

STREET SCENE

Book uncovers the secrets of the music industry



STEPHANIE A. CASOLA

You don't have to twist my arm to get me to admit I've always been intrigued by the music business. There is no Cinderella story sweeter than those which star an up-and-coming talent who breaks into the radio or video charts with a new sound, a new style.

But the industry itself demands so much more than talent and the will to succeed to create a star. Glass slippers aren't fit for just anyone. That's what makes the voices we hear on the radio and TV so much more interesting.

My interest in the behind-the-scenes side of this industry started at age 11. My best friend had cable TV, you see. And for kids in the '80s, cable meant one thing — MTV. There was nothing else like it, 24 hours of popular music. Forget the "Real World" marathons you see today. MTV was "Rock Blocks," hip veejays, and game shows like "Remote Control" that rewarded viewers for possessing useless knowledge

With 170 pages and two supplementary CDs, Eric Kline covers interviews with those in-the-know.

— this was a kid's dream.

After a good amount of begging I convinced my parents we needed cable. The day it was installed, ironically enough, I came home from visiting an MTV event, "The Museum of Unnatural History," at Twelve Oaks Mall in Novi. I turned on the TV and there it was — music you could see.

The obsession began. I wanted to know how musicians rise to success; what it takes to get a record deal, what kind of lives these rock heroes lead. I bought so many magazines and cassette tapes my mother cringed at the sight of my growing collection. Meanwhile, a man named Eric Kline sought all those answers.

Kline, who grew up in the suburbs of Boston, became senior producer for the Box Music Network, where he learned all aspects of the music business. With more than 350 commercials, documentaries and television to his credit, Kline sought

to teach future generations of musicians and industry moguls what he found out.

With the help of performers like Big Bad Voodoo Daddy and Ice Cube, and those on the flipside like Tony Bongiovi, record producer and engineer, and Larry Flick, talent editor at Billboard Magazine, Kline has put together a definitive guide for musicians and music fans with "Inside the Music Business: The Power Players."

With 170 pages and two supplementary CDs, Kline covers interviews with those in-the-know. Learn about the production costs of making music, hints on self-promotion, what to know about the music video business, as well as what to look for in an agent, a personal and a business manager. The interviews are filled with insight on how to succeed and how popular music has evolved.

Here's a peek at some of the pearls of wisdom Kline uncovered:

Scott Moriss of Big Bad Voodoo Daddy ... On style

"When we play live the reason why we wear the suits and the reason we wear hats and the

reason why we have such a big presentation is because that's the roots that this music was formed on ... We have respect for that."

Terry Alexander, DJ WEDR 99 Jamz in Miami ... On making it on the radio

"Radio has a way of weeding out the weak. If you're just in it for a job or a paycheck, then you can't stay too long."

Shawn Stockman of Boys II Men ... On people you trust

"The industry can corrupt people so quickly and screw you up so bad that if you don't have the right people around you, you just fall into the same pitfalls as many other artists."

"Inside the Music Business: The Power Players Conversations with Eric Kline" is published by E. Kline Publications Inc.

Stephanie Angelyn Casola writes about popular music for the Observer & Eccentric Newspapers. She can be reached at (734) 953-2130 or e-mail at scasola@home.com.net. To send a fax, dial (734) 591-7279.

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