

Lehigh Valley Italian-American Band

During the fall of 2009, Creative Sound Studios undertook the task of recording the Lehigh Valley Italian-American Band, a community concert band under the direction of Paul Chepolis and comprised of musicians of many different ages and occupations. Founded in 1984 by Matthew Cascioli and his father, the late Daniel Cascioli, the band began as a way to continue the traditions of the Easton Triple City Band, led by the legendary Charles Porrello. Since then, the ensemble has performed at many



venues throughout the Lehigh Valley and surrounding areas; everything from processionals and parades to concerts in

parks and at festivals. Their musical literature consists of the unique sounds of symphonic Italian marches, overtures, show tunes, Dixieland, traditional patriotic pieces and compositions passed down through the generations.

Twenty-five members of the band came into the studio one evening in September carrying their flutes, clarinets, saxophones, French Horns, trumpets, trombones, baritones, tubas, drum set, various percussion instruments

and timpani (well, the timpani were actually wheeled in). Having rehearsed extensively to work out any kinks and difficult spots prior to the recording session, the band was very well prepared. This contributed to a smooth running session.

After only a couple takes of each number, there was more than enough

good material to work with in editing and mixing. A few nights later, a select group of members came back to record pieces that have been passed down from generation to generation. These pieces have very little, if any, notation and as a result are memorized by about half of the ensemble. Improvisation is also a big part of these pieces, creating a new experience every time they are performed. It took a great deal of time and work from initial rehearsing to final mixing to create a high quality, superb sounding recording, and it was well worth all the effort. This CD was a way for the band to pay tribute to Daniel Cascioli and other members who have gone before and to capture these traditional songs and memories so that they may last forever. ✦



Hollywood in Orefield

Successful actress, Amanda Seyfried popped onto the Hollywood scene in the 2004 movie, *Mean Girls*, starring Lindsay Lohan. Since then she's made appearances on various television shows such as *House*, *Law & Order*, *CSI*, *Veronica Mars*, and HBO's *Big Love*. In 2008, Seyfried played the lead in *Mamma Mia!* along side the one and only Meryl Streep as well as other big name actors; Pierce Brosnan and Colin Firth just to name a couple. Besides her acting ability, Seyfried had to utilize her singing skills to belt out the popular ABBA tunes for the movie. By this point you're probably wondering, "Why is Creative Sound doing an article on Amanda Seyfried?" A few days prior to Christmas, CSS was contacted by Relativity Media, a Hollywood production company, about recording ADR for an upcoming movie titled *Dear John*, based on the Nicholas Sparks book and starring Amanda Seyfried along with Channing Tatum. Seyfried, an Allentown native and 2003 graduate of William Allen High School, was back in the area to spend Christmas with her family, so it only made sense for the session to be done at the best studio in the area.

Dear John focuses on the relationship between John Tyree (Tatum) and Savannah Lynn Curtis (Seyfried). John is an army soldier who meets Savannah while he is on leave, and their friendship quickly develops into something more. They promise their love to one another and to be together once John finishes his term; however, after 9/11, John feels the calling to reenlist in the Army. Another roadblock in their relationship is Savannah's close friend, Tim (played by Henry Thomas – remember Elliot from *ET*? That's him). Be sure check out this love story in a theater near you! ✦



“The Science of Healing”

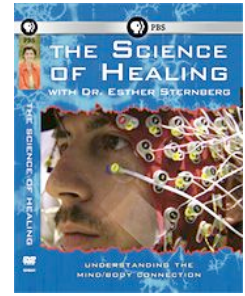


Creative Sound has added yet another television credit to the list. The studio was contracted to do post-production work on the PBS pledge special, *The Science of Healing with Dr. Esther Sternberg*. The tasks at hand were cleaning up on-location dialogue, adding and cleaning up ambient sounds, adding SFX and lastly, mixing in Dolby E, Dolby Prologic II and

stereo to accommodate all possible listening setups. *The Science of Healing* explores the relationship between mind and body and how our location and environment can have an effect on healing. The hour-long special follows Dr. Esther Sternberg on a trip to Greece and through various lab studies and experiments to understand more about healing. While in Greece, Sternberg discovered that many of her arthritis symptoms were greatly reduced. This lead to studies on why this is and how where



someone is, what’s around them and how they feel can have an impact on perception and healing. For example, Sternberg was shown a picture of mountains and then given an odor to smell. She was asked to describe the odor and how it made her feel. She then was shown a picture of a factory with smoke pipes, given another odor and once again asked to give a description. The first odor she described as being very pleasant, whereas the second one smelled more like “burnt rubber.” Little did Sternberg realize, the odors were exactly the same. This is just one way of demonstrating the effect of environment on emotions and perception. Tests also explained how the relaxed lifestyle in Greece contributed to Sternberg’s pain reduction. After watching this program, one can apply the discoveries to their own life and try to maximize healing while bettering their health. †



A Familiar Face

Former CSS audio engineer, Holley McEllroy made a return to the studio, but this time she was on the other side of the mic. Along with two other women from church, McEllroy recorded vocals for numerous religious and spiritual songs. Instrumental tracks were previously recorded so the women sung along in karaoke style. However, since it was a recording situation, they were given the opportunity to get it just right. The final product was a CD full of powerful songs and talent. †

Connect with CSS

Nowadays, if someone wants to find something out, the first place they usually turn to is the Internet. Here at Creative Sound Studios, we strive to ensure our website is easy to navigate, informative and up-to-date to provide answers to questions and offer information about the studio. At www.creativesoundstudios.com, one can find equipment, background and contact information, services provided, bios on the staff, directions and demos. Looking for a voice? Our website can help you with that as well. Just click on the “Voice Casting” button and you will be taken to a page where you can choose male or female voices and take a listen to their demos. Beyond all this you can read current and past press releases, view pictures from different sessions and browse a portion of our client list. You can even purchase Creative Sound Studios shirts, sweatshirts, mugs, clocks and other CSS gear! View more pictures from the Lehigh Valley Italian-American Band and Amanda Seyfried sessions featured in this issue on our “Photos” page. Bitten by the Facebook bug? Join the club and become a fan of Creative Sound! †

Paging Dr. Narration...

Creative Sound sees many different types of projects come through the door. Medical related narrations each one of them is in some way different from the Helene Leonetti had recorded her audio book, *Renaissance* at Creative Sound and recently returned to record her latest audio book, *Hardwired for Love*. Reading the book herself, Dr. Leonetti completed the recording portion of the book in just a few sessions. Chiropractor, Dr. Lou Sportelli also recorded an audio book of sorts. His recording covered many of the topics discussed in the twelfth edition of his *Introduction to Chiropractic*. Like Dr. Leonetti, Dr. Sportelli did the narration for his recording. Instead of reading the book, however, he spoke in more of a speech-like manor, giving an overview of chiropractic. Other medical projects included a narration on hypertension and ones for Lantheus Medical Imaging and B. Braun. These technical scripts required the skills of our gifted voiceover talent to tackle the difficult words and language. †



with assorted subject matter are no stranger to CSS, yet next. A few years ago, Dr.

Menopause: A Spiritual

Spot Our Spots

- Majestic
- DeSales University
- Valley Preferred
- KNBT
- National Penn Bank
- LVIA
- Fernwood Hotel & Resort
- Blue Mountain Ski Area
- Kutztown University
- Golfland Family Fun Centers
- Zoellner Arts Center
- Bellini Baby & Teen
- Pocono Raceway