

Helen Marketti's Music Corner

Fremont, Ohio 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). They took some time recently to discuss their career and future plans.

There is a definite feel for what their sound is.

Clay: Our music is piano driven pop rock...with a hint of heavy metal.

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 a few songs in Nashville every three to four months then start to weed them out and see which ones sounded the best. I usually get ideas while shoveling snow or something like that.

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.

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

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. 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



(Left to right: Brennan, Kyle, Clay & Jimmie)

and get on the same page then that's the ultimate goal.

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. 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

Helen Marketti loves everything about The Beatles, enjoys attending concerts and interviewing people who like to share their musical and life journey. For more rockin' news, please visit: www.helenrose-marketti.com

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