

DANIEL MANDEL

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2009



SONGVAULT.FM

ALL THE BEST INDEPENDENT MUSIC, ALL THE TIME

4 STAGES OF SONG CERTIFICATION
ONLY THE BEST MAKE IT TO THE TOP
ARE YOU IN THE VAULT?

SongVault: Why is this Important?

**COMMERCIAL RADIO MAKES MONEY SELLING
AIRTIME TO ADVERTISERS: INDIE RADIO ALLOWS
LISTENERS TO CHOOSE**

This may be just obvious, but I think it bears repeating. Radio stations profitability comes from selling commercials to advertisers. Advertisers want to reach the largest possible audience. The result is the old worn out cycle of trying to play only what is known to be very popular or music that sounds very similar. I think that is why when a shift takes place — like what happened back when Nirvana broke on the radio — they actually didn't sound like what was currently on the radio.

So now with the internet — and sites like SongVault.fm there is a new paradigm a new way to listen. This is how SongVault.fm describes their site:

SongVault is a song certification website that promotes and markets independent artists with the "Best of the Best" songs on our Internet radio network. All independent artists are welcome to upload their songs to audition and go through our song qualification process that we've made as fair as possible.

SongVault auditions independent artists of every genre through a 3 stage qualification process. The general listening audience vote what songs qualify to move up the 3 stages and finally getting placed on the SongVault radio network and music directory. SongVault's certification helps build a radio network and music catalog based on "quality, not quantity".



INDIE ARTIST

I decided to create a new section starting in 2009. I really want to make this newsletter something of value. One way that I can do this is to highlight some of the indie artists that I come across and share them with you.

I'll kick off this section with Joel Ackerson who I saw perform at a local house concert up in Mill Valley. He has a powerful baritone, he plays a baritone guitar and he is a gifted songwriter. Check out his song 'Change'.

Website: <http://www.joelackerson.com/>



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Video News

SUBMIT YOUR PHOTO

REMEMBER WHO I AM is on its way to become my next video. Actually OUR next video. I am asking you — all my friends and fans to submit their inspirational photo that is a reminder of who you are, and any words or story that provides meaning. To find out more and submit go to:

<http://danielrmandel.com/photos/PhotoContest/PhotoContest.html>

Billy Foundation

'THE BRAVE'

FUND RAISER

For our next show (March) we are planning a fund raiser party. All proceeds will go to the Billy Foundation. This is a very wonderful non-profit group. That has a long history of AIDS/HIV outreach in the Bay Area. I am honored to help them sustain their organization.

If you are interested in hosting your own home concert, or maybe you'd like to arrange a show as a fund raiser for a cause of your choice— send a message to mailto:dm_music@comcast.net.

Questions? Send me an email @ dm_music@comcast.net

Remember Who I Am

PHOTO CONTEST SUBMISSION



Touch is the most primal and powerful of the senses. When it is good, when it is nurturing and loving, it's ability to heal can be monumental.

When I was gravely ill with AIDS, I suffered one loss after another. Neuropathy in my feet meant I could no longer drive, then wasting took away my ability even to walk. Side effects from drugs caused ringing in

my ears and sight loss... but one thing remained as tangible as ever: touch. When everything else was failing, touch was the miracle worker that brought the world back to me. I believe in the revitalizing power of touch to heal us physically, emotionally and spiritually and I urge you to support me and Positive Being in the practice of this belief.

Bringing touch to those with HIV is our way of supporting our community. Touch is so fundamental, especially when we're young, because it's how we learn to defend ourselves – how we learn not to burn or bruise or puncture ourselves. Studies show that babies and small children who get lots of touch thrive; they have a sense of security.

I know this from personal experience. Over a decade ago, during the worst of the epidemic, I felt vulnerable, isolated and, like so many of us, untouchable. But then getting massage regularly led to seeking out touch from others, exchanging touch with others, and finally becoming a massage therapist myself. Now I gladly give touch to others, as do all our volunteers, in hopes of healing and empowering those whom HIV has left feeling insecure, isolated and defenseless.

<http://www.positivebeing.org> - Bill Stern PhD., CMT Director