fact that you're a local band with a CD isn't really worthy of feature coverage unless there's either a great story involved with it, or you're gearing up for a special event (see above). Be sure to indicate your timeline for such an event, so the editor can match the coverage in a way that will be meaningful to the publication's readership. Don't limit your feature ideas to the music page - if you're doing something charitable, like a fundraiser, you may be able to team up with the organization to get extra publicity from non-musical writers who cover the non-profit, charitable or even religious beats. Start your own label, or have an unusual way of funding your recording project? Think of sending your materials to a business writer! Looking for other print coverage? Look at specialty publications - are you an all-female band? Look at a woman's magazine or newspaper. Are you sports oriented, or vegetarian, or a church member? Graduate of a college or

university, or member of a fraternity or sorority? There are lots of targeted publications, ranging from weekly, monthly or quarterly newsletters. If you share a connection with their readership, most of these publications would be happy to print something about your band - you just have to let them know! Don't feel the need to send a full press kit for a mention in a neighborhood newsletter or church bulletin - many of these publications wouldn't even require a CD. But, a press release or even just a note to the editor might result in some unexpected and welcome publicity that would reach an audience not usually served by the music press alone.

Looking for airplay? Make sure the station accepts and plays unsolicited materials - most commercial stations don't. Unless they have a special program devoted to local music, make sure that your music is in sync with the overall style and format of the station. Is there a particular specialty show that might feature your type of music? Send that host a copy, in addition to the copy you send to the music or program director. Most radio stations post their individual host profiles and contact information on their websites. Again, a little research is worth the trouble. Your strongest song should be the first one they hear, so if it's not first on the disc, you'll want to label the jewel box with the track number and title of the song or songs you feel are the best, or at least the most appropriate for their format (track times are helpful, too, if not already listed on the tray insert). If you have various styles represented on the disc, you might want to point out which tracks are suitable for modern rock airplay, blues airplay, etc. And ALWAYS send the full, finished CD!!! The higher-end the CD player a station has, the less likely it is to play a burned copy. If you send a burned CD for any reason (and there are occasionally some reasons why you might), make sure it's clearly marked "advance copy, not for airplay" on the disc and any packaging that might surround it. Most radio stations won't need a photo unless they feature local bands on their website. Again, research pays off here. You can send the full press kit, but be aware that very few of them, even the really creatively designed kits, are kept for long periods of time.

Looking for other broadcast coverage? By all means, send a full kit to local television stations that feature local music, but be prepared for the follow-up - although there are shows that pre-record interviews and in-studio performances, most available TV spots are live and very, very early in the morning! If you can't get everyone in the band on-board for such appearances, don't bother to send the package!

Next month: Following up on your mailings

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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!