



Music Scene

the newspaper of the rochester music coalition

January 2004

vol. 1 no. 1

RMC continues promoting local music with debut of monthly newspaper

By Silandara Bartlett

Music is everywhere.

And not just the relentless holiday music you've been inundated with since Thanksgiving.

Think about it for a moment: everywhere you go there's music playing--at restaurants, the mall, in TV commercials, doctors' offices, video games, movies. I still clearly recall the disco music piped through the dentist's office when I got my wisdom teeth pulled, high on nitrous oxide and sliding between the beats.

Musicians should be a valued resource in our community, says Linda Fullerton, president and founder of the Rochester Music Coalition. Helping musicians in Rochester earn respect and recognition as a viable source of economic development is one of the RMC's missions.

To help local musicians have their music heard and give them the exposure they deserve, the RMC has embarked on a quest to produce this publication, RMC Music Scene. Focusing on Rochester musicians, rather than national acts, it aims to fill the void left by other entertainment

publications, Fullerton says.

The most often-heard complaints Fullerton hears are that Rochester isn't supportive of local original music, that musicians can't wait to get out of this city and go somewhere else where they can make a living from music, and that they want to focus on playing music--not the business side of things.

It might be an impressive goal, but the Rochester Music Coalition aims to change the first two and help demystify the third.

"We want to make this area a place where musicians can make a successful living from their music. And change the attitude that if it's not a national act, it's not good," Fullerton says. "Why can't we have national acts with their home base in Rochester?"

While it seems rare for Rochester-based musicians to make a living solely from original music, there are those that do. Take Gap Mangione, Steve Gadd or Lou Gramm. Or local band Gregory Paul and the Autumndivers. And there are many Rochester musicians who make a living in music, though not necessarily solely from

playing it. Recording studios, record labels and band managers all contribute to the local music scene and make their living from a musical life.

As far as the business side of the industry, if bands expect other people to take them seriously, they have to first take themselves seriously, Fullerton says. "They have to realize that the music business is not called a 'business' for nothing. It's very important that they present themselves professionally in all aspects of their career."

The RMC is here to help. RMC Music Scene, geared towards working musicians, as well as their fans and followers, features music industry news, reviews of local bands and shows, advice from local experts (this issue features self-promotion and home recording tips), and upcoming shows. We publish monthly, available the beginning of each month in your local music stores, clubs and coffee shops.

The Rochester Music Coalition also holds workshops and lectures on the mu-

See RMC newspaper, page 2

Dead End packs the testosterone on *Sex Sells*

By Linda Fullerton

Dead End's CD, *Sex Sells* on Manic D Records, is packed with testosterone. There is no doubt that these guys say what they mean, and mean what they say--no second-guessing here.

Formerly distributed by MP3.com, the CD consists of two parts, Part I: Studio Daze featuring 5 original songs, and Part II: Radio Waves containing a series of radio interviews/appearances and re-mixes of some their originals and cover tunes.

Arak Van Wolfe (co-producer) is on bass and lead vocals while Johnny Hot Rod provides the synth melodies and cyber beats. What's Real Unlimited studio guru Matt Guarnere (MDG) plays drums and percussion and produced and engineered the songs on Part I. Robert Blackburn, owner of Black Dog Studios, engineered and produced Part II.

The disc starts out with "Hell Yeah," recorded live at Blue Cross Arena/War Memorial and sounds like a throw back to the days of stadium rock anthems. "Liquor Dry," my favorite song on the disc, has Led Zeppelin overtones fused with a punk rock feel-

See Review, page 2

In tribute: 'Unkle' Roger McCall



Roger McCall

On Friday, Dec. 12, the Rochester Music Coalition lost one of its founding members, "Unkle" Roger McCall (1951-2003). His support of Rochester musicians and the RMC was unprecedented. He hosted "Homegrown," the longest running local music show in the country, for almost 30 years at WCMF 96.5 FM. He was a DJ during the overnight shift at WCMF for most of his time there and made six Homegrown albums featuring local bands. "Unkle" Roger, a champion of local original music, was a musician himself, and previously played bass in a local band called the Fugitives. His absence leaves a huge hole in the heart

and soul of the Rochester music community. ■

I want my MP3s

By Silandara Bartlett

If you're a musician with an account with MP3.com, you've already got the e-mail. MP3.com has been acquired by CNET Networks, Inc. and as of Dec. 2, your MP3.com Web site and music was deleted.

"For all of you who come to MP3.com to find music, you will see that we currently don't have any to offer," says the welcome message from Vince Broady, senior vice president of entertainment at CNET Networks, on the MP3.com Web site. Not being able to download, upload, or promote music on MP3.com is a temporary situation, Broady says. CNET plans to offer a free music download site (<http://music.download.com>) in early 2004, though specifics have not been named.

All the music.download.com web site says about it is, "We're hard at work building a free music download site that will address the needs of the independent artist community and the music downloading community. Launching in early 2004, music.download.com will offer artists free file hosting and a presence on the Web, and will give music fans free access to a universe of downloadable songs."

So if you're not up for hosting your

RMC Music Scene

RMC Music Scene is a publication of the Rochester Music Coalition, a non-profit organization with the mission to create a thriving, profitable music community in Rochester, N.Y. The RMC is made up of musicians, club owners, radio stations, press, record stores, recording studios, promoters, and others who support the art of music.

Publisher: Rochester Music Coalition

Editor: Silandara Bartlett

Contributing writers: Linda Fullerton, Dirk Malavase, Matt Stoffel

Layout: Silandara Bartlett

Logo design: Gregory Paul

Contact information:

Submit news, story ideas and letters to the editor to:

P.O. Box 26378
Rochester, NY 14626

news@rochestermusiccoalition.org
www.rochestermusiccoalition.org

*We welcome your feedback.
Thank you for supporting the
Rochester music scene.*

own web site with a streaming server, and until CNET gets something new going, how do you get your music to the masses?

Here are a few resources (this list is by no means complete) to promote your music and make it available for download:

Onlinerock.com. Members get a free web site and e-mail with upgrades available for various fees. They also offer help with CD duplication, reviews and online sales, and the services of an independent label.

Garageband.com. This site offers a permanent home for your MP3s for a fee.

Soundclick.com. Offering both free and fee-based services, members can upload unlimited songs, get an artist page, message board and gig calendar for free. ■

news@rochestermusiccoalition.org

Your talent + time = everyone's success

What's your talent?

If you've ever fancied writing about music, here's your chance. We're looking for writers to review local musicians' new releases and live shows. And for bands to send us those releases for review.

We also need people to distribute and sell advertising for *RMC Music Scene*. Whatever your talent, if you're into boosting the local music scene, we can use your help.

E-mail our editor, Silandara Bartlett, at news@rochestermusiccoalition.org or call us at 747-4781.

To get your CD reviewed, send 3 copies to: Rochester Music Coalition, P.O. Box 26378, Rochester, NY 14626. (*One copy is for the review, one is to be considered for RMC gigs, and the third is for our partner, lowercase j entertainment, who helps bands get their music in movie soundtracks*). ■

Bar Code Born creates beauty from despair

By Silandara Bartlett

Bar Code Born, formerly known as Barbie's Gun until a run-in with lawyers from Mattel, Inc., offers original alternative rock. Their latest demo release features the songs, "Vows," "Social Virus" and "Insane," all written by singer Dave Fortuna.

Upbeat rhythms contend with serious lyrics. "Vows," almost a love song, questions the ideals of a relationship. "Social Virus," heavier in sound and words, features driving lyrics and guitar and leaves you with the unsettling scream of "It don't matter, we have no future."

Review

continued from page 1

-a nice combination. "4th Down and Goal to Go" is a sports fan's delight--if you love football this song is for you.

Show Me Your" is the bands way of calling it like they see it-an honest song about what many men *really* have on their minds about women. "Madman in a Minivan" is a very dark commentary about the state of the world.

Their use of sampling throughout the songs was very interesting and tasteful. One thing I have learned is to never judge a band by its name. Keep an eye and ear on this band. Dead End has by no means reached the end of the road and has the potential to create some very interesting musical fusions in the future. ■

info@rochestermusiccoalition.org

RMC newspaper

continued from page 1

music industry, covering issues such as copy-righting and publishing, getting radio air-play and promotion. If you understand how do to these things for yourself or your band, the business aspect of music becomes a lot less intimidating, Fullerton says.

Getting involved in anything where you don't yet know the ins and outs of the business is an overwhelming task, whether that's booking gigs, producing a CD or starting a newspaper. But education and perseverance are key. As is believing in what you're doing and being willing to ask for help from the right people.

If she could impart one bit of advice to local musicians, Fullerton would say: "Believe in yourself and follow the dream. Don't give up. Be true to yourself, too. If you do that, the rest will work itself out." ■

news@rochestermusiccoalition.org

**Be seen in the *Music Scene*. Put your ad here.
Call 585-747-4781 for rates and information
or e-mail news@rochestermusiccoalition.org**

The Home Recording Survival Guide, Part I *by Dirk Malavase*



Dirk Malavase

This is the first installation of what I hope to be a useful and entertaining guide to the many ins and outs of recording in your home, rehearsal space or at a gig. It can be a demo or your next album.

Technology has advanced enough to make it cheap for anyone serious about music to do it themselves. The quality of home recording gear has also taken major leaps in the past few years, rivaling what could be achieved just a few years ago in most local studios. With the migration from analog to digital and computer-based recording software, almost anyone can produce a musical masterpiece.

The rule that I live by is: "Make the most out of what you have."

Learn about your gear by reading the manual (yuck) or just play with your gear until you have it down. Even the best equipment can sound horrible in the wrong hands. If it's not fun for you to ex-

periment and learn, then hire someone else to do it, and stop reading this column!

This is a good time to start working on your ears. If you have a favorite band, CD, producer or even record label, listen hard to the music. Think about what makes it sound different from everything else and listen to how it was mixed. Are the vocals louder than anything else? Is the bass the same volume as the kick drum? Is the guitar ripping your head off? Maybe you like it that way, or perhaps the style of music you're making will help you to figure it all out. It might sound like I'm getting ahead of myself, but I feel it's an important thing to consider before you even start recording.

The basic gear you'll need for any recording is the same for analog or digital.

Let's start with monitors or a good set of headphones. The key here is that you need to have a reference by which to judge what you are doing (hence the term reference speakers). Actually using your home stereo as a way to monitor your recording is not a bad thing. You are

used to listening on those speakers, and will most likely want to have your stuff sounding like your favorite CD. Even while recording and mixing it's good to throw on your favorite CD and compare the two.

Headphones are excellent for many reasons: you save your fellow humans from suffering as you play and replay the same song over and over, you can listen at anytime of the day or night, and you really can hear the stereo image and how things are balanced, or not balanced.

I suppose one of the most important things is a recorder of some sort. There are many formats to choose from. Recording can be done in basically two categories: stereo (two track), where you record everything live, and multi-track.

With stereo, what you put to tape is what you get. You can control the overall volume and EQ later, but it's a less than perfect way to record. It is, however, a good way to work on ideas or to record a live show.

Your options for stereo recorders are: stereo reel to reel tape recorders, stereo

See Home recording, page 4

Musician's Tips for Self-Promotion *by Linda Fullerton*

1. Copyright all your music with the Library of Congress and then register it with ASCAP or BMI. (www.copyright.gov, www.ascap.com, www.bmi.com)

2. Take all your music and record it on CD. Tapes are fast becoming obsolete in the industry.

3. Convert your music from CD to MP3 files and register on as many MP3 sites as you can find.

4. Invest in some CD burning software (Adaptec EZ CD Creator and CD EX) and a CD burner for your computer and if you don't have a computer invest in one of those too.

5. Make a "greatest hits" type of demo showcasing a variety of your work, putting your strongest songs first on the CD.

6. Make sure to put your contact information (phone, website, e-mail, address) on EVERYTHING you do.

7. Create a press kit (a musical resume), mentioning all past musical experience. Add any clippings of articles etc that have been written about you or your music and get a nice photo of yourself/your band taken and a copy of your latest CD. Make it professional, creative and colorful. This is a must-have tool to get gigs, radio play and record deals. You are asking people to hire you and since there is tons of competition out there you want to make the best impression you can.

8. The Internet is an incredible marketing tool. Create an easy-to-load informative Web site with music and band pictures and then make sure to put the

URL on everything you can think of. There are also tons of free Internet sites, including the RMC Web site, to put up information and promote your music. Use as many of them as possible.

9. Make an e-mail list form to have at shows for people to sign up to know where you will be playing in the future.

10. Make up schedules/flyers to hand out at shows letting people know where you are going to be playing next and also list major events that you have performed at in the past--this looks impressive to your audience and acts as another form of musical resume which also can be included in your press kit. Make sure all contact information is clearly visible on these schedules.

11. Get your fans to work for you--handing out schedules or flyers at shows, putting up posters, selling CD's and helping you promote the band. Recruit a fan or family member who is passionate about what you do to help "sell" you or your band to the rest of the world!

12. Run (or surf) to the nearest bookstore and buy the following: Musician's Atlas (www.musiciansatlas.com), The Musician's Guide to Touring and Promotion (www.musiciansguide.com), and All You Need to Know About the Music Business by Donald Passman.

13. Go to the National Association for Campus Activities Web site (www.naca.org) and locate a NACA booking agent in your area. They are your ticket to the playing the college circuit--this is where the money is!

14. Get your music and press kits to radio stations and newspapers and flyers/posters to the venues you are going to play well in advance of any scheduled performances you have booked.

15. Network and swap gigs with other musicians--a very good way to increase your fan base.

Remember one thing above all else: you can be the greatest band in the world but if nobody knows who you are, you will be playing for your family and friends for the rest of your life. The music industry is a business and you have to market yourself accordingly. ■

linda@rochestermusiccoalition.org
**Got questions?
Ask the RMC**

My band's been rehearsing for three months and we're ready to play out. How do we book gigs?

I want to make a demo CD and have a decent computer. What gear do I need to record at home? Or what should I look for in a recording studio?

How can I get local publications to run my show listings? Does I have to pay for that?

Do you have questions about the music industry? Ask the RMC. Between our board members, we've got a lot of the answers. And if not, we'll go and find them for you. E-mail your questions to news@rochestermusiccoalition.org and we'll answer them in upcoming Ask RMC columns. ■

Rochester Music Calendar: Jan. 2004

Jan. 3

Dee Adams & The Roadtrippers @ Froggy's On The Bay, 9:30 p.m. 21+, no cover.

Jan. 4

Three Kings Day Celebration: *La Orquesta Fama Sin Gafas* @ Memorial Art Gallery, 3 p.m. All ages, \$1.

Jan. 7

Shared Genes Guitar Trio @ Earthtones Coffee House, 7:30 p.m. All ages, no cover.

La Orquesta Fama Sin Gafas on Wake up Rochester, Channel 8, 5 a.m.

Jan. 8

Silandara Bartlett @ Earthtones Coffee House, 7:30 p.m. All ages, no cover.

Jan. 9

Jerry Falzone @ Leaf & Bean Coffee House, 8 p.m. All ages, no cover.

Silandara Bartlett @ Starry Nites Cafe, 9 p.m. All ages, no cover.

Jan. 11

Christopher John Davis @ The Spot Cafe, 8 p.m. All ages, no cover.

Jan. 14

Dan Putnam Benefit Concert: *Finally Gone, Gonculator, and Radioflyer* @ Hilton High School, 6 p.m. All ages, \$5.

Jan. 16

Jerry Falzone @ Zamar Cafe, 8 p.m. All ages, no cover.

Jan. 17

RockOn! @ The Willow Inn, 8:30 p.m. 21+, no cover.

Jan. 23

Eric Casey with special guest *John Carter* @ Starry Nites Cafe, 9 p.m. All ages, no cover.

Lou Gramm @ Water Street Music Hall, 7 p.m. All ages, \$25 in advance, \$30 day of show. Also playing Jan. 24, same time and location. ■

To submit your music events to the RMC calendar, visit our web site at www.rochestermusiccoalition.org.

All calendar events must be submitted by the 20th of the previous month.

Home recording *continued from page 3*

cassette tape, stereo minidisk recorders, DAT (Digital Audio Tape) recorders, computer or laptop and hard disk recorders (just use two tracks). I even think there are MP3 players that record now days.

Multi-track recorders are like any studio, and they allow you to add tracks as you go, or record every instrument on its own track. This makes a big difference later as you can adjust volumes, EQ and effects later in the mix-down. This gives you the most flexibility and control after and during recording and mix-down.

Your options for multi-track are: reel to reel tape recorders (4-24 tracks or more), multi-track cassette tape (4-16 tracks) often known as porta-studios, digital multi-track tape recorders (4-24 tracks or more) like Alesis ADAT or Tascam DTRS, and standalone hard disk recorders (4-24 tracks and more) avail-

able in separate units or all in one with a mixer. There are many manufacturers making these from Akai, Roland/Boss, Tascam, Alesis, Vestax, and many more.

The all-in-one units are a great and inexpensive way to get into multi-track recording. The only downside is a limited ability to backup data unless you get a CD burner or the ability to output to another format or tape. In mix-down there are plenty of options and effects built in, which saves you from buying an external mixing console and effects rack units. They do lack some flexibility compared to having separate components, but considering cost and size this is a great way to start.

See you next time. ■

dirk@rochestermusiccoalition.org

Paint the town with the RMC Street Team

"Sorry I missed your gig, I didn't know!" It's hard to get people to show up to something that they don't know about.

That's why the Rochester Music Coalition pools local resources to create an area-wide promotion blanket for local artists.

This task falls to the RMC Street Team, an enthusiastic bunch of local fans and artists. They distribute flyers and other print material to inform the public of local bands' CD releases, shows, special announcements, and just about anything else we deem "need to know." The areas of Rochester have been sectioned off, and Street Team members cover a section of town they live in, work near, or are willing to travel to.

With your support and our ever-growing numbers, we're working hard to make sure that no one misses a thing and you never hear the words "I didn't know" again.

To sign up, visit www.rochestermusiccoalition.org/streetteam.asp ■

RMC Music Scene, your direct connection to Rochester musicians. Call 585-747-4781 for advertising information.