

Rock teacher joins Smokerman campaign

Three years, 400 students and 200 hundred concerts after bringing the Paul Green School of Rock to Utah in 2005, musician, composer and producer Steve Auerbach has lots of stories to tell. Today, he's telling his own story. Steve is back in the studio with his first production since 2002's "Ike Willis Selected Works." Willis, lead singer and rhythm guitarist for Frank Zappa toured and recorded with Zappa from 1979-1988. In 2002, Steve produced an Ike Willis compilation CD that he re-mastered with Grammy Award winning producer, Douglas Spotted-Eagle on Auerbach's Uwanna? Records label. But the new production isn't a CD - it is a TV commercial: Smokerman. There are five ads or 'episodes' of 'Smokerman' - a graying, mustachioed, cigarette-smoking antihero who fails among his superhero peers due to his poor lung capacity. Smokerman is the brainchild of Crowell Advertising and targets kids 12 and under. In one episode, Smokerman's cigarette smoking actually causes the end

of the world! It is hilarity - with a message, kids - and all in 30 seconds. Auerbach produced four other versions of the Smokerman theme song before the ad agency felt he had 'nailed it' for the new TRUTH About Tobacco campaign. Auerbach explains, "Crowell's Creative Director, Chip Haskell and Associate Creative Director, Chris Wells sat me down and told me that they wanted me to create an 'anti-tobacco, super-hero, action-figure theme song' and I thought...hmmm...this is perfect."

Perfect indeed. Auerbach is always up for a musical challenge; his Utah students received national respect for musical excellence at the annual School of Rock Festival in 2007 and 2008. Auerbach's website is chock full of mp3 samples of Steve's performances and productions of a wide array of musical styles; jazz, blues, funk, rock, orchestral, Americana and more.

"So," as Steve put it, "an 'anti-tobacco, super-hero, action-figure theme song' didn't seem to odd to me". When visiting Auerbach's site, don't be surprised to hear samples of some of Steve's live shows that you



PHOTO COURTESY STEVE AUERBACH

He's worthy: School of Rock instructor Steve Auerbach, pictured with Alice Cooper, wrote music for anti-tobacco ads.

attended from his bands in years past:

Committed, Control, Dick & Jane, H Street, Money \$hot, ATF or Chunga's Revenge.

Steve Auerbach and his studio are available for original music

composition and audio production. Steve has very high-level music composition and production partners in Utah, Los Angeles and New York.

Visit www.steveauerbach.net to learn more.