

E-SUETERRY-C

'ESOTERIC'

September 21, 2009

SAXOPHONE
MUSIC
JAZZ
TAIJI QUAN
HUMOR
INSPIRATION
IDEAS



Winner of Title Contest Albert Bitton

Last week I asked for reader suggestions for a title for this newsletter, and I'm pleased to announce that the winner is Albert Bitton, of East Hampton, New York. He suggests that the name "E-SUETERRY-C" be pronounced like the word "esoteric", but I also like the pronunciation "e-sueTERRicy" (rhymes with 'me do heresy'). So take your pick.

Is this a newsletter or a blog? Hell if I know. I'm experimenting with this format, and lucky you, to be in on the ground floor of . . .whatever this is. The newsletter will be posted every Monday. Future content will include not only photos and hyperlinks, but also video, guest bloggers, and whatever else comes to mind. [PLEASE write in with your suggestions!](#) Your wish is my command! (When was the last time someone said that to you?)

Back to Albert. He is the owner of [Cafe Cafe](#) in New York City's Soho neighborhood. This is an absolutely great place to meet someone for coffee or lunch, or come by yourself and people-watch from the balcony. (No diving allowed.) Albert is also a partner in [Dr. Alejandro Junger's CLEAN Program](#), a revolutionary detox program designed to help restore the body's natural ability to heal itself.

Thanks Albert--you rock!

Adding Value To The Product sign here

The other day I was engaged in a most amusing modern pastime: window shopping. The window in question was the Google search window, and the item on display in the window was my name. Since trolling the Internet in the past has unearthed a review or two, I figure it's worth it to cast the old net once in a while and see what flotsam and jetsam and old boots float to the surface.

Well well, here's something interesting. My album *Pink Slimy Worm--Compositions & Improvisations For Solo Saxophone* has turned up on [Jazz Record Revival dot com](http://JazzRecordRevival.com), in the "autographed records" section. The disc is signed by me with the inscription "to my colleague Kenny Davern". Evidently Kenny's collection, or some of it, ended up here after his death.

[Pink Slimy sells for \\$14.98 on CD Baby](#). But here it is being offered for \$24.99, an increase of over 60%! Were I to indulge in the thought that the price increase is due to my autograph, rather than any acquired cachet vis a vis the disc having belonged to the late great Kenny Davern, I would surmise that my autograph therefore has a value of \$10.01 in the marketplace.

This begs the question, should I autograph all my discs? The answer, of course, is no. I paid good money for that shrink wrap.

Ah, I have it! I will offer up autographed CDs against the disc at JRR.com! Attention Shoppers: don't pay \$24.99 for *Pink Slimy Worm--* buy it from me for only \$21.95! This is obviously the ideal solution.



Study with Sue On the Internet!

Do you feel confident about your playing? Is distance, or time, preventing you from getting the help you need to improve? TAKE ACTION. The point of power is in the present moment. For a limited time, you can get a lesson with the

"Superwoman of Jazz" and "High Empress of Cool" author of *Practice Like The Pros* and the *Step One Sax/Clarinet series--Sue Terry*. On the Internet! There's nothing like a private consultation with an expert to jump-start your playing and understanding of music.

*Join the A LIST at
<http://sueterry.net>
for the free weekly
newsletter*

BRET PRIMACK, OTHERWISE KNOWN AS THE "JAZZ VIDEO GUY", HAS RELEASED THE [FIRST IN A SERIES OF VIDEOS](#) MARKING THE CENTENNIAL OF FIVE SEMINAL FIGURES IN JAZZ: LIONEL HAMPTON, JOHNNY MERCER, BEN WEBSTER, ART TATUM AND LESTER YOUNG. ALONG WITH GREAT CLIPS OF HAMP, YOU'LL SEE COMMENTARY BY WRITER ASHLEY KAHN, PIANIST AND PUNDIT DR. BILLY TAYLOR, AND A CAMEO FROM ME.



Musician's Corner

How To Make Your Own Samplers

Getting tired of handing out free copies of your CDs that cost you \$\$\$? Why not make your own CD Samplers with your computer and printer, and give those out to clubs, radio announcers & journalists, instead of giving out your CDs with the expensive packaging. If you have more than one CD out, this is also a good way to have tracks from all your albums on one spiffy-looking disc.

Materials needed:

- Computer with iTunes installed
- Printer
- Paper
- X-acto paper cutter (optional)
- disc labels & software (optional)

1. In iTunes, import your CDs (import as 320 KB mp3's for higher sound quality).
2. In List View, make a playlist with the songs you want to have on your sampler. Title your playlist "Your Name Sampler." Change the tune sequence around till it's the way you want it.
3. Assign album artwork to each song. If iTunes does not add the artwork automatically, just drag a photo of your album cover into the artwork space in the "Now Playing" window, while the tune is playing. If there is no CD cover, then put a photo of you or your band in that spot. Have six different photos for maximum effect. You'll see why in a minute.
4. Burn your CD
5. While the playlist is showing in the iTunes window, go to File--Print.
6. Select "CD Jewel Case Insert." Select "White Mosaic" in the menu box. This will give you a beautiful color cover with images of all your albums, or other photos. The mosaic will be the front cover of your CD booklet, and the tune list will be the back. You can also select "Black & White Mosaic." Print.
7. Go to your text program, and write what you want for the inside of the booklet. This is a good place for more details, such as info about the albums, personnel, contact info, etc.
8. Print out a test page of your text. Check the page layout by placing it against the cover page and holding them both up to the light. You will need to re-position the text in your text program so that it's inside the crop lines of the cover page. Keep experimenting with placement till it's correct.
9. Re-insert your cover page so that the text will print on the back of it. Print.
10. Crop the sheet according to the crop lines on the cover sheet. An X-acto paper cutter is relatively inexpensive and works great for this.
11. Fold the cropped sheet, and there you have the booklet for your sampler!
12. (Optional) Print out labels for your discs for the ultimate effect. Memorex Expressit has nice labels with free software. The full sheets have spaces for spine labels and return mail labels as well. You could also just label the discs with your name & contact info on a small address label and stick that on the disc.

- N.B. 1. If you're using a MacBook, DO NOT put labels on discs before burning them. MacBook don't like dat.
2. If you're using slim-line jewel boxes, trim spine labels so they fit.
 3. When burning, don't insert the blank disc until you get to the final "Burn" button. Then it will ask you to insert a blank disc.
 4. If you're using plain old white paper for your cover, don't use a bold font on your text side. It will show through on the other side and ruin the look of your cover.
 5. If you really want to get fancy, buy a glossy paper (back side can be plain) that works with your printer. Then the cover will look even nicer.

Have fun!