

# S·V·S·A music news

Feature article:

## A Wealth of Resources is Available to Songwriters

By **Bill Payne**

(e-mail: [musicmaniac@billpaynemusic.net](mailto:musicmaniac@billpaynemusic.net))

From a 2001 ASCAP article: “75% of all resources for performing artists are found online.” That means you can access only one fourth of the available resources by the traditional methods of phone, snail-mail and hittin’ the pavement.. The cool part is that you can sell CDs; sell streams and downloads, get gigs, communicate with and attract listeners and fans (Hi, Mom!), and network with others in the business for the purpose of greasing your path to success – all from the comfort of your office chair. Agreed, it’s probably not as cushy as debossing your couch with an imprint of your ass and absorbing massive quantities of meaningless nothingness emanating from the TV set, but what are we trying to accomplish here?

Sometimes I feel like Russell Smith in The Amazing Rhythm Aces tune, “Out Of The Snow”; I’m slippin’ and a slidin’ down this dead-end street/like a sheep who is lost from the fold. Then I get a check in the mail, and I know I must be doing something right. Whether the check is from CD Baby, ASCAP, I-Sound, one of the many other download sites who market my music, or a single CD order, it’s all good. Money in the mail – what a concept! The checks are usually not much – maybe \$10 or \$20 or \$30 or more, but it’s the frequency that counts.

I’m fortunate in that my efforts have resulted in about 5,000 streams and downloads and about 400 CD sales in the last 3-1/2 years. That’s not making a living, but it sure has supplemented my income from my business and part-time work. And, as long as I’m not backing up, I’m making progress. That’s what I ask of myself – progress.

Now to the meat of the subject. **Without question, my most valuable resource is CD Baby.** Many of you may be hooked up with CD Baby and not agree. If that’s the case, I’d say you haven’t mined all the gold from CD Baby. Sure, you probably sent them 5 CDs and the \$35 fee, pasted in your bio info, and waited for the money to roll in. But have you opted in for all the digital services? Have you taken advantage of all the member tools like barcodes, credit card machine and in-store distribution? What? You haven’t? Well, duh! It’s all free or ridiculously low-cost. And you could have your web site through them, too. Visit mine (<http://billpaynemusic.net>) for an example.

So, if you have recorded music but are not on CD Baby, I implore you to go to the following link – immediately – and sign up. Do what you have to afford the \$35 and a few bucks postage. NOW!

<http://cdbaby.net/>

If you’re already on CD Baby but haven’t received money in the mail, go to this link and start taking advantage of all they have to offer: Start with the member tools tab or with the news/tips tab and go from there.

<https://members.cdbaby.com/>

I’m not going to get into MySpace or Facebook or ReverbNation or other music-centered social networking sites here. I have spots at all of them (that’s part of the game – saturation), but they require quite a bit of time and attention in order to maximize your positions there. If you have the time, do it. It’s a learning process though, and I’d like to see you apply what you already know in areas that

will bring you more immediate results.

**Next Meeting:**

**Wednesday**

**March 26**

**7:30 p.m.**

**Third Street  
Coffeeshouse  
Roanoke, Va.**

Real quickly now, here are some links that will help you get your songs “out there”:

<http://www.myxertones.com> - Sell (or give away) your music as cell phone ringtones. FREE

<http://www.presskits.com/> - music marketing solutions

<http://festivalnet.com/> - like festivals? Here’s all the contact info

<http://songwriter.americanidol.com/> - Think you have what it takes? Try this.

<http://www.thecreativecottage.us/index.htm> - Get away and create.

<http://www.nashvillesongservice.com/index.htm> - Free critiques.

<http://justplainfolks.org/home.html> - More resources than you can shake a stick at!

These are just a few. I have many more to share just for the asking. But try a few of these first, then e-mail me for a more complete list of links.

Visiting your songwriting buddies’ web sites is another way to mine the ‘net for great resources – not to mention a good way to show a little respect for your friends. Visit a few, and see what I mean – be sure to click on the “links” pages.

I’m not going to offer any disclaimers, guarantees or methods of protecting yourself from yourself. You’re on your own out there. But if you make a habit of exploring resources online, you’re liable to be more successful at doing what you love most. Good luck!

## SVSA Logo Design Contest – Win \$50!

*Have an artistic side to your creative nature? Design a logo for our Association to be used on the newsletter, and future banners, T-shirts, bumper stickers, our website, and more.*

*Here are the rules:*

- 1) Keep it simple and eye-catching
- 2) Your design must include the letters SVSA and the words Southwest Virginia Songwriters Association
- 3) Only current SVSA members (dues paid) may enter
- 4) You may enter as many designs as you like
- 5) Entries may be submitted electronically as a graphic (e.g. PDF, JPG, BMP) to Marian McConnell at [threecavrs@aol.com](mailto:threecavrs@aol.com); or hard-copy mailed to her at 46 Palmer Trail; Troutville, VA 24175; include your name, phone #, mailing address, and e-mail (if applicable)
- 6) Electronic graphics should be high resolution – at least 300 dpi.
- 7) **Deadline for entries is April 18, 2008**
- 8) The winning design will be selected by majority vote (by all members present) at the April 23 SVSA meeting; entrants’ identities will be hidden so votes will be about what the design is, not about who submitted it
- 9) Once the winning design is chosen, SVSA “owns” the design and has the right to tweak it as necessary to make it the most aesthetically pleasing and usable for the various products
- 10) The winner will receive \$50 cash and a writeup in the SVSA newsletter; the names of all entrants will also be listed to give recognition for their participation
- 11) Questions may be referred to Marian at (540) 309-4707

## CLASSIFIEDS

### GUITAR LESSONS

**Guitar Lessons** - If you can count to 4, you can play guitar! Acoustic or electric; folk, rock or blues. Children welcome. Randy Walker, 588-5826; [rwalker25@cox.net](mailto:rwalker25@cox.net).

### RECORDING & PRODUCTION SERVICES

**Blackwater Recording** – Harold Thompson has recorded Pole, Trafidlo & Phillips; Symphony Creek; Duncan & Danielle; Deb Ferron & Polk Green; Julie Ann Sgroi and others. (540) 721-1413

### FOR SALE

**Blue Ridge acoustic guitar.** Orchestra model with shallow neck. A very nice guitar for someone with smaller hands. Easy to play and also good looking. \$400 or best offer. Contact Barbara Martin at (540) 886-2966, [barbara@barbaramartinmusic.com](mailto:barbara@barbaramartinmusic.com)

### Three hours at Flat Five

**Recording Studio**, \$100. Contact Barbara Martin at (540) 886-2966, [barbara@barbaramartinmusic.com](mailto:barbara@barbaramartinmusic.com)

*SVSA DISCLAIMER: The ideas and opinions contained in this newsletter are intended to be helpful to songwriters. The SVSA companies and organizations mentioned are believed to be legitimate SVSA music news; however, SVSA does not endorse any products or services and offers no guaranteed success based on the content. We are always looking for articles about SVSA members and articles of interest to the songwriting community. Send articles and information to the Editor, Kathy Acosta, at 125 Polk St., Radford, VA 24141, or [svsa@davidsimpkins.com](mailto:svsa@davidsimpkins.com). SVSA is a non-profit organization.*

#### SVSA Board Members

**Charlie Divers** - President  
**David Simpkins** - Vice President  
**Greg Trafidlo** - Secretary  
**Connie Sellers** - Treasurer  
**Kathy Acosta** - Newsletter Editor

[P.O. Box 698, Salem, VA 24153](mailto:svsa@davidsimpkins.com)

## THIRD STREET COFFEEHOUSE

Third Street Coffeehouse is located in Trinity United Methodist Church at the corner of Third St. & Mountain Ave. in Old Southwest Roanoke. The coffeehouse is open from 7-10 p.m. every Friday night, offering live music and socializing in a smoke-free, alcohol-free environment. Open Mic is 7:00-8:00 pm; sign up at the door. Main act 8:00-10:00 pm. No cover charge; we pass the hat for musicians. Supervised children are welcome. Drinks, snacks and desserts are sold.

For more information about Third Street Coffeehouse, contact **Marian McConnell** at **540-309-4707**.

### UPCOMING AT THIRD STREET COFFEEHOUSE

- Mar 21 Brooke Campbell
- Mar 28 Chuck Schaeffer
- Apr 4 Chris Tichner
- Apr 11 Doug & Shelley Harper
- Apr 18 Howie Campbell
- Apr 25 Clinton Collins & the Creek Boys
- May 2 Mike Franke
- May 9 David Simpkins
- May 16 Riddle on the Harp
- May 23 Generic Folk
- May 30 Ella's Umbrella
- Jun 6 Cliff Rubin
- Jun 13 Sherwood: Robyn Hood & Maid Marian
- Jun 20 Bob Grubel & Grace Note
- Jun 27 Andrew Kasab
- Jul 4 TBA
- Jul 11 Donna Pearson & Brad Archer
- Jul 18 TBA
- Jul 25 TBA
- Aug 1 David Simpkins
- Aug 8 Bleecker Street
- Aug 15 TBA
- Aug 22 Special Surprise Tribute
- Oct. 10 SVSA Performing Songwriters In the Round

# SVSA Performing Member Gigs

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## Friday, March 21

**SVSA presents Songwriters in the Round with Marc Baskind, Mike Pearrell, David Simpkins, and Greg Trafidlo**

**The Whole Note Performance Club, Bedford, Virginia**

**7:30 p.m.**

Admission \$5.00. 570 Blue Ridge Avenue, Bedford, Virginia 24523. Off West Main Street in the Westgate Plaza Shopping Center on Merchant Street. Sponsored by SVSA and the Bedford Community Orchestra.

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## Saturday, March 22

**Greg Trafidlo**

**House Concert - Ambrosia Farm Bed and Breakfast, Floyd, Virginia, 7:30 p.m.**

271 Cox Store Rd., Floyd. (540) 745-6363 for information. Pot-luck dinner starts at 6 p.m.

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## Saturday, March 22

**Marc Baskind with jazz combo**

**Annie Moore's Pub, 9 p.m. – midnight**

Rt. 419, Roanoke, Virginia

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## Friday, March 28

**David Simpkins**

**Coffee Buy the Book, Pulaski, Virginia**

**6:30-9:00 p.m.**

Admission is FREE; donations appreciated  
10 W Main St, downtown Pulaski VA 24301 --  
(540) 980-4424

<http://www.coffeebuythebook.net>

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## Friday, March 28

**Greg Trafidlo**

**In the Round with Gaye Adegbalola, Ron Fetner, and Angela Easterling**

**Writers' Night, Pickers Supply Concert Hall, Fredericksburg, Virginia**

902 Caroline Street, downtown Fredericksburg, Virginia (enter through the alley in the back).

Admission: Adults \$10; Students \$5. Details and directions at [www.webliminal.com/songwrite](http://www.webliminal.com/songwrite), or call (540) 898-0611.

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## Saturday, March 29

**Barbara Martin and Mac Walter**

**Annual Staunton Concert, 8 p.m.**

**Shakespeare's, Belle Grae Inn, 515 W.**

**Frederick St., Staunton, Virginia**

540-886-5151, [bellegrae.com](http://bellegrae.com). \$10 for concert.

Arrive at 6:30 for the best seats and take advantage of Belle Grae's special offering of a wonderful tapas buffet for \$12 or make a reservation for the Innkeeper's dinner in the Belle Grae's beautiful dining room. Seating is limited to 60. Call the Belle Grae for more information and to make your reservations.

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## Saturday, March 29

**David Simpkins with very special guests**

**Stacy's Coffee Parlor, Falls Church, Virginia**

**7:30-9:00 p.m.**

Admission is FREE; donations appreciated  
709 W Broad St., Falls Church, VA 22046 (across from Burger King). For more information: (703) 538-6266 or <http://www.stacyscoffee.com/>

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## Friday, April 4

**Barbara Martin and Mac Walter**

**First Friday Opening, Academy of Fine Arts, Lynchburg, Virginia, 5-7:30 p.m.**

600 Main St., Lynchburg, Virginia. (434) 528-3256 or see [academyfinearts.com](http://academyfinearts.com). Hors d'oeuvres and light refreshments.

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## Friday, April 4

**Marc Baskind with the Collegians**

**Nelson County High School, near Amherst, Virginia**

Fundraiser for school band uniforms. For more information see [www.thecollegians.com](http://www.thecollegians.com).

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## Friday, April 4

**Paddy Dougherty (solo)**

**The National Cherry Blossom Festival 2:00-2:45 p.m.**

Tidal Basin Stage/Jefferson Memorial, Washington, DC. For more information see [www.nationalcherryblossomfestival.org](http://www.nationalcherryblossomfestival.org)

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## Saturday, April 5

**Barbara Martin and Mac Walter**

**Guitar Workshop – Creative Chord**

**Substitutions and Improvising – Going Beyond  
the Third Fret, 3 p.m.**

**House Concert, 8 p.m.**

At the home of Greg Traftidlo and Judy Larson,  
4050 Bluebird Lane, Salem, Virginia, (540) 384-  
7770 or e-mail Greg at [kirasongs@aol.com](mailto:kirasongs@aol.com) for  
more information.

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## Wednesday, April 9

**Paddy Dougherty with The Paddy D Quartet**

**7:30-10:30 p.m.**

**Meriwethers Market Restaurant**

Lynchburg, Virginia. For more information see  
[www.meriwethers.com](http://www.meriwethers.com)

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## Friday, April 11

**David Simpkins**

**The Coffee Mill, downtown Radford, Virginia**

**7:00-9:30 p.m.**

Admission is FREE; donations welcome.  
1144 E Main St, downtown Radford VA 24141 --  
(540) 267-3008  
<http://www.coffeemillonline.com>

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## Friday, April 18

**Frank Dieter**

**The Griffin Bookstore and Coffeeshop,  
Fredericksburg, Virginia, 7:30 p.m.**

For more information see  
[www.thegriffinbookshopcoffeebar.com](http://www.thegriffinbookshopcoffeebar.com)

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## Friday, April 25

**David Simpkins**

**Coffee Buy the Book, Pulaski, Virginia  
6:30-9:00 p.m.**

Admission is FREE; donations appreciated  
10 W Main St, downtown Pulaski VA 24301 --  
(540) 980-4424  
<http://www.coffeebuythebook.net>

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## Saturday, April 26

**Barbara Martin**

**House Concert, Ambrosia Farm B&B**

Potluck dinner starts at 6 p.m., concert is at 7 p.m.

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271 Cox Store Rd., Floyd, Virginia. \$10 per  
person. For more information: (540) 745-6363, or  
see [www.ambrosiafarm.net](http://www.ambrosiafarm.net).

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## Friday, May 9

**David Simpkins**

**Third Street Coffeehouse, 7:30-10:00 p.m.**

Admission is FREE; donations appreciated  
Third St & Mountain Ave, downtown Roanoke  
VA 24015. In the basement of Trinity United  
Methodist Church -- (540) 344-6744 (ext 309)  
[Third Street Coffeehouse website](http://www.thirdstreetcoffeehouse.com)

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## Friday, May 16

**David Simpkins**

**The Coffee Mill, downtown Radford, Virginia  
7:00-9:30 p.m.**

Admission is FREE; donations welcome  
1144 E Main St, downtown Radford VA 24141 --  
(540) 267-3008  
<http://www.coffeemillonline.com>

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## Saturday, May 17

**David Simpkins**

**Radford Farmers' Market, downtown Radford,  
Virginia**

**10:00 a.m.-noon**

Admission is FREE; donations appreciated. Main  
St., Downtown Radford, Virginia 24141. For more  
information:  
[www.mainstreetradford.org/market.php](http://www.mainstreetradford.org/market.php)

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## Friday, May 23

**David Simpkins**

**Coffee Buy the Book, Pulaski, Virginia  
6:30-9:00 p.m.**

Admission is FREE; donations appreciated  
10 W Main St, downtown Pulaski VA 24301 --  
(540) 980-4424  
<http://www.coffeebuythebook.net>

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## Friday, June 6

**Frank Dieter**

**The Griffin Bookstore and Coffeeshop,  
Fredericksburg, Virginia, 7:30 p.m.**

For more information see  
[www.thegriffinbookshopcoffeebar.com](http://www.thegriffinbookshopcoffeebar.com)

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### Friday, June 20

**David Simpkins**

**Coffee Buy the Book, Pulaski, Virginia**

**6:30-9:00 p.m.**

Admission is FREE; donations appreciated  
10 W Main St, downtown Pulaski VA 24301 --  
(540) 980-4424

<http://www.coffeebuythebook.net>

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### Saturday, June 28

**David Simpkins**

**Radford Farmers' Market, downtown Radford,  
Virginia**

**10:00 a.m.-noon**

Admission is FREE; donations appreciated. Main  
St., Downtown Radford, Virginia 24141. For more  
information:

[www.mainstreetradford.org/market.php](http://www.mainstreetradford.org/market.php)

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### Saturday, July 19

**David Simpkins**

**Radford Farmers' Market, downtown Radford,  
Virginia**

**10:00 a.m.-noon**

Admission is FREE; donations appreciated. Main  
St., Downtown Radford, Virginia 24141. For more  
information:

[www.mainstreetradford.org/market.php](http://www.mainstreetradford.org/market.php)

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### Friday, July 25

**David Simpkins**

**Coffee Buy the Book, Pulaski, Virginia**

**6:30-9:00 p.m.**

Admission is FREE; donations appreciated  
10 W Main St, downtown Pulaski VA 24301 --  
(540) 980-4424

<http://www.coffeebuythebook.net>

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### Friday, August 1

**David Simpkins with very special guests**

**Third Street Coffeehouse, 7:30-10:00 p.m.**

Admission is FREE; donations appreciated  
Third St & Mountain Ave, downtown Roanoke  
VA 24015

Basement of Trinity United Methodist Church --  
(540) 344-6744 (ext 309)

[Third Street Coffeehouse website.](http://www.thirdstreetcoffeehouse.com)

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### Saturday, August 16

**David Simpkins**

**Radford Farmers' Market, downtown Radford,  
Virginia**

**10:00 a.m.-noon**

Admission is FREE; donations appreciated. Main  
St., Downtown Radford, Virginia 24141.

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### Saturday, September 13

**David Simpkins**

**Radford Farmers' Market, downtown Radford,  
Virginia**

**10:00 a.m.-noon**

Admission is FREE; donations appreciated. Main  
St., Downtown Radford, Virginia 24141.

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### Friday, October 10

**SVSA performing songwriters "In the Round"**

**Third Street Coffeehouse, 7:30-10:00 p.m.**

Note: No Open Mic this week.

Admission is FREE; donations appreciated  
Third St & Mountain Ave, downtown Roanoke  
VA 24015. In the basement of Trinity United  
Methodist Church.

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### Saturday, October 18

**David Simpkins**

**Radford Farmers' Market, downtown Radford,  
Virginia**

**10:00 a.m.-noon**

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**Next Meeting: Wednesday, March 26**  
**Third Street Coffeehouse, 7:30 p.m.**

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