



SONGS STUCK IN YOUR HEAD ARE CALLED "EAR WORMS"

But What About The "Sounds" That Make Songs?

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Know those annoying songs that stick in your head? **They're called ear worms.** A few of the biggest offenders: "Y.M.C.A.," and "Tik-Tok." How about the sounds that makeup a song? Growing up, lyrics made no impact on me. As an 80's child, I started to think about the riffs and the sounds that made music what it was in those days. As I have grown older (age unspecified) the lyrics have meaning now, but so do the riffs and sounds that make a song.

As radio picks songs that will make the younger listener take notice, while not losing the older core audience, should they keep in mind that the "sounds" in songs would make the impression for the younger crowd...while making a beneficial impact with the older audience in the lyrical sense?

Let's not discredit the power of sounds.... Have you been to the dentist when the drill comes on? (Even if you have never had the drill used, you know that sound), Have you heard a dog growling and think I can pet him?, Do you look when you hear a baby crying in public... does it get your attention?, An alarm clock sound means it's time to get up. Sound is what Radio is all about. Radio is a theater of the mind...it's just as imaginative as reading a book without the disappointment of going to see the book version in the movie theater because radio is "NOW" and conversational. **Radio is what you audience thinks it is.** The great thing about it is **there are several different opinions, which in return can create conversation and buzz.**

Think Younger Audience: Kids have cell phones that need cool ring tones. I had a cousin, age 12, whom had the beginning "Dum Dum Dums" of "Save A Horse" By Big & Rich as her ringtone because as she said "It was a cool sound"

Producer Dan Van Note: Sometimes It's The Anticipated Moment In The Song Like:

- **The Piano riff at the end of "I Need You Know" by Lady Antebellum**
- **The Dum Dum Dum's in the beginning of "Save A Horse" By Big & Rich**
- **The Whip at the end of "Baby Got Back" by Sir Mix A lot**
- **The Door close at the end of "Thriller" by Michael Jackson**

Sometimes...it's not just a lyric but a "sound". The 80's were a great example of how sounds played a role in making the music more viral to it's public. The electronic slam sound in the middle of "Twilight Zone" by Golden Earring and "Der Kommissar" by After The Fire, how about the heartbeat at the beginning of "It's The Heart Of Rock & Roll" by Huey Lewis or the "Untagblebin Gotta Globen" at the beginning of "Photograph" by Def Leppard or the ending punch guitar/drum riff on "Hurts So Good" by John Mellencamp.

Today's Country has "sounds" too...the beginning of "Hillybilly Bone" from Blake Shelton & Trace Adkins or the door slam after Shania Twain's "If Your Not In It For Love". The other day a jock talked over the ending of "It's 5'oclock Somewhere" by Alan Jackson & Jimmy Buffett. Talk about annoying. That sound has meaning and frankly gives that hit an appeal that most other songs don't have.

When you delete these "sounds" or "ear worm moments" from the song or jocks talk over them, you take the appeal away from the song or what they call today the "viral impact" of the song. The "Ear Worm" moment of a song.

Just one radio producer/music lovers opinion. What's yours? Email me at danvan1@fuse.net

Dan Van Phoner Ideas:

What song is stuck in your head...and why?

What sounds do you like or are most annoyed with in songs?

