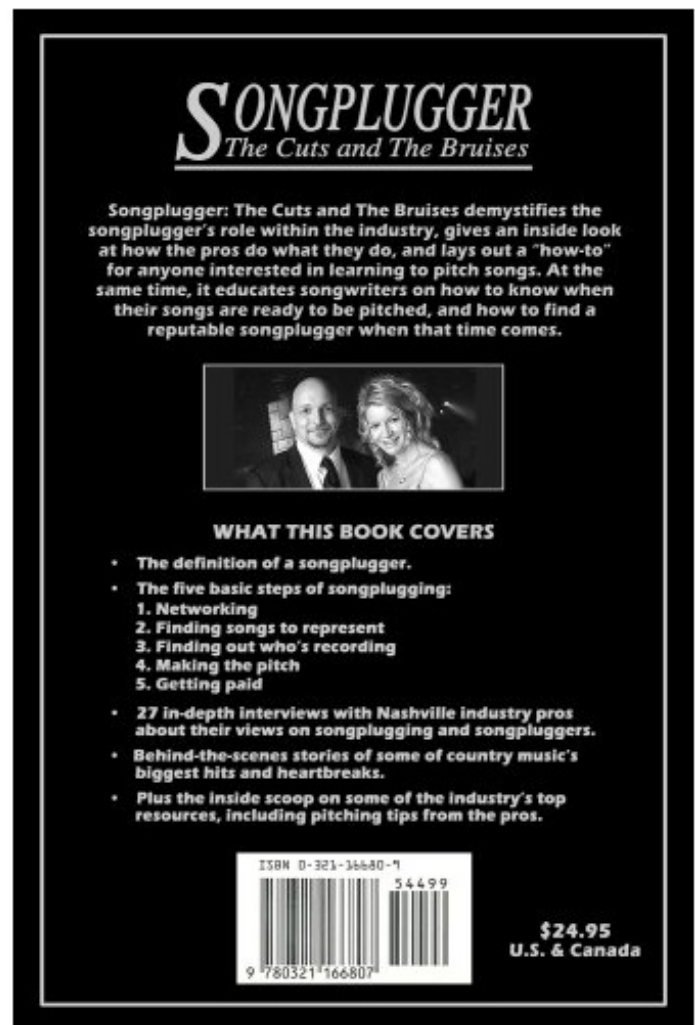
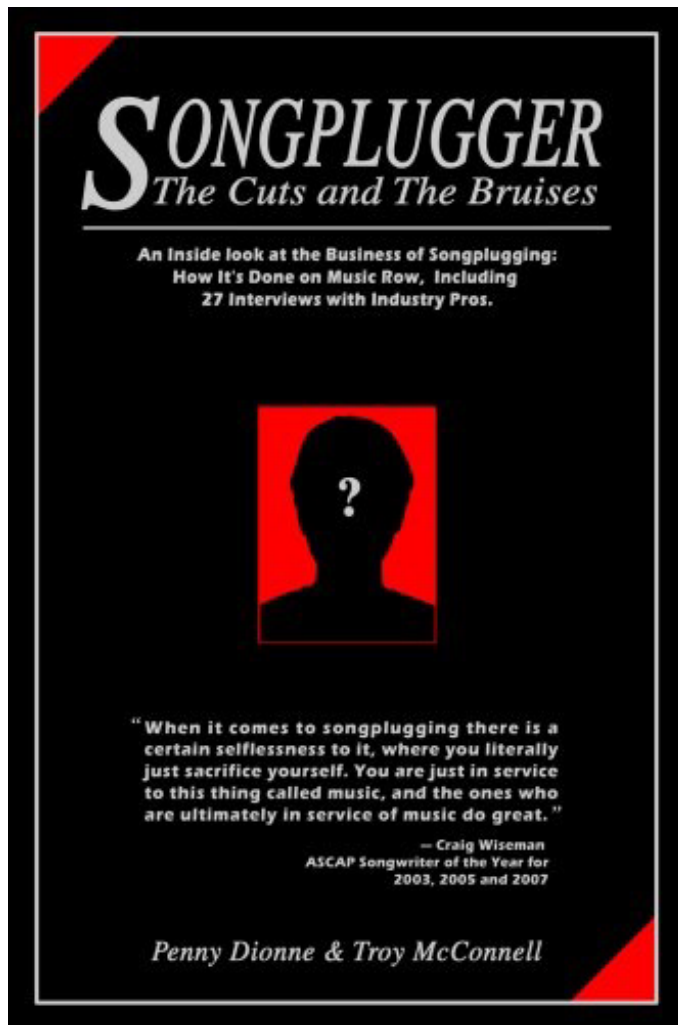


Songplugger: The Cuts and the Bruises was first published in 2008 as a 400 page 'how-To' on pitching songs in Nashville, and included interviews with 27 of the industry's top pros. The book-release party was held at BMI Nashville, and it received a write-up in Country Weekly Magazine sometime the following year.



Troy McConnell & Penny Dionne Celebrate Book Release at BMI



[Click Here to see the post on BMI's website](#)

About the Authors

With over 35 years of combined music business experience, this dynamic duo has seen its share of success. Penny is a respected publisher, owner of Little Vixen Music, and a pro songplugger currently representing catalogs from such notable songwriters as Chris Wallin, Steven McClintock, Thom Shepherd, Mary Ann Kennedy, Moke Cameron, Troy McConnell, Jai Josefs and, previously, Bluewater Music. She was profiled in the publisher edition of *Music Row* magazine's "Row File," November 2005. Her professional memberships include CMA, CCMA, SOLID, NSAI, WCS, NARAS, ASCAP, SOCAN and she is the Vice President for the Woman's Music Business Association (WMBA). Beyond her many music business successes, she volunteers on the events committee of the Nashville Humane Association and was instrumental in putting together the hugely successful 2006 Ryman concert that featured Emmylou Harris (accompanied by Mary Ann Kennedy and Pam Rose), Paula Cole, Mindy Smith and Patty Griffin — to raise needed funds for a community outreach spay and neuter program called ROVER. Penny is also a frequent speaker at music industry workshops and seminars, and lives and works in Nashville. Visit her website at: www.LittleVixenMusic.com

Troy is a twenty-one-year Nashville veteran and has seen success as a songwriter and producer, as well as running a very successful multimedia company. Having been a staff writer in his early years in Nashville, he has written with such luminary Nashville writers as Craig Wiseman, Tommy Lee James and Chuck Cannon, and has shared the songwriting stage with such artists as Tim McGraw, Lari White and Garth Brooks. Among Troy's producing credits was a 1995 artist development project that landed the young artist a major recording contract. Troy continues to write and produce, but his talents have taken him beyond the country music scene and into the world of multimedia, having written a national jingle for Bridgestone/Firestone tires and winning a video award for his work with the corporation that owns Denny's restaurants. Currently, Troy is in the process of launching a new copyright protection organization called SOCP International. www.socp-intl.com



Photo by Paul Wharton

SONGPLUGGER

The Cuts and the Bruises



**An Inside Look at the Business of Songplugging:
How It's Done on Music Row,
Including 27 Interviews with Industry Pros**

Plus Behind-the-Scenes Stories of Some of Country Music's Biggest Hits and Heartbreaks.

Penny Dionne & Troy McConnell

“The first time I saw that whole process of a song being written, tweaked up a little bit, demoed, pitched, put on hold, cut on a record, and then played on the radio I thought to myself, *Count me in!*”

— Chris Oglesby

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