SPARKS A-FLYIN' WINTER 2021-22 issue #7 Jan. 19, 2022

Welcome to the new issue of our quarterly newsletter – the biggest recent *SPARKS* news is:

- honored and happy to see "Two Pockets" will be played again on radio this Saturday evening (probably around 6:20ish Mountain Time; non-locals can listen online at https://www.ktep.org/), featuring the majestic pedal steel guitar of my co-producer, Bill Radcliffe

- Last issue I shared the exciting news about being a winner and performer at the 2021 New Mexico Music Awards and stories have subsequently appeared in congregational publications (e.g., *Adelante*), national periodicals (e.g., *HaLapid*), and Jewish newspapers like the *Jewish Herald-Voice* of America's 4th largest city: https://jhvonline.com/texas-songwriter-sparks-new-genre-of-jewish-music-p29979-152.htm. *JHV* interviewer Aaron Howard really "got" the album and asked deep questions and the feature took up a full half-page and was one of 3 articles given a promo box on the front page. Very grateful this will let a lot of new people find out about the album.

- excited to announce the debut of the first video for a song on the album! Directed by the insanely-talented Richie Barajas (B Natural Studios) and Lauren Davis, the video will drop the morning of Friday, February 4 on my Facebook and Instagram pages as well as at the album homepage https://larrylesser.com/sparks. Beyond it being a Friday (the industry's usual day to release new music/video), I chose Feb. 4 because it will be the 2-year anniversary of when SPARKS went live on the usual major platforms the month before the pandemic, and it will also be the 10-year anniversary of the first Los Tres Larrys y Alison concert of original Jewish music (including 4 songs that would end up on the album) and here's the flyer from that concert:

https://larrylesser.com/wp-content/uploads/2019/06/LosTresLarrys2012.pdf (all of its performers have *SPARKS* connections such as: Larry Karol sang awesome harmony on the closing track, Larry Bach was an incredibly valuable sounding board as I finalized much of the songwriting, and Alison Westermann's voice can be heard during the intro of one of the album's live tracks).

I'll close with a non-SPARKS story….

- I had written "The Wall" in 2013 and first publicly performed it at a 2014 concert (a followup Los Tres Larrys y Alison concert – this time in NM not TX), but never felt like it reached its full potential so I didn't put it on *Sparks*. While attending a Nov. 28, 2021 online concert by world-class Jewish songwriter Daniel Cainer, I was blown away by his new song "Guess You Had to Be There" and something in it told me that he would be a great person to bounce my song off of. My instinct was right because it led to a new joint version that I'm so happy with and look forward to sharing in a future release. The experience was a great reminder to trust our instinct and be open to collaborating and seeing the diamonds in the rough.

Stay well, everyone!
Larry