

# Hit Songwriting Strategies



**Change for the changing  
industry**

# Thornton Cline, moderator

"Love is the Reason" Engelbert  
Humperdinck and Gloria Gaynor

"Bottom of the Fifth" Tim Murphy

"Catch a Snowflake" Matt Newton

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"Songwriter of the Year " twice in a row

Dove and Grammy Award nominations

Over 150 major and independent  
recordings.

14 Published children's and adult books

#1 Amazon bestselling author



# Michele Vice-Maslin, producer, songwriter

#1 hit producer and songwriter  
Multiple Emmy Award winner  
Numerous worldwide hit songs with over  
5000 media music placements  
#1 "Get Over Yourself" Eden's Crush  
#1 "Contribution" Mica Paris

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# 1 worldwide hit, "Help Me" Nick Carter  
(Backstreet Boys)  
Top 10 hit, "Every Part of Me" Latoya  
(American Idol finalist)  
Emmy awards for music on GUIDING  
LIGHT (CBS) and ONE LIFE TO LIVE  
(ABC)  
Hit single, "Forever Tonight" Jonathan  
Butler  
Hit Disney single, "If Only You Knew"  
Savannah Outen



# Ted Perlman, producer, songwriter

Produced, arranged, recorded with Whitney Houston, Harry Belafonte, Bob Dylan, Diana Ross, Burt Bacharach, Ron Isley, The Manhattan, Joe Cocker, Ringo, Engelbert Humperdinck, Young MC and Chicago.

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Grammy Award winner for work with Burt Bacharach, "All this Time"  
#1 twice on Billboard "Everybody Loves Somebody" The 5 Browns with Dean Martin duet (mix)  
Extensive work for TV, film and jingles  
Pro endorser/consultant for major companies



# Gloria Loring, Singer, Songwriter, Actress, Author

#1 "Friends and Lovers" Gloring Loring  
and Carl Anderson  
Theme songs, "Diff'rent Strokes" and  
"Facts of Life"

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Actress and singer in television and  
drama series, movies of the week,  
theatrical productions

700 episodes (7 years) "Days of our  
Lives"

New York Times author

Lifetime Commitment Award

Woman of Achievement Award

Desert Theater League Award



# Jud Friedman, songwriter, producer

"Run to You" Whitney Houston

# 1 "I Don't Have the Heart" James Ingram

#1 "For the First Time" Kenny Loggins

Cuts by Barbra Streisand, Ray Charles, Rod Stewart,  
Charice, Toni Braxton, Chaka Khan, Leann Rimes,  
Oleta Adams, Tina Turner and Gladys Knight

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Over 65 million records/units sold worldwide

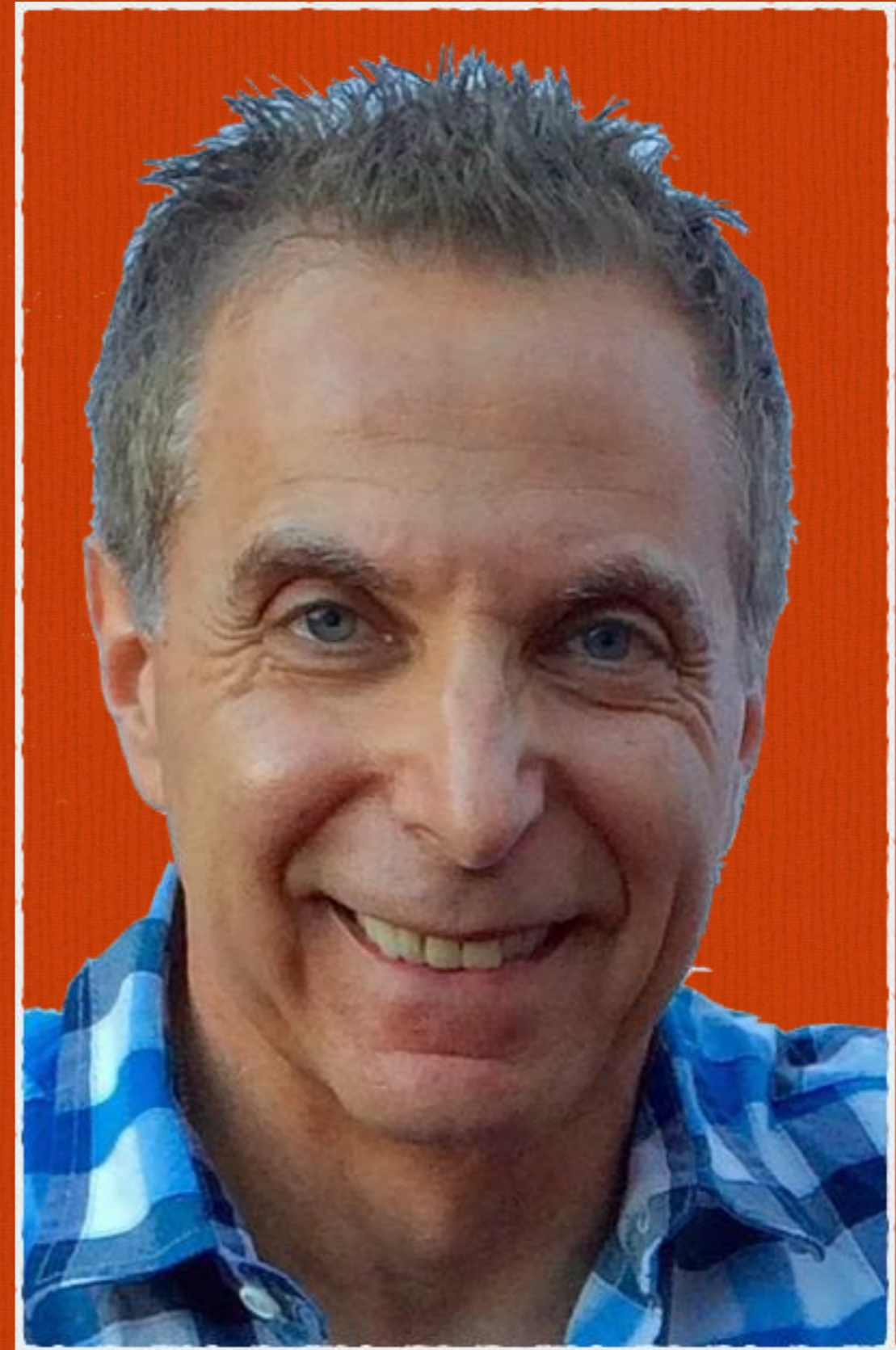
Soul Train Award

Nominations for 2 Academy Awards, 4 Grammy

Awards, 2 Golden Globe Awards

CEO and founder of qWaqq

March 2016 Grammy Museum celebration of 25-year  
career of Jud Friedman and Alan Rich





“Even if you write a hit song that’s streamed millions of times, you’re still not going to earn enough to pay the rent from streaming.” -NeYo

**Most important recent changes in the  
songwriting/music industry**



**How are you adapting to these  
changes?**

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**Songwriting strategies for the  
changing music industry.**

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# Challenges and frustrations

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**Future changes coming in the next 1 to 5 years**

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# Questions and Answers

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**Thank you!**

**Thornton Cline  
Michele Vice-Maslin  
Ted Perlman  
Gloria Loring  
Jud Friedman**