

## Music for fun and profit

### Seminar teaches how to get started in the business

BY ELLEN S. WILKOWE  
DAILY RECORD

Myspace page? Check. EPK (Electronic Press Kit)? Check. College radio play? Check. These are just a few bare bone resume builders that veteran music industry consultant Eugene Foley will recommend to unsigned independent artists at the debut of the North Jersey Music Seminar and Showcase Nov. 18. It all goes down at noon at the Darress Theatre in Boonton and concludes with two showcase performances by Kinnelon-based Roots of Rebellion, a melodic hard rock band, and Delaware's JParis, of the "Green Day meets Blink 182" school. Cost is \$20 for the entire day or \$5 for just the showcase.

Foley, the founder and president of Foley Entertainment, and producer Blake Althen of Human Factor have stepped in to provide their expertise to assist unsigned artists. While Foley drives home artist development, Althen will dish out tips on song evaluation, arrangements and sound quality.

"It's not like years ago when I would call up A&R and say I have an artist and send in a demo," said Foley, author of "Artist Development: A Distinctive Guide to the Music Industry's Lost Art." (Foley Entertainment Inc., \$12.95) "Now they ask 101 questions like, How many friends on Myspace do they have? How many hits? How many college radio stations are they played on?"

Web sites like Myspace.com and PureVolume.com have proven crucial in bolstering exposure for independent artists.

"The Internet has helped level the playing field," he said. "Bands can put their music out there, their pictures and show dates. It's very different than five-10 years ago where bands had to pay big bucks to sustain public relations."

Planting "backyard" roots such as air time on local college radio stations and scouting out artist-friendly clubs -- "what few are left in New Jersey" -- for shows also rank high on Foley's list of essential building blocks.

Must-play venues include New York City's Arlene's Grocery, Mercury Lounge and Lion's Den, and in New Jersey: Maxwell's in Hoboken, the Stone Pony in Asbury Park and Café Arabica in Morristown.

"The business model is different even from three years ago," he said.

Foley also collaborated with Columbia Records recording artist Steve Parry in 1996 for his book "How to Make Music in 6 months ... or 18 years." He has since ceased its circulation claiming it's "hopelessly out of date."

No stranger to the independent music scene, Foley spent the '80s playing the New York, Hoboken and Asbury club circuits with two bands: Cypress and Strike-2.

"The singer and I graduated college and I got accepted into law school, he got into chiropractor school and that was it," said Foley.

In addition to a law degree, Foley also boasts a Ph.D. in political science.

In 1989, he founded Foley Entertainment and has worked with producers, engineers and songwriters for U2, Britney Spears, Santana and Ozzy Osbourne.

But providing an assist to unsigned artists has been his main gig "since day one," he said.

Just ask Kurt Wubbenhorst, drummer of Roots of Rebellion, a five-piece Kinnelon-based "melodic hard rock" band. The band formed in 2001, released its first album in 2004 and continue to plow ahead despite being scattered at different colleges.

Wubbenhorst credits working with Foley for helping them receive more exposure in terms of press, air time on radio stations and shows. They recently opened for Kings X and Powerman 5000 at Starland Ballroom in Sayreville and played at The Stone Pony in Asbury Park.

"He is less of a manager and more of a coach," said 19-year-old Wubbenhorst. "He is helping steer us in the right direction."

Singer/songwriter Deb Ferrara of Long Valley, founder of New Jersey Songwriters in the Round showcase, has also provided a haven for original artists to perform their music and network. The 4-year-old showcase convenes every third Tuesday at Maxwell's in Hoboken.

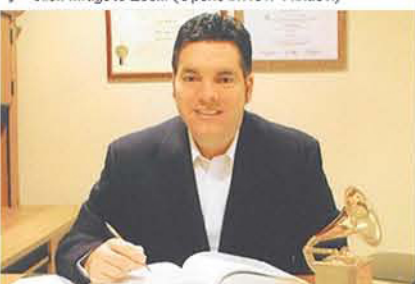
Ferrara handpicks artists who submit their electronic press kits through sonicbids.com, a portal for musicians and promoters to connect.

"I can listen online, see where they're playing, read reviews all on one Web site," she said. "With everything right in front of me, I'm able to put together the best and most diverse shows. When I do a special event -- such as the film/TV music panel last spring or the breast cancer benefit -- I can reach more people by advertising it on Myspace -- sonicbids -- various Web sites and message and bulletin boards."

Ferrara, too, touts the Internet for helping expand the New Jersey Songwriters in the Round series.

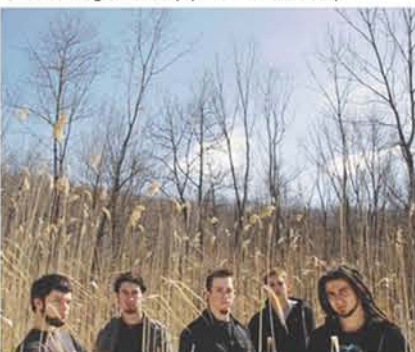
"We can reach more people and now will get artists who are touring -- from as far away as California, looking to make a stop in New Jersey ... and they found the show through the Internet," she said.

Click Image to Zoom (Opens in New Window)



Music industry veteran Eugene Foley, president of Foley Entertainment, will share some getting-ahead tips.

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COURTESY OF ROOTS OF REBELLION  
Roots of Rebellion, a melodic hard rock band, has worked with Eugene Foley in his artist development series. They will perform Saturday following the seminar.

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Kinnelon-based Roots of Rebellion released its first album in 2004.

#### NORTH JERSEY MUSIC CONFERENCE AND SHOWCASE

Nov. 18: Noon-6 p.m.

Seminar: 1-3:30 p.m.

Showcase: 4 p.m., featuring Roots of Rebellion, JParis

Venue: Darress Theatre, 615 Main St., Boonton

Cost: \$20 for seminar and showcase; \$5 for showcase

only; \$15 for students

To learn more: [www.foleyentertainment.com](http://www.foleyentertainment.com);

[www.humanfactor.net](http://www.humanfactor.net); [www.myspace.com/ror](http://www.myspace.com/ror);

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