



## COMPOSER STEVE HORELICK EARNS 2007 EMMY NOMINATION FOR 'READING RAINBOW'

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Multifaceted Arranger/Performer Recognized for Imaginative Approach to Long-Running PBS Educational Series

NEW YORK: Composer Steve Horelick ([www.stevemusic.com](http://www.stevemusic.com)) has built on an already successful 2007 with a nomination for the 34th Annual Daytime Entertainment Emmy® Awards. A composer/arranger/musician with a mastery of multiple genres, Horelick is being recognized in the category of "Outstanding Achievement in Music Direction and Composition" for his work on the long-running PBS educational series "Reading Rainbow."

Horelick's nomination follows a 2006 season which required command of multiple genres, from world music to jazz, electronica and beyond. "Every episode of 'Reading Rainbow' is unlike any other episode, and this year we really hit our stride in creating music for this great series," confirms Horelick from his NYC-based studio. "Week to week, we're constantly exploring different musical concepts, cultures and geographical locations. It's always challenging to go straight from the likes of American folk music to African tribal rhythms, and it's always extremely rewarding."

Originally an experimental electronic music performance artist, Horelick quickly channeled his skills into a TV/film composition career that has made him a contributor for HBO, ABC, and PBS, spots for Volkswagen, Ford, and IBM, as well as a songwriter for Chaka Khan, Bobby McFerrin and myriad other major artists. As the writer of the theme song for "Reading Rainbow", Horelick's Emmy nomination, his second, is a nice bonus after an already-satisfying run with one of PBS' most lauded daytime shows.

"'Reading Rainbow' is truly a labor of love –it's a series whose singular goal of inspiring kids to read has never been compromised," Horelick says. "We nailed the feeling of the theme when we composed the demo, and ever since we've enjoyed an undeniable eye-to-eye with the producers of the show. I've always appreciated their mission of producing a dynamic TV that encourages reading, and I think they appreciate my commitment to enhancing the experience."

"Music is pure emotion. So when I score TV and film, I don't try to force an obvious emotion on a scene. That's too easy and often intrusive. Instead, I want the music to stealthily allow the audience to feel what they naturally want to feel as dictated by the actors, the writing and the visuals. All of these components, including the music, are essential elements of the emotional storyline and they must dance with each other in perfect balance. I know I've done my job when the music is totally integrated into the scene, enhances the whole experience and no longer exists as a separate identifiable component. That, to me, is the art of scoring."

Beyond the 165 episodes of "Reading Rainbow" that bear his sonic imprint, Horelick is excited about the expansive opportunities that have opened up to him in 2007. "It's an honor to be recognized by the Academy," Steve Horelick concludes. "It's particularly significant to me now because I feel like I'm at the top of my compositional game and that, combined with my love of the technology, my exploration in experimental live performances and the enormous palette available to me as a composer, inspires and excites me. That feels fantastic."

The 34th Annual Daytime Entertainment Emmy Awards are judged & administered in cooperation with the Academy of Television Arts and Sciences ([www.emmy.com](http://www.emmy.com)). This year's awards will be broadcast live on Friday, June 15, on CBS.

#### About Steve H Music:

Steve H Music was founded by Steve Horelick, a multiple Award-winning, genre-spanning composer, arranger and performer for TV, film, commercials, interactive media and more. In addition to credits that include HBO, ABC, PBS, Ford, Volkswagen, and IBM, Horelick stays at the forefront of audio technology as an Apple Certified Trainer specializing in Apple's Logic Pro music/audio production software. His Logic Pro video tutorials are currently being distributed by MacProVIdéo.

For more information on Steve Horelick, please visit [www.stevemusic.com](http://www.stevemusic.com) .

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