



Music & Sound

May 24, 2005

We're busy here at VideoHelper.

Aside from creating music, our minds are constantly working – which is quite a relief, because the rest of our bodies are playing videogames and experimenting with drugs. In order to facilitate our obscenely huge entrepreneurial drive, we, are obsessed with starting new ideas/companies that will not only make *our* lives better, but also make us richer, have better cars and be able to eat at restaurants.

However, not all of our “starter” companies flourish. Some examples:

NATIONAL ASSOCIATION of MUSIC BROKERS and LICENSING AGENTS (November 2004): A go-between for providers and licensors of music rights. A great idea, but ultimately destined to fail due to a poorly-chosen acronym. Apparently, NAMBLA is already an organization. And once the lawsuit's over, the FBI wants to have a word with us, too.

GOD, Inc (January 2005): The Bible appears on the bestseller's list every year, bringing millions in revenue for the publisher – but as far as we know, nobody was collecting author's royalties. That is, until we tried to. A short-lived company plagued by swarms of locusts and random pile-of-salt-related deaths.

CRAPPLE, Inc. (February 2005): Contrary to popular belief, you CAN polish a turd. But, consequently, they still don't sell. Even when you paint them white and sell them as the new “iPoo.”

“MOTIV-IN-OVATIONS” MOTIVATIONAL POSTERS (March 2005): Our worst selling poster was the image of a set of footprints in the sand, except our version ended with the line “And I asked, Lord, why in my hardest times, did you forsake me? And the Lord replied “What? A guy can't take a dump once in while? You're smothering me!”

SEE NO EVIL SECURITY (May 2005): Much like the TV show “Blind Justice,” which features a blind policeman, we jumped on this hot trend and started a service proving blind security personnel. A highly cost-effective and efficient security force, provided most lawbreakers continued talking – or at least answer when someone yells “Marco!” The company closed after a multi-officer pursuit ended horribly when a perpetrator crossed a busy street.

Until one of these ideas hits, we're forced to continue making CDs for you people. The newest release, Disc 29: “**INFONEWSDRAMATAINMENT**” has 61 new cuts designed to not only fill the need for light drama but also to return to our roots: music that works for news – but doesn't sound like news music.

Divided into four sections, the first group, INTENSE/DARK/DRAMATIC, includes “**On The Move**,” the easiest cut to edit EVER -- because it only uses one note -- and the slow, building stabs of “**Death Factor**.” The INFORMATIONAL/NEUTRAL section includes the impossibly frenetic but tightly wound gated synths of “**Know It All**” and the Techno-Organic, acoustic guitar-driven “**Observant Eye**.” The GRAND/POSITIVE/LIGHT section features everything from the orchestral Olympic-ish lushness of “**Wonderous Events**” to the aggressive, hit-filled pride of “**Presidential Persuasion**.” The last section, HUMAN DRAMA, features cuts that range from the overcoming-the-odds feel of “**In The Distance**” to the gentle, vinegar-and-water-tinged tones of “**Like A Summer's Eve**.”

COMING UP: keep an eye out for our newest ScoreHelper disc (disc 3) and our next disc, Disc 30: “**StereoAtypical**” -- a collection of specialty cuts that range from holiday cuts (Christmas, Fourth of July, Surrogate Mother's Day) to bizarre/novelty cuts that we GUARANTEE you've never heard in any other library before.

