



# GREG JOSEPH

## BIOGRAPHY

3045 HARTSWOOD DRIVE ALLISON PARK, PA 15101  
CLARKSGJ@COMCAST.NET 724-612-7288  
WWW.GREGJOSEPHMUSIC.COM



As a student at the Indiana University of Pennsylvania in the 1980s, Greg Joseph envied his musician dorm mates, so he purchased an acoustic guitar and taught himself to play. With three other IUP students, he formed a rock band called The Clarks and set out to make it in the music business.

Over twenty-five years later, The Clarks, still with all the original members, are both a hometown favorite and a bona fide mainstream success with major label record deals, national tours and airplay, and song placements in television and movies.

Along the way, Joseph learned more than just how to play guitar. As a songwriter, bass player, singer and spokesman for The Clarks, he is a passionate musician and writer as well as an industry pro with a grass roots understanding of the art and business of music.

### SOLO AND COMMERCIAL WORK

In recent years, Joseph has expanded his professional portfolio to include commercial jingle writing. Working from his home recording facility, Sonic Dog Studios, Joseph has parlayed his talent for sinfully infectious melodies into local and national radio and television spots for Toyota, Bud Light, Northwest Consumer Discount Company, The Citizens Bank of Martins Ferry, OH and more.

In 2006 Joseph debuted the nationally released solo CD "American Diary," an 11-song collection of stories about life, death, desire and broken hearts told with Joseph's trademark cynicism and dry humor. A new album is on the way in 2011.

### PROFESSIONAL SPEAKING ENGAGEMENTS

Joseph enjoys sharing his "trial by fire" experiences in the music industry through guest lectures and workshops for aspiring musicians and casual fans from high school age through adulthood. From fascinating stories about life on the road to sound advice on navigating the music business, Joseph delivers engaging lectures with laid-back style. In addition, Joseph is a respected source for local and national journalists seeking comments about music industry issues.

### THE CLARKS

The Clarks have sold over 300,000 CD's through deals with national labels MCA and Razor & Tie as well as through their independent labels Clarkhouse Music and King Mouse Music. As a songwriter, bass player, singer and spokesman for The Clarks, Joseph has shared the stage with nationally known acts such as Matchbox 20, Barenaked Ladies, John Mayer, and Train. The Clarks have appeared as musical guests on the Late Show with David Letterman, where they performed a song written by Joseph called "Hell on Wheels." The band recently released their eleventh CD entitled Restless Days on their Clarkhouse Music Label. Joseph and band mate, Scott Blasey, wrote all the songs on the new CD.

Greg is an avid golfer and bicyclist, recently peddling 318 miles from Pittsburgh to Washington DC on the Great Allegheny Passage/C&O Canal Trails.

# GREG JOSEPH BIOGRAPHY

## TV AND RADIO SONG PLACEMENTS

Toyota "Life Is All About The Ride", "Drivin" Jingles  
 ESPN First Take "Trampoline"  
 Saving Grace "Maybe"  
 Anna Nicole Show "Better Off Without You"  
 ESPN X Games "Stop"  
 MTV Road Rules "Hell On Wheels"  
 Bud Light "Make It A Bud Light" TV and Radio Theme Song  
 Northwest Consumer Discount "Making Dreams Come True" Jingle  
 The Citizens Bank of Martins Ferry, OH "Your Dreams, Your Life, Your Bank" Jingle  
 Pittsburgh Penguins 2008-2009 Season Theme Song "What a Wonderful World" remake

## MOVIE SONG PLACEMENTS

*Summer Catch*- 2001 "Let It Go" with Freddie Prinze Jr., Jessica Biel and Brian Dennehy  
*Just Write*-1997 "Fatal" with Jeremy Piven  
*Boys*-1996 "Cigarette" with Winona Ryder

## LIVE APPEARANCES

NHL Network "Winter Classic" Tour of Pittsburgh  
 Late Show with David Letterman  
 ESPN Cold Pizza  
 Jerry Lewis Muscular Dystrophy Telethon  
 Bud Light Live TV Commercial  
 Mitch Albom National Syndicated Radio Show

Featured in 2008 Book *Pittsburgh Born, Pittsburgh Bred:500 of the More Famous People Who Have Called Pittsburgh Home*

Member of The Clarks since 1986

Board of Directors-WYEP-FM Pittsburgh, PA -Current

Board of Directors-Hampton Community Library -Current

Distinguished Alumni Selection Committee-Indiana University of Pennsylvania -Current

Solo CD *American Diary* released May 2006

2005 Clarks Benefit Concert for recording studio at IUP, now named in honor of the band

2004 Distinguished Alumni-Indiana University of Pennsylvania

*Pittsburgh Post Gazette's* Top 50 Cultural Forces List for 2003 and 2006

*USA Today* interview regarding Night Club Safety

Rolling Rock Beer Sponsorship

Gretsch Guitars Artist Product Endorser

## GUEST LECTURER/SEMINARS

Guest lecturer for Duquesne University's Guitar School, University of Pittsburgh-Marketing Department, St Francis of Loretto, PA, Point Park University-Entertainment Business, Bethany College-Liberal Arts Program, Carlynton High School, West Mifflin High School, Pine-Richland High School, North Allegheny High School and Keystone Oaks High School, Upper St Clair High School, Steel Valley High School, The Future Is Mine Student Leadership Conference, Future Business Leaders of America Conference, Hampton Township Library Songwriting Workshop, WYEP-FM SongwritersWorkshop

## GUEST LECTURE SERIES AND WORKSHOPS



# GREG JOSEPH

3045 HARTSWOOD DRIVE ALLISON PARK, PA 15101  
 CLARKSGJ@COMCAST.NET 724-612-7288  
 WWW.GREGJOSEPHMUSIC.COM



“As an original and current member of the Pittsburgh-based rock band The Clarks, I’ve earned a trial by fire education in the music business. I love to talk about my twenty five-plus years in the industry and to share my knowledge and experiences through lectures and workshops with fans of all ages.

Choose from one of the seminars below or suggest a topic. Either way I deliver insider expertise and real life stories about the music industry. For inquiries, booking and additional information please call or e-mail me. Thanks for your interest!”

-Greg Joseph

### SONGWRITING AND THE CREATIVE PROCESS

- Storytellers Lounge – Hands on writing sessions to help you turn great ideas into memorable songs.
- Intro to Songwriting – Discussion about the songwriting process.

### THE MUSIC INDUSTRY—OVERVIEW

- Rock Band 101 – Everything you need to know to form a band.
- The Good, the Bad and the Ugly – The ins and outs of dealing with record companies.

### ALL ABOUT THE BAND

- Love Gone Sour, Suspicion and Big Hair: 25 years of insider history and mostly true tales about The Clarks.
- The Clarks’ successful business model and team.

### MANAGEMENT AND BOOKING

- Behind the Scenes: The business of music.
- Agent of Change: Finding a booking agent to take your band to the next level.
- Flying Solo: Expert advice on booking your own shows.

### TOURING

- Life on the Road: What it’s really like to tour.
- Main Stage and Everywhere Else: The dynamics of various music venues.

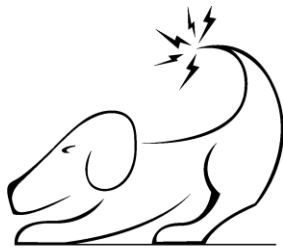
### PUBLISHING

- The Next Step: Taking a song from your notebook to the radio and beyond.

### MUSIC DISTRIBUTION, MARKETING AND MERCHANDISE

- The Dish on Downloading: How the Internet and iTunes have changed the music business.
- Building a Band Machine: Tips and techniques for promoting your band and building a following.

## SONIC DOG STUDIOS COMMERCIAL JINGLE PRODUCTION



**SonicDOG**  
studios

**GREG JOSEPH**

3045 HARTSWOOD DRIVE ALLISON PARK, PA 15101  
CLARKSGJ@COMCAST.NET 724-612-7288  
WWW.GREGJOSEPHMUSIC.COM

Sonic Dog Studios is a small, personal recording studio that delivers first-class commercial results. Owner Greg Joseph, an original and current member of the Pittsburgh-based rock band The Clarks, brings over 25 years of music industry experience to the task of crafting addictive melodies that enhance and promote your business. The jingles Joseph creates at Sonic Dog are memorable, custom creations sure to be recognized and sung for years to come.

Sonic Dog Studios offers original music production for:

- TV and radio jingles
- Corporate videos
- Website production
- Telephone “on hold” information

Samples Available Upon Request

For additional information please call Greg Joseph at 724-612-7288