

For a Local Children's Musician Songs Say So Much More in Video

Port Washington's best kept secret in music for the children may soon be revealed to audiences throughout the country as beloved musician and songwriter Jeff Sorg and his band make their first music video.

Sorg's award-winning tunes for the very young can be heard in playrooms, minivans, birthday parties and live concerts throughout the New York metropolitan area, and at the Parent Resource Center (PRC) in Port Washington where he has led his popular 'Songs Say So Much' music program for over 10 years. Recently, Sorg decided to take his local notoriety to the next level by creating a music video with the goal of tapping into a new generation of media savvy kids. "I have been thinking about this project for years because it combines my love of music and theater," explains Sorg. "But I didn't think it would ever become a reality until now."

That reality has been made possible by writer/producer and mother of two Vanessa Masri of Port Washington, who was introduced to Sorg at the PRC. "My family and I took Jeff's classes, purchased his CDs, attended his concerts and I—along with others who appreciate his talent—always thought he could go even further with his music."

And so the collaboration began nearly six months ago with Sorg's highly acclaimed CD *Carry Me* and a song selected from that compilation entitled *Monkey Bars*—a spirited tune that encourages interaction and action. "The song is always a huge hit at concerts," explained Masri, "we knew that it would be perfect for the music video." With a script in hand, Masri contacted Adriana Davis of Manhattan-based D-Squared Media who serves as the co-producer of the production. Masri and Davis later secured a shoot location at a private residence in Sands Point and pulled



Jeff Sorg with some supporting cast members.

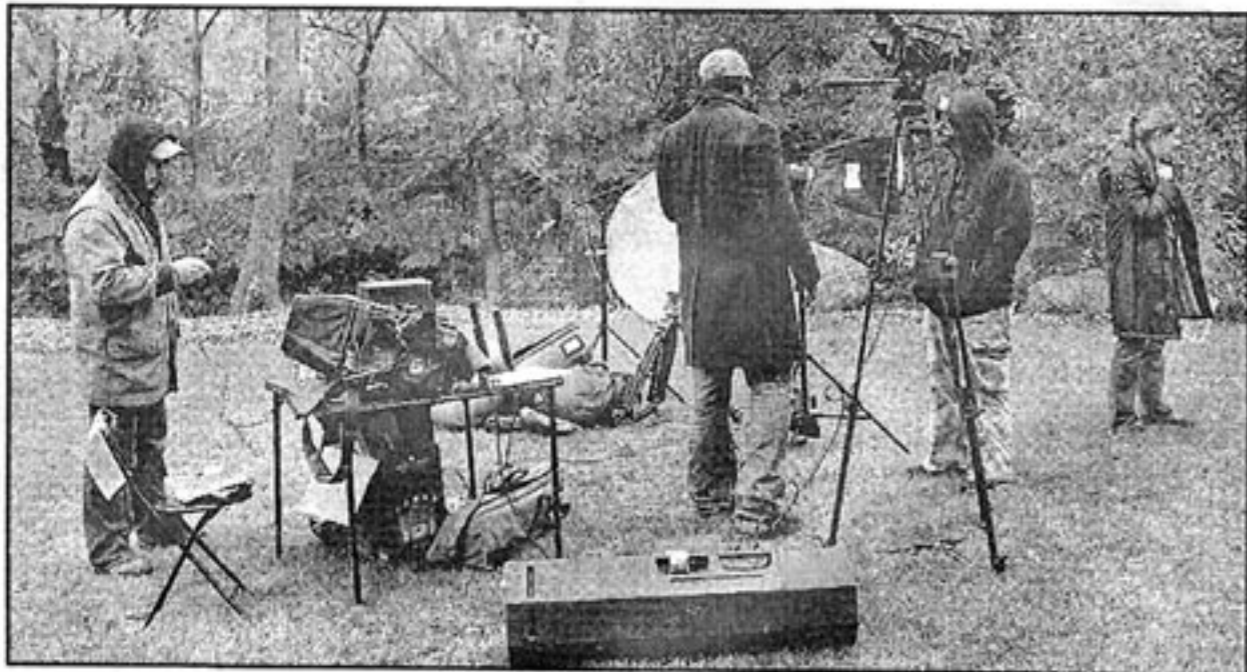
together a supporting cast of approximately 30 children, ages 4 to 10, all from the local area. Filming began on Oct. 24.

The premise of the music video appeals to the child in all of us, featuring Sorg and his musical ensemble—Steve Fishman, Dylan Murphy and Emily Sorg (Sorg's daughter, age 18, and stand-in for Jim Brown, an active band member)—con-

trasted with flashbacks to the group as an aspiring kid band. The children selected to personify the band members as youngsters are Sam Lobley, age 9, and Will Buckley, age 8 both of Sands Point; Talia Silverstein, age 9, of Port Washington; and Jake McDermott, age 7 of Melville. Video extras include students from the Dance Arts Centre in Port Washington. Beyond the casting call, volunteers from the PRC and surrounding community gave of their time and resources to ensure that the production went off without a hitch. Help was provided in the way of food and beverage donations, security and scheduling assistance throughout the day.

Once edited, plans for the video include packaging it with Sorg's 'Carry Me' CD for sale in book and music stores, as well as submitting it to well-known children's media outlets, such as the Disney Channel or Noggin, in anticipation that the video will be reproduced on a larger scale and reach an even wider fan base. "Whatever the outcome, I will always be grateful for the tremendous outpouring of community support," says Sorg, "the show couldn't have gone on without it."

For more information about Jeff Sorg's songs for children and when to catch his new video, visit online at www.JeffSorgmusic.com.



Production crew of D-Squared Media.



Co-producers Vanessa Masri and Adriana Davis.