

THE CHOICE

NEWSPRINT

G O T W H A T I T T A K E S

"Musically, I'd like to put a plug in for a local Ithaca band called **The Choice**. this band is a knockout. They have Ithaca dancing everywhere they go. As many as 1500 at one date. I could go on for awhile, with all the wonderful things I have to say about this group, but space doesn't permit. I will say, however, that all you record folks should give these guys a listen. Compared to some of the product on my desk today, this band has what it takes to make hit records..."

Dave Van Epps, WVBR, The Album Network

P R O F E S S I O N A L I S M

"Dance has always been a big part of the scene around here (Ithaca)...Times have changed and people's tastes have changed. They want to hear lively, energetic rock & roll. **The Choice** are without a doubt the hottest band around right now. They are fine musicians, good people, and very professional..."

Glenn Davis, The Ithaca Times

H I G H L I G H T O F T H E E V E N I N G

"Hard work is, of course, nothing new to **The Choice**, the Ithaca area band that opened for Graham Parker. I've seen them on several occasions and each time they seem tighter, and more professional than the time before. There's something about this band that's just plain fun. They're fun to listen to, fun to sing along with, and fun to watch. In fact, more than a handful of people left the concert once **The Choice** had performed; and it's no wonder — they were truly one of the most significant highlights of the evening..."

Quinn Eli, The Times Monitor

I N F O R M A T I O N

- **The Choice** is based in Ithaca, NY, and has been playing in the Northeast area for over three years.
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- **The Choice** single "**Candy**" b/w "**Strange**" won the **1984 BBC Great American Rock and Roll Talent Search**, and received national airplay on **The BBC Rock Hour**. Radio stations from all over the United States submitted their favorite "local" bands, and the BBC selected 12 winners to be aired on this national program. **The Choice** was selected as Ithaca's top band by WVBR - FM.
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- **The Choice** single "**Candy**" b/w "**Strange**" has been added to the playlists of college radio stations all over the country, and has received enthusiastic correspondence from stations such as:

WMMR - PA

WRPI - NY

WRUV - VT

KASF - CO

WSYC - PA

WATC - NY

WUNH - NH

KSCU - CA

WONY - NY

WGVC - MI

WTJU - VA

KFJC - CA

WIUS - IN

WCCR - IN

KZSC - CA

KOWB - WY

- **The Choice** single "**Candy**" b/w "**Strange**" has received replies of good responses from the following dance clubs in the NYC - NJ area:

MONTEGO BAY

THE BARON

RUMORS

THE QUANDRY LOUNGE

CHILLY WILLY'S

PRELUDE

GASPAR'S

GRANDE'S

BROAD STS.

SANDO

THE OSPREY

- **The Choice** has been the opening act for Graham Parker and Gang of Four.
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- **The Choice** single was mentioned in Billboard, The Modern World Record Report and The Album Network.
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- **The Choice** are: Jay Mendelson - synthesizers, guitar, vocals
Mark Mendelson — lead guitar, vocals
Jim Lawrence — bass, vocals
Mark Party — drums, vocals

ARTBALL

"Jim Lawrence, bass player for **The Choice**, is a faithful Artball informant. He showed up recently to drop off the band's brand-new single "Candy" b/w "(She's just a little bit) Strange." the 45 is beautifully produced, with a black and white outer sleeve of glossy stock and the more usual paper inner sleeve. Recorded and mixed at Ithaca's own Pyramid Sound and engineered by Alex Perialis, it sounds good too, as poppy and danceable as **Choice** fans might want and crisp on vinyl. Interested listeners might want to sign up for the groups' newsletter at: 509A 5 Mile Drive, Ithaca, NY 14850..."

S.K. List, Artball, The Ithaca Times



BBC ROCK HOUR

"We asked you to send us your fave local band, and you did! A dozen of the best "local" talents will be presented during this BBC ROCK HOUR salute to America's "undiscovered" greats. A&R departments will receive copies of this show and we hope something "big" comes to your hometown artists. Your station may want listeners to vote for their faves and let us know who your town feels should have a shot at the big-time! All stations that submitted talent will receive their Casio MT-35 keyboards in the mail soon. May I have the envelope please?..."

FM 93
ITHACA
The Place to Be!

WVBR
227 LINDEN AVE.
ITHACA, N.Y. 14850
607 273-4000

June 25, 1984

The Choice
c/o Jim Lawrence
509A 5 Mile Drive
Ithaca, New York 14850

Dear Jim:

Congratulations! I just recieved notice that **The Choice** has been selected as one of only a dozen "local" band to be featured on a special "BBC Rock Hour."

For being selected you will receive national airplay on this very popular program as well as a brand new Casio MT-35 Keyboard.

I just received our station's copy of the show. Listening to it I was very impressed with the things they said about you. I'm sure you will enjoy the show very much. Needless to say, we will be promoing the program quite often.

Once again, congratulations and good luck in the future. I'll keep in touch.

Sincerely yours,

Thomas T. Poleman
Assistant Program Director
WVBR - FM93



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also received

THE CHOICE—Candy (2:30); producer: The Choice; writer: Jay Mendelson; publisher: not listed; The Choice (no number). Contact: (607) 272-4535.

DANCE THE CHOICE IS YOURS

The Choice is one of the most consistently fine groups in the area. People love to dance to **The Choice**, and local radio have been very good to them, with much airplay being given to their single "Candy..."

Gene Ira Katz, The Grapevine

BATTLE

"The Battle of the Bands," Phi Delta Theta's Friday night extravaganza in Barton Hall (Cornell), brought in about \$3000 for Tompkins County United Way, according to Bruce Hayes '83, the fraternity's president.

The Choice emerged on top of the three way "battle" that also included RBT and Cries. Hayes estimated that 3000 people attended the event..."

The Ithaca Journal

POWER POP

A: "CANDY" (J. Mendelson)

Power pop with a driving beat. Clever use of counterpoint rhythm guitar. Ska influenced. Vocal harmonies reminiscent of the British invasion era. Surf-style lead guitar solo. Short & sweet. Highly recommended for radio, club, and juke-box play.

B: "(She's Just A Little Bit) Strange" (M. Mendelson)

More than just power pop. Stylistically, this fits in with most current radio material (Cars, Greg Kihn, Romantics, Tommy Tutone). Beatlesque guitar solo gives this song an edge over a lot of the competition. Strong radio and juke-box potential.

Modern World Record Report

CONTACT

Jim Lawrence

607-272-4535

Looking for a new wave band that you can dance to but you don't know which one to go see? In Ithaca you've got **The Choice**. One of the more popular local bands that have cut the ties to their home town bar scene and have deviated into more prosperous areas. **The Choice** have been organized for nearly three and a half years and are gaining attention as one of the area's most successful groups. The group proved their proficiency when they cut their first single last year. "Candy" received air play on several Ithaca stations as well as in other markets. The self-produced record also ended up on the turntables of Boston, New Jersey and Syracuse radio stations. Disques du Monde, a reputable distributing company in New York City, has also added the single to its record catalogue. How's that for success?

In a small studio located on Fulton Street, I had the opportunity to meet **The Choice**. The band is composed of four rather easy-going, witty and very talented musicians. They are dedicated and have set aside each Tuesday evening to prepare for their weekend gigs. They have chosen Moonfish Studios, owned by Glenn Davis, for their rehearsals because, although the area may be cramped and cluttered with equipment, it provides the best working atmosphere for the group to express its creativity.

The band was created in 1981 when one of the members ignited a spark that produced a fast-growing flame. In a barroom conversation, the idea popped up and quickly became a reality. Drummer Mark Party hooked up with lead guitarist Mark Mendelson and his brother Jay, who plays synthesizers and guitar, to form the original **Choice**. For the first six months, they auditioned several bass players until they finally found Jim Lawrence. Jay jokes that they had to find a good bassist - and they're still looking. Jim retaliated by saying, "I'm the only bass player who can put up with the band."

All four members dabble in the area of vocals. When I asked who was the main composer of the group, Mark eagerly boasted that he writes all the songs and his brother accepted the credit for writing all the good ones. But Mark Party confessed that they all have donated a major part in composing originals. They all have their own ideas that are characteristic to their individual personalities which enables them to express their creativity and expand on their unique capabilities as a band.

The Choice has an impressive record for performances. They opened for Graham Parker in Bailey Hall at Cornell last semester and for Gang of Four in Oneonta. They have also performed at a countless amount of frat parties at Cornell and managed to hit every bar in Ithaca with the exception of Plums, and as Jay Mendelson says "we've played everywhere except the laundrymat." The group gets around. They have travelled to Hanover, New Hampshire, Bucknell University, Rochester, Elmira, and Oswego.

The Choice isn't big on theatrics and they tend to keep their stage shows simple. There aren't any smoke machines or exploding bombs, but there is a tremendous amount of energy. Their major goal is to keep their audience dancing. They tend to drag in college students and their members are proud to announce that they have a pretty big following. Jim says that they have over 500 people on their mailing list which consists of a monthly calendar.

The Choice differentiates themselves from other bands by upholding the image of being one of the few bands that plays new modern music. They feel that they are the first Ithaca band to win popularity as being New Wave. Although they are recognized as a gifted, native Ithacan band, they are constantly on the road. That's basically how they are set apart and above the rest - they have grown out of Ithaca and have become **The Choice** of the public.

Mary Ann Gillott, The Ithacan