

# SongwritersNotes

28 Years Supporting San Diego Songwriters

Volume XXIV • September 2010

## The San Diego Songwriters Guild

SDSongwriters.org  
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268 Governor Drive, # 326  
San Diego, CA 92122

Note the new address above!

### 2010 SDSG Board of Directors

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*Paul Santos of Sage Management*

## Oct 12 Pitch Session

**A fantastic opportunity for performing songwriters**

**Paul Santos** has worked in the music industry for almost 30 years, counting among his clients Warner Bros., Reprise, Rhino, Columbia, Concord, Sony Classical, Shout! Factory, Epic, Universal Records, Verve, Rounder, Universal Classics, RCA, J Records, EMI, EMI Classical, Virgin, Capitol, Blue Note, Matador, Hollywood, Disney, Vanguard, Six Degrees, Razor & Tie, ATO, Red Ink, and more.

Paul will be with us at Swedenborg Hall on October 12 looking for **working acts** – meaning acts that are actively playing live, building a local or regional following and have **the desire and ability to play 100+ shows a year**. Paul is interested in all genres except Hip-Hop, Rap, Metal, or Classical. **Originality is a criteria Paul stresses as essential.**

**Tuesday, October 12, 2010 7:00 PM**

**Registration Opens at 6:00 PM**

**Swedenborg Hall  
1531 Tyler Avenue  
San Diego, CA 92103**



Free Admission for SDSG Members  
Public Welcome -Admission \$10.00  
Pitch Fee: \$5 per song (2 max) Members  
\$10 per song (2 max) Non-Members

Parking is available across the street from Swedenborg Hall in the school lot.

SDSG Memberships available at [SDSongwriters.org](http://SDSongwriters.org) or at the Door.  
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# From the Songwriter's Desk



October 12 brings the second SDSG Pitch Session in a matter of weeks. Hot on the tail of a very productive session with Jeff McCullough of Tree Hill Media, **Paul Santos** of **Melodica Music Marketing** and **Sage Management** will be joining us at Swedenborg Hall to listen to your music. This edition of Songwriters Notes is an abbreviated one... we at SDSG just want to be sure you know about the opportunity presented by Paul's session.

Pitch Sessions have always been among the most important, educational, and exciting events hosted by SDSG. The Pitch Session is an opportunity for performers and writers to present their work to an industry professional seeking songs and/or artists for current and future projects. Check out the article on page three of the last edition of Songwriters Notes for general information about Pitch Sessions with SDSG.

**Jeff McCullough's** session on Wednesday, September 22 was epic. Possibly one of the longest sessions ever conducted by SDSG, it was an *amazing* evening during which Jeff (a consummate pro producer/engineer with stellar credits) offered countless insights into the music business, detailed critiques about every song pitched, and picked up a significant number of songs for further consideration. Those who attended understand the value of the information offered by Jeff, and we at SDSG extend a sincere Thank You for the time he generously shared with us.

Jeff's stated focus during the session was songs for **helene**, a vocal artist whose album he is now producing. Fortunately for SDSG members who attended and pitched, Jeff's musical needs had expanded with several new deals he secured since we established the pitch criteria, so a broader range of material than might have been anticipated was picked up. Congrats to all the writers whose work Jeff selected!

**Moving on to October 12, Paul Santos** brings to San Diego almost 30 years of working experience in the music industry. For the past 11 years, Paul has focused his energies within his company, **Melodica Music Marketing**. Founded in 1999, Melodica produces and implements multi-platform, creative strategies and services utilizing non-traditional specialty retailers, compilations, promotional partnerships, and an extensive database to reach clients' audiences. Melodica's services compliment the in-house staffs and work of record companies and produce multi-online & offline impressions outside the traditional record industry marketing streams. Melodica's Clients include: Warner Bros., Reprise, Rhino, Columbia, Concord, Sony Classical, Shout! Factory, Epic, Universal Records, Verve, Rounder, Universal Classics, RCA, J Records, EMI, EMI Classical, Virgin, Capitol, Blue Note, Matador, Hollywood, Disney, Vanguard, Six Degrees, Razor & Tie, ATO, Red Ink and more.

While continuing his work with Melodica, Paul has recently branched out into Artist Management with **Sage Management**, where he is responsible for talent acquisition and placement. Among Sage's clients is **Isaac Russell**, an eighteen year-old singer, songwriter and guitar-playing troubadour who made his Columbia Records debut in August with the release of his stunningly-affecting five-song self-titled EP. With his extensive industry contacts, Paul was instrumental in securing the Columbia deal for his client, and will be in San Diego on Tuesday, October 12 looking for original artists interested in building a following and career through live performance. **If you meet the criteria set forth in our front-page article, you simply cannot afford to miss Paul's SDSG session.**

*PS: The 2010 SDSG Song Contest is coming in November. So get those demos together!*

**Mark Charles Hattersley** SDSG Advisor  
*Mark@RagingBohemian.com*