

selected RADIO airplay since 2020

Songs:

<https://larrylesser.com/airplay/> lists first known airplay of (so far, 12+ different) songs, some of which have been “in rotation,” such as the title cut played on [Ep. 34 of “Emerging Artist Showcase”](#) each Monday and Thursday in March-April 2020. In addition to Jewish Rock Radio, songs have aired on FM stations (in TX, NM, MA, etc.) which also broadcast their programs online.

Interviews:

15-minute [interview](#) (of me and album flutist Sabiha Khan) by host Louie Saenz on his February 21, 2020 “Focus on Campus” program, NPR station KTEP-FM

13-minute [interview](#) of me by host Marina Monsisvais on her July 18, 2020 “State of the Arts” program, NPR station KTEP-FM

PEER-REVIEWED ITEMS

[Finalist in FOUR categories](#) (including Album of the Year), [WINNER](#) of Best Humorous Song, and [invited performance](#) at the 2021 [New Mexico Music Awards!](#)
[article](#) in [Sept. 2021 issue](#) of *The Israeli Journal of Humor Research*

[article](#) in [fall 2020 issue](#) of (NewCAJE’s) *The Jewish Educator*

“[Bruria: Noteworthy Badass Woman of the Talmud.](#)” competitively-selected presentation for the 2020 UTEP Women's and Gender Studies Virtual Conference

“One-Way Train,” competitively-selected by Albuquerque Poet Laureate Mary Oishi for [3/15/21 National Endowment for Arts ‘Big Read’ event](#)

TRIBUTES (“SPARKS PLUGS”)

“Your songs are well done – a great delivery system for sharing your unique (and uniquely Jewish) point of view. Hatzlacha rabbah.”

■ Peter Himmelman

ASCAP-winning film/TV composer, singer-songwriter, recording artist, corporate trainer

“From silly to sweet, tender and imagery-evoking, Larry’s Jewish-folk album ‘sparks’ joy with strong songwriting and clever rhymes.”

■ Joanie Leeds

GRAMMY-winning recording artist/songwriter

“Larry Lesser's *Sparks* album is inspirational, educational, historical and sometimes just plain fun. ...the album never comes off as preachy or scolding....[Co-producer Bill] Radcliffe has enhanced Lesser’s songs and performance with the talents of Amalia Kelter Zeitlin on violin, Sabiha Khan on flute, Larry Karol on harmonies, and his own bass, mandolin, electric, pedal steel and lap steel guitar abilities. The result is a broader and more emotional performance of the songs when necessary that doesn't get in the way of the vocals or lyrics.”

■ Jose Antonio Ponce

Songwriter, author, actor, and producer (since 2005) of the New Mexico Music Awards

“Larry Lesser is a rebbe sharing a beautiful Torah in tune, and doing it with passion, wisdom, and love – of all Jews, of the entire tradition, and genuine appreciation of how each of us journeys with it. An amazing accomplishment, *Sparks* packs an incredible amount of Torah – along with equal measures of sweetness, beauty and joy – into just over an hour of music. One could spend years unpacking the texts which inspire this album’s tracks, which add up to a method for living with greater meaning, purpose, and love – both of one’s self and of others. What more could we need? And when could we need it more?”

■ Rabbi Brad Hirschfield

President, CLAL (The National Jewish Center for Learning and Leadership)

“Larry Lesser’s new album is both playful and soulful. His music not only creates the setting for his poetic messages, it also lifts the spirit. Larry’s thoughtful words shaped by Jewish ideals and values inspire thought and self-reflection.”

■ Rabbi Jerome M. Epstein

CEO Emeritus of United Synagogue of Conservative Judaism and President of NACOEJ

“The music rocks and the meaning rolls. *Sparks* brings joy to the ear and heart. This is Jewish soul in every sense of the term. Reflect and enjoy!”

■ Alan Morinis

Founder of the Mussar Institute

“I listened to every tune, and I am completely dazzled by your remarkable songwriting ability. The depth and poignancy of Seven Circles made me cry; the heart-opening Sparks, and the deeply personal and timeless Tearin’ the Sea, connecting heaven and earth. You really take clever irony to a hysterical new place with Spiritual Not Religious, and Bark Mitzvah is over-the-top brilliantly silly.”

■ Janice Rubin

ALEPH Mashpi’ah Ruchanit, award-winning photographer and recording artist

“With multiple layers of meaning and ways to connect, Larry’s album engages those new to Jewish learning or observance as well as those with long histories of loving and learning Judaism. The songs can be readily used to spark, apply, or reinforce Jewish learning – and they’re fun to listen to!”

■ Rabbi Eli Gewirtz

Director of Partners in Torah

“The depth of his songwriting, social consciousness, Jewish awareness, and his legendary sense of humor makes him a true standout in the canon of Jewish contemporary music. *Sparks* sparks deep thought, great laughter and is an album that, like our Torah, you will turn to again and again.”

■ Rabbi/Cantor Robbi Sherwin

President of the Women Cantors’ Network (and member of touring band Sababa)

“These songs are rich in Torah-Jewish content and values in a very adorable and unique style. I marveled over your ability to express so beautifully the words of our Sages Z”L from the Talmud and Mishnah and you capture the essence of their deep meanings with your incredible lyrics.”

■ Rabbi Shmuel “Torah Fiddler” Geller

Rosh Yeshiva of Ohr Yaakov Yeshiva (in Zichron Yaakov, Israel)

“So awesome that these songs are grounded in amazing midrashim! I love the ‘Two Pockets’ song – so beautiful! Glad to have new music to share as teaching tools!”

■ Rabbi Josh Warshawsky

Nationally-touring Jewish educator, musician, songleader, and composer

“Many Jewish musicians have come along to share powerful music. Very few create and share powerful music which also inspires the listener to follow them down the deep well of Jewish knowledge like Larry does. This album is for you, no matter how you engage with Jewish tradition (or don’t!)”

■ Rabbi Ben Zeidman

Temple Mount Sinai (El Paso)

“Many thanks, Larry, for the [online concert]. It offered comfort and distraction as we struggled to adapt to our new world of pandemic and sheltering-in-place.”

■ Congregation B’nai Zion (El Paso, TX) in its June 2020 newsletter

“There are some lovely delicate moments in your chord structures and expression that simply don’t happen with a flatpick. The textures you’ve chosen seem almost reflective of where you live in a hard-to-pin-down way – that’s cool. ‘Spiritual Not Religious’ is hilarious, smart, and awesome. ‘Stack the Stones’ is really powerful in its simplicity.”

■ Beth Hamon

Jewish educator, recording artist, songleader, and cantorial soloist

“The songs on this album are a new form of *Midrash*, expounding on *Torah* and *Talmudic* stories. The music brings the characters, ideals and lessons of Judaism alive. ‘One-Way Train’ and ‘Stack the Stones’ will move the listener to tears, bringing the lessons of the Holocaust into our lives and hearts.”

■ Karen I. Treiger

author of the award-winning book *My Soul is Filled with Joy: A Holocaust Story*

“it’s pretty rocking...witty lyrics and really nice guitar riffs as well!”

■ Ari Lesser (no relation)

Jewish rapper, singer, songwriter and spoken word artist

“*Sparks* is chockful of gems....It breathes new life and perspective into seemingly stodgy ideas....Lesser is a warm and thoughtful communicator, which shines through on *Sparks*.”

■ Rabbi Tzvi Gluckin

Speaker, educator, author, recording artist, guitarist, music journalist

“A project that no one else could have done. A unique blend of things that you value brought forth in cleverness, humor and tenderness.”

■ Nance Pettit

co-songwriter/artist (with David Wilcox) on *Out Beyond Ideas*; healing arts practitioner

“Wow! This album has so much variety. And so much heart. Twenty-four songs is an amazing effort. The world needs to hear your message.”

■ Joy Jordan

award-winning educator and mindfulness teacher

QUOTES IN PRINT/RADIO MEDIA

“emphasizes Jewish texts while going beyond narrow denominational interpretation.... quite unlike most Jewish music collections”

- Aaron Howard, in his Jan. 6, 2022 [feature](#) in Houston’s Jewish weekly newspaper, *Jewish Herald-Voice*

“Each song is very different. You hook the listener as soon as the laser touches the disc...the music is just incredible.”

- Louie Saenz, during his February 21, 2020 show

Host of weekly “Focus on Campus” program, NPR-station KTEP-FM

“the CD feels like a *maggid* singing stories”

- Mitch Gordon, during his March 22, 2020 show
Host of weekly [Jewish music program *Shirim*](#), WCUW-FM

“the folky tunes transcend denomination. Some are thoughtful reflections...while others...are playful romps.”

- author Jennie Latson’s review in the [fall 2020 issue](#) of *Rice Magazine*
quarterly periodical of Rice University

“heartfelt and educational”

- [KosherToday](#), Dec. 2, 2019 post by publisher/editor Menachem Lubinsky
leading trade publication on kosher for the food industry

“an ambitious album”

- [story](#) in Spring/Summer 2020 issue of *HaLapid*
biannual journal of The Society for Crypto-Judaic Studies

“New Mexico Music Awards Showers ‘Sparks’”

- [story](#) in Autumn/Winter 2021 issue of *HaLapid*
biannual journal of The Society for Crypto-Judaic Studies

“grounded deeply and accessibly in Jewish text and values”

- [story](#) in Feb. 2020 issue of *The Jewish Outlook*
monthly [newspaper](#) for the Austin, TX community

“Noted album features TBE connections”

- [story](#) in Sept. 2021 issue of *Adelante*
monthly [newspaper](#) for Las Cruces, NM congregation Temple Beth El

“deep, thoughtful, and sometimes funny songs”

- [story](#) by David Kimmelman in November 2018 issue of *The Jewish Voice*
monthly newspaper for the El Paso, TX community

“Let there be songs to fill the air”, [p. 27](#) of the August 20, 2021 issue of the *Las Cruces Bulletin*, 54(34)