



FORT WORTH SONGWRITERS' ASSOCIATION

SONGWRITERS' ROUNDUP

The Fort Worth Songwriters' Association is a 501(c)(3) Non-Profit Corporation

VOLUME 23, NO. 8

APRIL 2015

Songwriters In The Round Concert

On March 30, 2015, the Fort Worth Songwriters' Association held its first "Songwriters in the Round" concert, at Buffalo West Restaurant in Fort Worth. Six performers were selected to play at this event. The turn-out for the concert was overwhelming and the weather was perfect for a patio concert.



Alan Grant, above left, and John DeMore, above right.



Jeff Bendewald, above left, and Doug MacKenzie, above right.



David Fryar, above left, and Michael Mayes, above right.

A special thanks goes out to all of our entertainers, Mike Conner, Director of Special Events for putting the concert together, Buffalo West Restaurant, and all of those that came out to support the event.

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New Members and Renewals

New Members: Chris Ragsdale, Allen Dillman, Jimmy Jack Whitaker

Renewals: Steve Obermiller, Hilary Tipps, Dan Binkert, David Fryar, Raymond Coffman, Rachel Cootz, Mike Whiteley, Gary Pinkston, Jeff Bendewald

Welcome to the FWSA!!!

FWSA Upcoming Events in March:



- 04/06 - Open Mic Night
- 04/11-12 - Main St. Arts Fest
- 04/16 - Monthly Songwriter Gathering
- 04/20 - Open Mic Night
- 04/27 - FWSA Creativity Group

From the Editor*By Rob Owen*

Wow!! March was a very busy month for the FWSA. Between two open mics, a Monthly Songwriter Gathering, FWSA Creativity Group meeting, the Songwriters in the Round Concert, and the FWSA Quarter Auction fundraiser, it is time for us to take a breath - but only a short one.



The open mic night on March 16th was one of our best this year. We had 18 songwriters signed up to play, members and non-members, and the audience was packed. With some creative management, everyone signed-up got to perform and it was an evening of great music and perfect weather. The other events are in this newsletter so I won't repeat what is already written.

This month, the FWSA will be involved in the Fort Worth Main St. Arts Festival as an organization. We hope for a great outcome for future participation in this event. We are also looking at participating in MayFest 2015 in Fort Worth, but nothing is official yet.

It is important to our survival as an organization to get involved in community events, play at non-FWSA related venues, and network with other songwriters in the area. However, if we don't mention the FWSA or let people know we exist - it has all been a wasted opportunity. This leads me to my next point.

As many of you know, or don't know, the FWSA is conducting a membership drive in 2015 (SEE DETAILS ON PAGE 4). I am sure we all know some songwriters or musicians who are not members of the FWSA. Let's make contact with these people and let them know the benefits of becoming a member.

In addition, we have a new batch of t-shirts on sale in various color and sizes (SEE PAGE 6 FOR AVAILABILITY). You can purchase the t-shirts at one of our venues or you can contact us at fwsanewsletter@gmail.com and we can discuss payment and mailing costs if you cannot make any of our venues. I have worn my FWSA polo shirts to many outside venues and it is very good advertising for the organization.

I also want to mention our "Sound Bites" section of the newsletter. At the present time we have 102 members, but only 13 members have submitted information. This is a great opportunity for you to share what you're doing and any music websites you would like to share.

In closing, I would like to personally thank all of our members for the support you have given our organization. Hope to see you down the road at one of our events.

Take care and keep the music growing.

SONGWRITERS' ROUNDUP



FORT WORTH SONGWRITERS'
ASSOCIATION
A 501(C)(3) NON-PROFIT
CORPORATION

FWSA
P.O. Box 330233
FORT WORTH, TX 76163

FWSA 2015 Board of Directors

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Fort Worth Songwriters' Association, Incorporated is a 501(c)(3) non-profit corporation, dedicated to the education of persons in the craft of songwriting, music and related topics, the preservation of songwriting and original music as a viable art form, and the promotion of songwriters, songwriting and original music as an asset to the community.

Contact by Phone: 972-322-4359

Website: www.fwsa.com

E-Mail: fwsanewsletter@gmail.com

Advertising Rates

Business advertising rates for Songwriters' Roundup are as follows:

Business Card - \$5/Issue 1/4 Page - \$15/ Issue
1/2 Page - \$25/ Issue Full - \$40/ Issue

Send Ads to:

FWSA

P.O. Box 330233

Fort Worth, Texas 76163

You may also send ads by e-mail to fwsanewsletter@gmail.com. To ensure proper formatting, please ensure that your ad is in a JPEG file or other photo type file. All ads must be paid in full before publication. Thank you.



SOUND BITES

Who's Doing What in the FWSA



Kem Anderson - Kem Anderson and Ken Cannizzo held their first Musicians For Good Project—Fundraiser. The show was well attended and benefited Don't Forget to Feed Me, A non profit that provides free pet food to the homeless and for their companion animals. We raised almost 400 lbs of pet food and significant cash contributions. 100% of the donations went to the charity. We will be scheduling future shows this year. For information on Kem's music, www.kemanderson.com.

Curtis Campbell - CurtisE has a new live interactive Internet broadcast and website. For show schedule and to listen to CurtisE's awesome original songs, please go to www.thejamshow.com. The Jam Show Facebook page is www.facebook.com/thejamshowbyc2. CurtisE performs at FWSA 1st and 3rd Monday Night Open Mic Nights at [Buffalo West Restaurant](#), 7101 Camp Bowie West, Fort Worth, TX, and 4th Friday Open Mic hosted by Alan Rice at [Groovy Goods](#), 3415 S. Cooper St., Arlington, TX.

Marty Clifford - Marty will be appearing as follows: 04/04, Scranton Community Center, Scranton, TX. 04/11, Pizza House, Clyde, TX. 04/18, Anson Opera House, Anson, TX. 04/25, Pizza House, Clyde, TX.

Tricia Hinds - Trisha will be playing as follows: 04/08, Granbury Villa Nursing, 2:30pm, Granbury, TX. 04/10, Broadway Plaza Assisted Living, 3:00pm, Fort Worth, TX. 04/17, Horizon Bay Retirement Center, 3:00pm, North Richland Hills, TX. 04/18, Volunteer Banquet, White Settlement Senior Center, 5:30pm, White Settlement, TX.

Allen Hurt - Allen Hurt will be live in concert Saturday, April 30, 7:30 PM, at the Cleburne Conference Center, 11501 W. Henderson St. Cleburne, TX. 75033. This is a new Texas concert series called "The American Hay Ride Revue" which celebrates the historic era of the Louisiana Hay Ride. The host for the event will be country artist "Gene Snow and the American Hay Ride Band", playing the songs that made country music history. It will also feature hit songs by Texas native and Traditional Rhinestone showman, Allen Hurt. The tickets for the event will be \$15.00 and are available at the door or online at www.ticketleap.com/americanhayriderevue. For more info on Allen's music, visit www.allenhurt.com.

Rose Jeffus - Rose will be at all the Workshops and Open Mic sessions of FWSA for the month of April. She is putting the finishing touches to two new Bluegrass songs getting ready for Demo's. You can hear her song "Which Memory is Yours, Which One is Mine" at www.mackanddyanmusic.com.

Doug MacKenzie - Doug's band, "BlueFish", will be playing various venues around the Ft., Worth-Weatherford area. He has a song out on the Duke Anderson band's "About Time" CD, "Fallen Warriors." "One More Step", which placed in the top ten of the FWSA songwriting contest, has been selected to appear on the Duke Anderson band's upcoming CD "Wanderlust".

Rob Owen - Rob played an exclusive concert on Thursday, March 12th, at Buffalo West Restaurant with keyboardist Mike Conner. He also performs the 1st and 3rd Monday at Buffalo West Restaurant, Fort Worth, TX. He will also be performing at Groovy Goods, Arlington, TX. on 04/27. For more info on Rob's music and videos, go to his site at www.reverbnation.com/robowen or www.myspace.com/musicofrobowen.

Tony Ramey - Tony's new album Soul Survivor has just been released. The information to his fall writers' retreat has also been listed on his website. He will be playing at Main St. Days, 05/16, at 3:45pm, on the Main Stage, Grapevine, TX. Tony's duet with Willie Nelson, "The Bible, the Bottle, and the Gun" is now available on iTunes. For information on Tony and his music, go to www.tonyramey.com, www.reverbnation.com/tonyramey, or www.facebook.com/tonyrameypage.

Rick Tate - Rick supports the Farr Best Opry in Mansfield, TX. and is now experimenting with online workshops such as; "Educated Songwriter and Speed Songwriting" by Graham English. Rick will be playing on 04/12, 1:00pm, at Fort Worth Main Street Arts Festival, Fort Worth, TX.

John Terry - John is the Regional coordinator of NSAI. For information on the NSAI, contact John at nsaidfw@aol.com.

The Lonesome Wonderers - The Lonesome Wonderers are actively engaged in songwriting, developing their act, playing open-mic nights around town and working out promotional details, all in preparation for recording in-studio, making promotional Internet videos and playing live venues.

Gus Wolman - Gary Pinkston and Gus Wolman's Song, "Gold Cross & Jesus", will be recorded/released by Recording Artist Todd Barrow in 2015. Gus's song, "Mom's Blue Envelope", by Recording Artist Laurie Shaw/ Banner Records, charted in the Top 40 on Europe's HotDisc chart eight weeks in a row, Jan – March, 2013. <https://itunes.apple.com/us/album/moms-blue-envelope-single/id609032947>. We at WCCMP thank the Lord, Jesus Christ, for His Help, Love and Grace.



Monthly Songwriter Gathering - March 2015

The FWSA held its Monthly Songwriter Gathering on March 19th, with our special guest speaker, Cathy Baldwin, of DaCat Music. DaCat Music is a successful music publishing company that places songs with artists, advertisers, producers, and other publishers.

You can contact Cathy at dacatm@aol.com or visit her website at www.dacatmusic.com.

Monday Night Open Mic



Mitch Fenner, above left, and Randy "Flash" Galbreath, above right.



Rob Owen, above left, and Jimmy Jack Whitaker, above left.



FWSA Membership Drive for 2015

Beginning on March 1, 2015 and ending on July 31, 2015, the FWSA will be conducting a membership drive. Present active members (excluding Lifetime members), will receive \$5.00 off their next renewal for each new member signed up. Sign up 1 - \$5.00 off, Sign up 2 - \$10.00 off, up to a maximum of 8 new members which will net you a free renewal for the year. What if I sign up 3 new members and get \$15.00 off my renewal in May, but I sign up 3 more members before July 31, 2015? The answer is simple. You will receive credit for the 3 other members off of your next renewal in 2016. That's right. You will not lose credit for any new member you sign up.

Lifetime & Board members - You have not been forgotten. For each new member you sign up, you will receive one raffle drawing ticket which will qualify you for a gift card to be drawn in July.

REMEMBER - In order to qualify for signing up a new member, your name must appear on the membership application form in the section **"If recruited by a present member, what is the member's name"**.

So, now the rest is up to you. Good luck and good hunting.

Quarter Auction Fundraiser



On Saturday, March 28, 2015, the FWSA held its Quarter Auction Fundraiser in River Oaks, TX. For all of you who missed it, all we can say is it was wild and crazy. Although the turn-out was very light for actual members, their friends and families certainly made up for it. The auction began at 10:00am, and the bidding was fast and furious. The FWSA had a table set up and sold beverages and snacks throughout the auction. After all expenses and returns, the FWSA should make \$353.70 from the fundraiser (final numbers pending).



We would like to thank all of those who attended and especially, Mona Harmon-Smith for coordinating the location, and Deborah Owen and Linda Terry for shopping for supplies and early set-up at the auction.





Websites For Songwriters



American Songwriter - Songwriting magazine with features, music reviews, news, tech articles, equipment reviews, videos, and lyric contest. www.americansongwriter.com.

Doak Turner's "The Nashville Muse" - Site and weekly e-zine of who is playing where in Nashville Songwriting Community and other events in the industry. Site has resources - articles, interviews and videos with pros in the biz. www.doakturner.com.

Educated Songwriter - Teaching the business and craft of songwriting. Site hosted by Cliff Goldmacher and includes; blog, video podcasts, ebooks, webinars, and newsletter. For more information, go to www.educatedsongwriter.com or his blog at www.educatedsongwriter.com/blog/.

Music Starts Here - 300 video interview segments with pros in the music biz - hit songwriters, publishers, PROs, vocal coach, entertainment attorney, artists, musicians and other pros in the music biz. Endorsed by the Nashville Chamber of Commerce. www.musicstartshere.org.

Muse's Muse - Articles and news dedicated to the art of songwriting and education in songwriting principles. www.musesmuse.com.

NashvilleGuitarGuru's Channel - Dave Isaacs presents instructional video on arranging music, instrument techniques, and other educational sessions. www.youtube.com/nashvilleguitarguru or his new website at www.daveisaacs.com.

Nashville Music Guide - Monthly magazine with music news and reviews, articles, event listings, festivals, calendar of events, and artist interviews. www.nashvillemusicguide.com.

NASI - News, workshops, song evaluations, songwriter events and on-line video library. For more information, go to www.nashvillesongwriters.com.

Performing Songwriter - Performing Songwriter Enterprises and its various media initiatives focus on celebrating music, shining a spotlight on songwriters, reinforcing the importance of music and arts education. www.performingsongwriter.com.

Songwriting and Music Business Community - SMB Community is a group of songwriters and music business enthusiasts who work together to create a new paradigm for the new music business. Events, articles, educational material, and newsletter. SMB Founder, Instructor, Author, Songwriter - Amanda Williams. For information or to sign up, go to www.songwritingandmusicbusiness.com.

Songwriters Connection - Connecting with singers and songwriters to help them achieve their goals in the world of music. Weekly newsletter with articles and info - The Songwriters Connection E-Tip and The Artist Connection E-Tip. Great insights and information for writers and performers, from Nashville producer Kim Copeland. Sign up at www.songwritersconnection.com.

Songwriters Marketplace - A songwriter based website for showcasing and performing artists. It provides information on industry news, events, reviews, interviews, and articles. www.songwritersmarketplace.com.

Songwriters Resource Network - News and education resource for singers and songwriters. www.songwritersresource.com.

Songwriter Universe - Website for songwriters that includes featured articles, business, education articles, monthly songwriter contests, songwriter and artist directory, song evaluations, copyright info, and songwriting links. For more information, visit their website at www.songwriteruniverse.com.

World of Songwriting.com - Info on writing, recording, and selling songs. Resource links for articles, blogs, contests, books, and additional websites for songwriting. www.world-of-songwriting.com.

Monday Night Open Mic



Al Marrow, above left, and Bryon Simpson, above right.



Gary Devlin, above left, and Guy Huggins/Chris Behrens, "The Lonesome Wonderers", above right.



Jame Nitschke, above left, and John Terry, above right.

[Buffalo West Restaurant](#)

7101 Camp Bowie West
Fort Worth, TX. 76116

Monthly Songwriter Gathering



Thursday, April 16, 2015, 7:00 PM

Songwriter Workshop
with Angela Rowe. Angela will be addressing the gospel music industry.

Song critiques session will follow the workshop.
(Bring Lyric Sheets for song critiques)



Dickey's BBQ Pit
6219 Oakmont Blvd.
Fort Worth, TX 76132
817-346-0110

Non-Members can attend one session only.
(Does not apply to spouses or partners of members).



Songwriter Leads



All Folked Up is an internet radio program featuring folk artists and musicians, hosted by Dixie McCorkell of Triplestrand Productions. All types and genres of folk music are welcome. To submit your work to Dixie for consideration, contact her at dds84@yahoo.com. www.triplestrandproductions.com.

CMG Radio is a 24/7 Internet Radio station, which also owns ground stations, featuring indie recording artists in a variety of genres. Volunteer DJs are also sought. For more information on how to submit your music, visit their web site, www.cmgradio.info or contact Jerry Cramer at jerry@cmgradio.info.

DaCat Music is a publishing company that places songs with artists, advertisers, producers, and other publishers. For information, contact Cathy Baldwin at dacatm@aol.com or check out her website at www.DaCatMusic.com.

ezfolk.com - Artists and Singer/Songwriters can post MP3's for sale on-line by setting up an artist account at www.ezfolk.com.

Frances and Harry Date of Silk and Denim Music are looking for "incredible" songs to pitch to major artists, and "great" songs for indie artists. For more information, contact Frances at Silk and Denim Music, PO Box 210097, Nashville, TN, 37221, or songmatchmakers@gmail.com. Visit their web site at www.matchmakersnetwork.com.

"In the Music Room", the Internet Radio program with host Randy Tredway and Helen Kennedy is continuing to tape sessions for their web broadcasts. FWSA members who have recorded sessions include; Rob Owen, Jim Nitschke, and Vicky Williams. If interested in a guest appearance on "In the Music Room", contact Randy at randy@inthemusicroom.com and visit their website at www.inthemusicroom.com.

Jerry Cramer at Big Sugar Music is looking for top-notch songs in a variety of styles for current projects. Submit studio demos only to Big Sugar Music, 400 W. 5th St., Burkburnett, TX 76354. Visit their website at www.bigsugarmusic.com.

Music Scene Live - Provides live performances of original music by Texas based artists/singers/songwriters/bands - including candid dialogue with the artists about their music and performances live in front of an audience. Hosted by Allison and Stone. For information, visit their website at www.musicscenelive.com.

Nelson-Jones Entertainment Group is a booking agency for independent artists. For more information, visit their web site, www.lounelsonpromo.com, or email Lou Nelson at LNPM@aol.com.



T-Shirts available for a donation of \$15.00 per shirt. The following colors and sizes are still available.



Black - L(1), XL(1), 2XL(1), 3XL(2)

Light Blue - L(1), XL(1), 2XL(1)

Forest Green - 2XL(1), 3XL(1)

Red - L(1), XL(2), 2XL(1)

Navy - L(1), XL(1), 2XL(2)

Purple - L(1), XL(1), 2XL(1), 3XL(1)

Royal Blue - L(1), XL(1), 2XL(1)

Maroon - L(1), XL(1), 2XL(1)

Texas Orange - 2XL(1)

Polo Shirts (\$20.00 donation per shirt)

Texas Orange - 3XL(2)

Shirts will be brought and sold at our events throughout the year or until they are gone.

Contact us at fwsanewsletter@gmail.com for further information, how to order, and postage rates, if mailed.

Winners Circle Country Music Publishing, Promotion, Marketing – WCCMP’s mission is “helping people through music”. Recording Artist Todd Barrow and Texas Country Recording Artist Icon Sonny Burgess, are co-writing a song whereby 100% of all song revenues will be donated to Ronald McDonald House, Fort Worth. Trey Houston is donating the majority of digital download music sales to three 501(c)3 charities - Hunt County Kids/Lake Area Shared Ministries Food Pantry (“Living On Empty”); Wounded Heroes of Texas (He’s A Soldier; Patriot Paws (“Homeless on the Range”). To preview and buy these songs: <http://www.treyhoustonrecords.com/MusicBio.html>. GOT WINNERS? Call Gus A. Wolman III, owner, WCCMP; 903-356-3921. We at WCCMP thank the Lord, Jesus Christ, for His Help, Love and Grace.

Buffalo West Restaurant

7101 Camp Bowie West
Fort Worth, TX. 76116
817-732-2370



*Home of the **FWSA***

“Songwriter’s Open Mic”

Every 1st and 3rd Monday Night (excluding holidays).

6:30-9:30 PM

(Sign up from 6:30pm -8:30pm)



All Songwriters and Performers of original music are welcome. No Covers. If you did not write it, don’t perform it (without expressed permission from the songwriter).

Any sign-ups after 8:30 pm will perform at the discretion of the FWSA.

Family Friendly and Non-Smoking.

Monday Night Open Mic



Michael Nelms, above left, and Rick Tate, above right.



Ron Wallace, above left, and Steve Obermiller, above right.



Allen Dillman, above left, and Bill Sanner, above right.



David Fryar, above left, and David Hardwick, above right.

A "sound bite" from NSAI Spring Training... "Writing a great song around an average idea takes a lot more effort and energy than writing a great song around a great idea." Thom Schuyler ("16th Avenue")



What Makes an Artist Say, 'I Have to Record This Song!'

By Jason Blume

Quotes from the pros on what makes an artist say 'yes!'

I posed this burning question to ten music industry pros in the hopes of identifying the common denominators found in those songs that leap out of the proverbial pile and demand that an artist record them. Here are the answers I received ...

1. "What makes an artist say 'I HAVE to cut that song' is a question I ask myself everyday. I personally feel most people, artists included, are first attracted by the melody but then you have to sell them with the lyrics. Like most of us, an artist is looking for a song that touches them, but on top of that they want one they can sell, one that is authentic and believable coming from them. When you can put a catchy melody with the right lyrics and the artist hears it at the right time...then they say, I have to cut this song!"
—**Tim Hunze, Partner, Parallel Music Publishing**

2. "Today many artists are also writers or co-writers of their songs. So, first of all, they must feel it is a song that is better or different than what they are writing. It must have such an emotional impact on the artist that it is, to them, an undeniable hit song with a message they can't wait to share with their fans. A classic example of this is Miranda's recording of "The House That Built Me," written by Tom Douglas and Alan Shamblin. Though Miranda is a wonderful writer, she had the wisdom to realize she was hearing a message that is personal yet universal, something with emotional pull that everyone can relate to. I believe the resulting popularity of it truly expanded her fan base."
—**Woody Bomar, President, Green Hills Music Group**

3. "Great pop/rock singers (who don't/can't write their own songs) invariably want a song they can 'inhabit.' A limited few *great* singers want to *act* the character in the song (outside of show-songs singers that is). Good songs, like good poems, are a direct connection to a truth.

So as songwriters we must write songs from our own unique perspective on the human condition. The more unique that perspective - the more clear is our relationship to it!

Few people care to identify with the greyness of life, we all want to be 'jerked' back into meaningful life by the extraordinary - or the sudden clarity of an 'original view.' This can only happen if, as with most things in life - you make sure that you say what you mean... and - you mean what you say!"

—**Rupert Hine (Producer, Stevie Nicks, Tina Turner, Rush, Suzanne Vega, Duncan Sheik, The Fixx, Howard Jones ...)**

4. "The main things: The lyric strikes a personal chord; the lyric/melody matches exactly what the feel is they are going for on the new project; and ... it's so different and fresh that they have never heard a song like it before."
—**Tom Luteran, VP/Creative, Sony/ATV Music Publishing**

5. "When you get down to that most basic level of connection between an artist and a song, it's always hard to identify exactly what triggers the reaction. I do think that with most artists, it's less of a commercial judgment (that's for the label A&R to make) than an emotional one.

In general, I think it's one of three elements—or even better, two or three of those elements in one song. An empowering lyric is very important—probably more so to the artist than even the audience. An artist wants to sing something that resonates with them emotionally, that captures their view of the world, and that ultimately casts them as a strong figure, not a victim. Angry and defiant is okay—but sad and wounded is usually not.

Similarly, an artist will always want a melody that feels like it was made for their voice, meaning it sits easily in their range, plays to their strengths as a singer, and falls into their natural phrasing. They need to feel great singing the song. Lastly, I think most artists gravitate to a musical sound that is unique or surprising. Again, A&R people tend to want a track or production that sounds like another currently popular song, but artists are much less interested in that. They want something that will surprise their audience and stand out.

The key to making artists fall in love with your song is to really immerse yourself in their music and even in their life. It means understanding how they phrase, what their range is, and what kinds of things they sing about. But it also means having some idea of what subjects are important to them, what's happening in their lives or careers, and how they'd like to be seen."
—**Eric Beall, V.P. A&R, Shapiro Bernstein/author of Making Music Make Money and The Billboard Guide to Writing and Producing Songs That Sell**

6. "I think the song has to resonate to them. It has to be personal. It has to move them. And then they have to hear themselves singing it, believing that no one else can."
—**Butch Baker, Senior VP of Creative Services, HoriPro Entertainment**

7. "First of all it has to have some kind of melodic appeal that catches you right away. That keeps you interested enough to hear the rest of the song. It's gotta have some kind of a hook—that catchy melody; or that play on words that makes you kind of bend your ear and say, 'What is this song about?'

Then you have to have some kind of meat. I think the best example I can think of at the moment is my single, 'Yeah.' That has the most catchy opening line of the chorus of any song I've probably ever had, and it follows up with the second line of the chorus that's a really cool kind of artistic play on the melody, and a really cool lyric. So it hooks you in then it keeps you in with the art. That's what we look for in a song.

It's a really, really hard kind of balance to find, which is the balance of art and commerce that I look for. It's got to have the commercial appeal to hook you in – and the art to drive it home."

—**Joe Nichols, Red Bow Records recording artist with (14) top-40 country singles including (4) #1's and (5) additional top-10's.**

8. "For an artist to record a song there has to be a strong connection to the lyric. A story they can relate to—like anyone who listens to a song. There needs to be a melodic hook that is undeniable and unforgettable. Both have to make an impact through familiarity as well as having an original and unique approach. Having the artists in the room while you are writing will raise your chances of a cut by a hundred fold!"
—**Richard Harris, #1 Billboard and platinum selling songwriter & producer**

9. "I think first and foremost the lyric has to relate to the artist. If they can't sing it and make the audience believe it, then they might as well not even exert the effort of recording it. Secondly, it has to relate to the audience. This could be lyrically or melodically. Something that moves the listener."
—**Juli Griffith, VP of Publishing, Magic Mustang Music**

10. "I think everybody's looking for that breath of fresh air—which is a really tall order. You want to grab somebody's attention and make them say, 'Wow. Not only have I never heard anything like that, I think it's really commercial.' It's really a combination of a song that resonates with the artist in some way—and they think that when they play it, a lot of people are going to love it.

When I heard "The House That Built Me," I couldn't think of a song I'd ever heard like that, but anyone who's ever moved—even one time—can relate to it. And there's so much detail in the lyric: the handprints on the front steps; the favorite dog buried in the yard ... Terry Wakefield never gave up on that song for eight years.

You're looking for that sweet spot right there; something that will mean a lot to the artist, but will also translate out to a lot of people, too."

—**Dale Bobo, Big Deal Music Nashville**

So ... what are the factors that compel an artist to choose one song over all the rest? The consensus seems to be that there has to be an exceptional, fresh melody attached to a lyric that not only resonates personally with the artist, but also makes them believe the song will impact their audiences. It needs to have an element of freshness—a new angle, melodically and/or lyrically—that sets it apart, while still being perceived as something that will have commercial appeal.

That said, our job as songwriters and publishers is to find unique melodies and lyrics that tap into universal emotions to which recording artists—and their audiences—will feel a deep connection.

Reprinted by Permission of the Author

Jason Blume's songs are on three Grammy-nominated albums and have sold more than 50,000,000 copies. One of only a few writers to ever have singles on the pop, country, and R&B charts, *all at the same time*—his songs have been recorded by artists including Britney Spears, the Backstreet Boys, the Gipsy Kings, Jesse McCartney, and country stars including Collin Raye (6 cuts), the Oak Ridge Boys, Steve Azar, and John Berry ("Change My Mind," a top 5 single that earned a BMI "Million-Aire" Award for garnering more than one million airplays). In the past year he's had three top-10 singles and a "Gold" record in Europe by Dutch star, BYentl, including a #1 on the Dutch R&B iTunes chart. His songs have been included in films

and TV shows including "Scrubs," "Friday Night Lights," "Assassination Games," Disney's "Kim Possible," "Dangerous Minds," "Kickin' it Old Skool," "The Guiding Light," "The Miss America Pageant," and many more.

Jason authored three of the best selling songwriting books, *6 Steps to Songwriting Success*, *This Business of Songwriting*, and *Inside Songwriting*, and is in his nineteenth year of teaching the BMI Nashville Songwriters workshops. A regular contributor to BMI's *Music World* magazine, he presented a master class at the Liverpool Institute for Performing Arts (founded by Sir Paul McCartney) and teaches songwriting throughout the U.S., Australia, New Zealand, Norway, Ireland, the U.K., Canada, Bermuda, and Jamaica.

For Sale

Djembe Drum 10", \$60.00. Daisy Rock Electric Guitar Elite, classic black, like new, \$175.00. Classical guitar, hard top, nice sound, exotic fret board, \$60.00. Ibanez acoustic/electric blues guitar, Model TCY10E-TBS-2Y01. Neck slightly twisted, but stays in tune, great action, \$75.00. Yamaha DGX230 Electric Keyboard, stand, power supply, 76 keys, 489 voices, \$125.00. For info, contact Michelle at megarr@gmail.com or 817-625-5558.

Note: The FWSA is not a broker or representative of any person(s) selling or buying items listed in this newsletter. We are not liable for the materials or items being offered. It is the responsibility of the seller and buyer to come to agreement on any transactions regarding items that appear and the FWSA is hereby deemed exempt from any actions resulting from any statements made by the seller or information assumed by the buyer.

NON-FWSA SONGWRITER MEETINGS

NSAI-DFW Chapter - Meeting will be held on Monday, 04/13/09/15, 7:00pm, at Dickey's BBQ Pit, 5530 S. Cooper St., Arlington, TX. Everyone is welcome to attend. For further information, contact John Terry at nsaidfw@aol.com.

SongSmith Meeting - Meeting will be held on Wednesday, 04/08/15, 7:00pm, at the Masters Touch Music School, 629 W. College St., Grapevine, TX. For further information, contact Mary Dawson at info@songsmithonline.com.



Balancing Writing from the



Heart and Writing for the Market

by Amanda Williams

Songwriters often feel they are forced to make a decision between writing from the heart with trying to write a hit song for the commercial marketplace. Does it have to be either or, or can we reach a balance between writing for radio and writing artistically?

Writing from the heart is often the motto of the artistic, and usually, also of the beginner. For most of us the reason we start writing songs in the first place is because we've been moved to do it by some emotional event in our lives. More often than not, that strong emotional reason is some kind of tragedy or hardship, and is not usually based on extreme overflowing happiness. So, right there we've started off down the heart path and not on the commercial path, which demands up tempo positive songs, not tear jerker ballads.

When we write from the heart, we toss convention aside and let whatever is inside us bubble over the top and onto the page. We go crazy with flowery, obscure metaphors and non-rhyming, non-form having masterpieces that make us feel awesome because they have pulled all that weird stuff inside us out where we can look at it. It's like our emotional baby, and we think it's awesome, especially if we've have written fewer than 100 songs total in our lives.

Writing for the commercial market is less about spilling your guts all over the coffee table and more about targeting who's cutting and writing for that purpose (and that purpose only, thank you.) Commercial songwriting gets criticized for being formulaic, emotionless, brainless, or repetitive, and because it conforms to what the writers think radio programmers want to hear.

Can there be any hope of satisfying both the artistic need to say something important and deep, and the need to earn a dollar doing what you love? Anything is possible, right? At our recent Songwriter Retreat, Red Vinyl Music's Brooke Arrington Antonakos shared a piece of advice she gives their writers: "Spend 20% of your time trying to be the next big thing, and 80% of your time trying to be big right now."

In other words, use 20% of your time and efforts establishing your artistic statement in a way that you feel resonates with you as a creator, and use the majority of your time working toward achieving success in the current marketplace, so you can fund your future so to speak.

Another piece of advice from the other side of the fence comes from master engraver Scott Pilkington of Pilk Guns in Montegale. He sent me an article recently talking about the need for the artist to strive for excellence, not merely for accomplishment and accolades. The reason is because working for excellence helps develop the skill set of the artist, and makes it more about the process than the outcome. So there's that...

Do these worlds ever collide? Are there artistically satisfying songs on the top 40 charts? Of course there are. So the goal for songwriters has to be two fold – to write from the heart and for the market at the same time. Easier said than done, but totally possible.

Creativity is not just about being artistic in a chaotic way. Sometimes being creative involves setting guidelines for yourself within the socially acceptable boundaries of hit radio, and then slowly... ever so slowly... pushing and pulling at those boundaries until they become broad enough to encompass what we're really trying to say.

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Amanda Williams is the Founder of Songwriting and Music Business Community. SMB is a group of songwriters and music business enthusiasts who work together to create a new paradigm for the new music business. She studied music at Berklee College of Music in Boston, earning a degree with honors in Music Business/Management in '99. She earned a Grammy nomination with "Beer Run" recorded by Garth Brooks and George Jones which she penned with her father and several others in 2002. She started a weekly songwriter's night in Nashville known as Blue Monday which became the platform for many up and coming artists and worked with the television show "Can You Duet". She has shared the stage with artists such as Tim McGraw, Jason Aldean, The Meters, Los Lobos, Lonestar, Big & Rich, James Otto, & the Chieftains. For more information about Amanda and SMB, visit the website at

www.songwritingandmusicbusiness.com.



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4th Friday Open Mic Night

April 24, 2015
7:00- 10:00pm

3415 S. Cooper St. @Mayfield, #102, Arlington, TX. 76018. 817-468-2029

www.groovygoodstx.com or check them out on Facebook. Hosted by Alan Rice of [Eclectic Roots Studio](#).

(A \$5.00 donation is made for every FWSA songwriter that plays the open mic)



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MUSIC SCENE LIVE

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Hosted by Allison & Stone

JOIN US!

Music Scene Live brings you original music by local Texas singer/songwriters and bands, including candid dialogue with the artists and comments / questions from the audience.

The Thirsty Armadillo
120 W Exchange - Fort Worth Stockyards
Check out our future artist lineups at:
www.thirstyarmadillo.com



Upcoming Events for the FWSA 2015 (excluding Open Mics)



- FWSA Spring Showcase - May 3rd
- Board of Directors Meeting - May 6th
- Monthly Songwriter Gathering - May 21st
- FWSA Creativity Circle - May 25th
- Board of Directors Meeting - Jun 3rd
- Monthly Songwriter Gathering - Jun 18th
- FWSA Creativity Circle - Jun 22nd
- Songwriters in the Round Concert - Jun 29th
- Board of Directors Meeting - Jul 1st
- Monthly Songwriter Gathering - Jul 16th
- FWSA Creativity Circle - Jul 27th
- Board of Directors Meeting - Aug 5th
- FWSA Summer Showcase - Aug 9th
- Monthly Songwriter Gathering - Aug 20th
- FWSA Creativity Circle - Aug 24th
- Songwriters in the Round Concert - Aug 31st
- Board of Directors Meeting - Sep 2nd
- Monthly Songwriter Gathering - Sep 17th
- FWSA Creativity Circle - Sep 28th
- Board of Directors Meeting - Oct 7th
- Monthly Songwriter Gathering - Oct 15th
- FWSA Creativity Circle - Oct 26th
- Board of Directors Meeting - Nov 4th
- Monthly Songwriter Gathering - Nov 19th
- FWSA Creativity Circle - Nov 23rd
- Songwriters in the Round Concert - Nov 30th
- FWSA Fall Showcase - Dec 5th
- Annual Meeting and Christmas Party - TBA
- Monthly Songwriter Gathering - Dec 17th

(Schedule subject to change)

**FORT WORTH SONGWRITERS' ASSOCIATION
MEMBERSHIP APPLICATION / UPDATE**

New Member Application _____ Renewal/Update _____ Change of Address or Other Info _____

Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

E-mail: _____ Website: _____

How did you find out about Fort Worth Songwriters' Association? _____

If recruited by a present member, what is the member's name? _____

I Write:	Type of Music I Sing	Instruments I Play
<input type="checkbox"/> Music	<input type="checkbox"/> Americana	<input type="checkbox"/> Rhythm Guitar
<input type="checkbox"/> Lyrics	<input type="checkbox"/> Bluegrass	<input type="checkbox"/> Lead Guitar
<input type="checkbox"/> Other _____	<input type="checkbox"/> Blues	<input type="checkbox"/> Bass
	<input type="checkbox"/> Country	<input type="checkbox"/> Keyboard
	<input type="checkbox"/> Folk	<input type="checkbox"/> Drums
Type Music/Lyrics I Write	<input type="checkbox"/> Gospel	<input type="checkbox"/> Other _____
<input type="checkbox"/> Americana	<input type="checkbox"/> Rock	
<input type="checkbox"/> Bluegrass	<input type="checkbox"/> Other _____	
<input type="checkbox"/> Blues		

<input type="checkbox"/> Country	Industry Information	Supporter Only
<input type="checkbox"/> Folk	<input type="checkbox"/> Publisher	<input type="checkbox"/> Not Songwriter, musician, or artist
<input type="checkbox"/> Gospel	<input type="checkbox"/> Record Label	
<input type="checkbox"/> Rock	<input type="checkbox"/> Other _____	
<input type="checkbox"/> Other _____		

I give permission for the information provided above along with any photos or other images taken by or under the direction of the Fort Worth Songwriters' Association to be used for promotional purposes. I also agree to abide by all rules and guidelines while taking part in musical events or any organizational function.

Signature: _____ Date: _____

Options to Join the Fort Worth Songwriters' Association

NEW MEMBERS: (All new members must complete the membership application)

a. Complete the above information and mail this form along with your annual membership fee of \$40.00 to: FWSA, P.O. Box 330233, Fort Worth, TX 76163.

b. Complete the above information and submit this form along with your annual membership fee of \$40.00 to a Board member at any of our venues or functions.

c. Complete the above information and mail this form to the above address or submit it to a Board Member at any of our venues or functions. PAYMENT CAN BE MADE ON-LINE AT: www.gofundme.com/44yxv4, click donate, complete information, in "see remarks" section – type "New Membership". Membership will be effective upon receipt of payment.

RENEWALS: (Present members do not have to resubmit a new membership form unless updates are necessary)

a. Complete the above information (optional) and mail this form along with your annual membership fee of \$40.00 to: FWSA; P.O. Box 330233, Fort Worth, TX 76163.

b. Complete the above information (optional) and submit this form along with your annual membership fee of \$40.00 to a Board member at any of our venues or functions.

c. PAY ON-LINE AT: www.gofundme.com/44yxv4, click donate, complete information, in "see remarks" section – type "Renewal". Membership renewal will be effective upon receipt of payment.

For Association Use Only: Cash, Check, Money Order, On-line Payment

RENEW _____