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Parents/Kids Enjoy New Musical CD

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Parents will likely recognize several songs on the first release from MusicTALKING™, a new label offering compilation CDs for families with children in the 'tween' ages, defined as ages 6 through 11. The debut CD, *MusicTALKING about Goals & Values*, includes Aretha Franklin's "Respect" and Bing Crosby's "Swinging on a Star" together with 11 other original recordings of songs about ambition, char-

acter, and family.

MusicTALKING solves parents' dilemma in the musically-challenging pre-teen years. "What's available is either too juvenile, too mature, too violent, or too offensive," says Clyde Otis III, CEO of Laughing Owl Music and Media LLC, parent company of *MusicTALKING*. According to Otis, who developed *MusicTALKING* concept when he couldn't find suitable music

FRONT PAGE

for his own pre-teen children, both parents and kids will enjoy the mix of upbeat hit songs with clean, age-appropriate lyrics and positive messages.

"This biggest surprise was how easy it is to have light-hearted conversations with our children about significant topics just by talking about a song's content," said Otis, who resorted to mixing CDs for his youngest children.

(See MUSIC, p. 3) ^B

CD Includes Musical Hits, Discuss Lyrics, Instills Life Lessons

MUSIC (from p. 1)

Otis created Laughing Owl to bring *MusicTALKING* to market after research among parents confirmed their need and the conspicuous gap in the music industry.

"Parents need as many opportunities as possible to talk to kids about important character development and social issues. *MusicTALKING* provides that in the form of good entertainment," Dr. Duane Dyson, MD, FAAEM, Violence Prevention Institute. Planned future releases will have themes such as Friends & Relationships, Conflicts & Concerns, and Real Life.

MusicTALKING promotes conversations between parents and children as a primary benefit. The CD comes with a fun, pocket-sized companion guide for parents that includes lyrics, anecdotes and tips for using each song for character development. "The guide helps parents find ways to 'hook' their

child into enjoy the music and then reel them in to light conversation. With music, you can talk about family values without sounding preachy or heavy-handed," states Otis who is no stranger to the music industry. His father, the senior Clyde Otis, produced 17 consecutive Gold hits while working at Mercury Records in the 1950s and 60s.

The Laughing Owl/*MusicTALKING* slogan sums up the company's mission: "We promise parents of pre-teens good music, good times, good kids." Laughing Owl is currently offering substantial bulk discounts for children's organizations to use the CDs as fundraisers such as PTAs, Girl Scouts, and Boy Scouts among others.

The CD may be purchased by calling 800/849-4243 or online at <www.MusicTALKING.com>. U.S. orders only. The retail price is \$19.95 (plus shipping and handling).