

# SongLink

INTERNATIONAL 20 YEARS 1993-2013

## 20 YEARS OF SONGLINK AT MIDEM

LONDON, JANUARY 2013: MIDEM veteran **David Stark**, MD and publisher of SongLink International tipsheet is making his 36th visit to Cannes, his first visit being in 1976 as International Press Officer for Decca Records UK. He has also attended in the past representing such publications as Billboard, Music & Media and Sound Engineer & Producer magazines, before establishing SongLink in 1993 as the leading "who's looking" tipsheet for music publishers and songwriters. He also edits and publishes Cuesheet Music Report for Film/TV and media composers & publishers, which details upcoming productions needing soundtrack music, full scores or songs.

"MIDEM and the music business has changed a lot since those days", says Stark, "but it's still one of the most important events for music professionals, especially for catching up with old friends from around the world and making new ones. You never know who you might bump into, and now that the marketplace has contracted somewhat in recent years, it's actually easier to find people and spend quality time to talk business with them. As usual I'll be promoting SongLink tipsheet which celebrates 20 years of success in 2013, and I'll be keeping my ears open for any opportunities for songs, music and songwriters or composers wanted for projects of all kinds, from brand new artists to established stars, as well as music for film, TV, advertising and other media.

"I'll also be hooking up with a couple of old MIDEM friends, among others, who have enjoyed recent success thanks to listings in SongLink. Firstly writer/composer **David Mindel** of Soul Music Ltd, who now lives in the south of France and hosts great lunches during MIDEM by the Carlton beach, has just placed a song with an exciting new female soul artist in the UK. Her producer Andy Haldane placed a lead in SongLink just a couple of weeks ago and has had a terrific response from all over the world, but tells me David's submission was the most "brilliant and bang on the money".

"Secondly, my old pal **Gerard Kerkvliet** of C&G Music Partners, who also happens to live locally in Nice, has been looking for songs for his artist Hilda, an up-and-coming Texas-based singer/songwriter with her own band. Gerard just informed me that at least seven or eight songs on the album will be ones he's chosen from many SongLink submissions over the past year and a half, which is great news for all the writers and publishers involved. It just proves that the old model still works if you spend the time and energy and getting it right and making the best record you can, with the best songs you can find. These are just two examples of how SongLink can help to A&R projects, and virtually every week brings similar success stories which we post on the SongLink website on a regular basis."

**EDITOR'S NOTE:** SongLink was launched in 1993 by David Stark, who has worked in music since the mid-70s in press, promotions and publishing. A songwriter & musician himself, he's known as one of the most connected people in the music business, and is a familiar face at industry events as well as often being a jury member at song contests around the world. He is the recipient of a BASCA Gold Badge, and also presents the **SongLink Prizes** to two songwriting students every year with **Sir Paul McCartney** at LIPA Graduation Day in Liverpool.



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