



THE UNDESERVING

Ohio Band Gains National Attention

By Helen Marketti

Between the cities of Toledo and Sandusky is the small town of Fremont. Fremont is where The Undeserving are from while they work on finding their way in the music industry, fine tuning their talents and sharing their amazing sound with the world. Their song, "Something To Hope For" has been featured on American Idol Promo - 2010 season (FOX), One Tree Hill "Weeks Go By Like Days" Episode (CW), Biggest Loser - 2010 season (NBC), So You Think You Can Dance - 2010 Finale (FOX), Haiti Relief PSA - 2010 (CNN), Disappeared - 2010 Promo (ID) and the Year In Review video 2010 for Yahoo.

One of their other songs, "There For You" has been featured on The Ghost Whisperer - 2010 Season Finale (CBS) and Blue Bloods - 2010 Fall season promo (CBS).

While that is a humbling reality for the band, they have also signed a contract with Warner Brothers Records and are currently working on an album that will be released in 2011.

Band members are Brennan Willis (lead guitar), Jimmie Getty (bass) and brothers Clay Kirchenbauer (lead vocals, piano) and Kyle Kirchenbauer (drums). Taking some time to share and discuss their career, being grateful and knowing that dreams can take you to some of the best realities possible, Brennan, Jimmie, Clay and Kyle all agree on what it takes to get and keep things going.

Music influences for the band include a wide variety of artists that keep things interesting among each other as well for song collaboration.

Clay: I guess you could say all of the typi-



No Shoes Required

Willowick Restaurant & Lounge
Willowick, OH Saturday, Jan 22nd 9pm - 1am

Sammy K's Steakhouse
Perry, OH Friday, Jan 28th 8pm - 12pm

Sammy K's Steakhouse
Perry, OH Friday, Feb 18th 8pm - 12pm

www.marionavenuelive.com

THE RICK RAY BAND

New album by The Rick Ray Band titled "Can't Lie Hard Enough" will be released very soon.
www.rickray.net

Can't Lie Hard Enough

LOST SHEEP BAND

Sat. Jan. 15
OLD MILL WINERY

7:00 to 11:00pm

Sat. Feb. 5
WINERY Spring Hill

7:30-10:30pm

www.lostsheepband.com

cal, cliché musician answers that influence me, Bob Dylan, Wilco, Coldplay, Death Cab For Cutie and Tom Petty.

Brennan: I really like Tom Petty and Bob Dylan.

Kyle: Johnny Cash, I love his story.

Jimmie: I like John Denver, James Taylor and Radiohead.

The Undeserving have been together for nearly five years and it has been the same band members from the beginning so there has been time to form unity, close musicianship and strengthen friendships. Music as a career has seemed to be a natural choice for them.

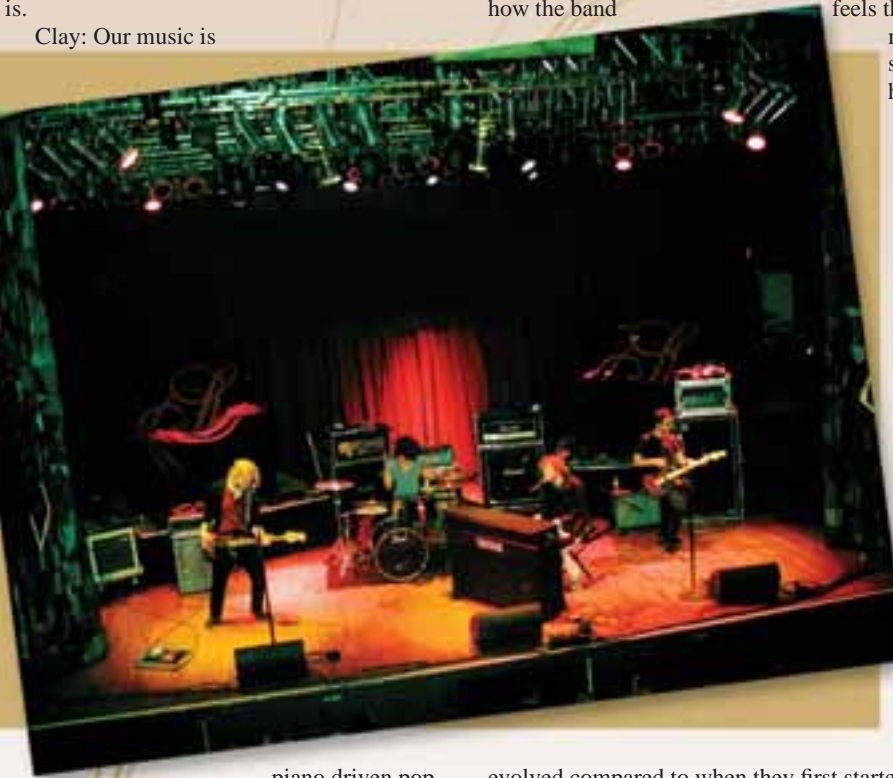
Kyle: I never thought about doing anything else. I've always wanted to be in a band and play drums.

Jimmie: First, I thought I would like to be a pilot, then a baseball player before I became interested in music.

Brennan: I grew up loving music. I've been in a band ever since I can remember. I first started playing in a country band then a jazz band - wherever I could play music.

There is a definite feel for what their sound is.

Clay: Our music is



piano driven pop rock... with a hint of heavy metal.

The Undeserving is the name of this band that has been very deserving of the great things that are happening in their music career. It does draw some curiosity of how the band's name was decided upon.

Brennan: We have been fortunate enough to work with many professionals from producers, managers and so on. We were coming up with names for the band and they would think that a certain name wasn't a good idea. So when we decided on The Undeserving, they liked it, we liked it and stuck with that.

Songwriting, inspiration for music and being in the moment all contribute to the writing process for The Undeserving.

Clay: On the first record, it was mostly Brennan and I who wrote the songs but now

it's more of a collaborative effort with everyone involved.

Brennan: We've been working on material for a few years. What we would do is record material in Nashville every three to four months. We would record a few songs each time then start to weed them out, get a feel for them and see which ones sounded the best.

Clay: Depending on what is going on, inspiration can be something that you're going through or something that someone else is going through. I think all of us write a little bit different. I'm more of an emotional writer.

Kyle: I write to myself. Usually it's about something personal. If I'm going through something then I am talking to myself.

Jimmie: There's a place I have to go to mentally. I'm always better at building a song around an idea. I wrote a song about my uncle who was in the Korean War. He was about the age I am now so I wrote the song from that perspective.

Brennan: I usually get ideas while shoveling snow or something like that. Sometimes that's where the best ideas come from.

As with most bands that are fine-tuning their craft, it is always interesting to find out how the band feels their

music has

Clay: The first thing we always tell people is to write great songs. Honestly, it really doesn't matter how good you are live, how good of a singer you are or how good of a guitar player you are. That stuff doesn't matter.

Jimmie: All of that stuff is just complimentary.

Clay: Yeah, the core of it all is writing great songs. Writing great songs is easier said than done. We haven't figured it out completely either but if you have great music then it will get out there.

Brennan: When he (Clay) says "great songs," what that means is something that people can identify with. To connect with emotionally and all that stuff. Music is subjective so if you can write something that the listener can get something from and get on the same page then that's the ultimate goal. When Clay and I first started, there were some record labels that were interested in us. When they came out to see us however, they said we didn't have enough experience yet. So that's very important, too...getting the experience. We got out there and played every show at every place we could.

Kyle: We have even played in chicken coops, too. (Laughter)

Brennan: We might have played in chicken coops although I don't remember any...

Clay: We have played at backyard swimming pool parties and had water balloons thrown at us though.

Brennan: All of what we do is a full time job because you're trying to get yourself out there. We did our own photos, our own marketing, scheduling and all of that stuff. It's all we cared about and that's what you need to do to succeed. You need the full effort of everyone in your band.

Having signed with a record label, many may be curious about what expectations the record label has from the band.

Jimmie: They call us every day and tell us how to live from 8 - 6. (Laughter)

Kyle: With what is expected from us hasn't really happened yet.

Clay: It will probably become more intense after our record comes out. Then it will start happening with touring and so forth.

Jimmie: Our manager lets us know of things that might happen and what we should expect. We always have to be ready at a moment's

notice.

Kyle: That's the way most of our experiences have been so far...just like that.

Clay: We've gotten calls before and have been told that we are leaving the next morning at 6:00 am so get ready. That's the way it goes.

Brennan: For touring, we are pretty much waiting to see once the album comes out in the spring. We will have some touring to do to prepare for the album's release. There are so many factors that go into it from a marketing stand-point. The record company tries to aim for a release date far in advance so there is plenty of time. There is no going back once your CD is released. You only have one time to release it so we need to make sure it's done the right way.

With their songs being chosen for television programs and movies, The Undeserving share their thoughts about what the feeling is like to have their music chosen for such significant events and programs.

Clay: You feel blessed to have had such an opportunity.

Kyle: When you see the images of disasters and see the images of the good things that happened over the year, you become more aware of people's hopes and dreams. When something like that is tied to your music, it gives you this feeling of purpose. It's an amazing feeling. You're trying to do more than just make music for someone to listen to in their car. When your music is used for something like the Yahoo video, then there is a feeling of a higher purpose for your music and that's really special.

Brennan: It's a great feeling. It's a great sense of accomplishment knowing that the music you have worked on is being used on TV. It's something that people can see and identify with which validates what we're doing.

Jimmie: It's humbling to know that it's something you are a part of. It's a very humbling experience to see a video of what has gone on in the world and your song is being chosen to go along with it. (CNN and Yahoo) It keeps reminding us that we are on the right track and doing the right thing.

For more information about The Undeserving including videos and song selections, please visit: www.theundeserving.com And www.myspace.com/theundeserving

evolved compared to when they first started playing together.

Clay: I think we're more efficient that we used to be. We have our routine whether it's writing or music. I think our shows have progressed and are more streamlined. I think we have gotten more comfortable on stage. With writing, we know from the get-go what's good and what's bad. Many times, we are better at recognizing something bad instead of something good so at least we can tell the difference.

Kyle: It has helped being around professional people to help you make better choices so you can almost tell right away if something is going to work or not.

The Undeserving signed with Warner Brother Records in May of 2008. They have logged in many hours of hard work and determination.



Kat McClintock has a highly motivating and inspiring history of overcoming obstacles and tragedy's in her life. One of her philosophies is we may not be where we want to be, but to move forward, we need to grow where we're planted.

Often We are Not Where We Want to Be...

This seminar is for anyone who feels that there is something more in life that they should be doing but either don't know where to start, or are afraid to take the risk.

Grow Where You're Planted Seminar

Thurs, Jan. 20th • 6:30-9pm

Doors Open at 5:50

RESIDENCE INN • 5660 Emerald Ct. • Mentor, OH 44060

Limited Seating ... Register Now!

www.accompaniedaccomplishment.com

\$10/per person. Includes Materials & Refreshments



Kat McClintock • P.O. Box 631 • Mentor, OH 44061
kat.mcclintock@yahoo.com