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Looking For A Melody

A journeyman writer delves deeper into the music business

Ron Borland had found success as a reporter, columnist, sports writer, tech writer, ghostwriter/autobiographer and more. For many of us, this would be more than enough challenge for one career. But when the Muse knocked six years ago, Borland listened and picked up his pen with renewed energy. He had experience in radio and as a band member, playing guitar and singing, but song writing was a brand new venture.

To Borland, the best part about song writing is that it isn't age-exclusive. He notes, "You don't have to play like Clapton or look like Shania to be in the music business. If the song is good and contemporary, it's still got a chance." He has written 30 songs and his tune, "Oakley, Not Oakland," has become an unofficial anthem for the City of Oakley.

Borland has run the gamut from feature reporting to columns, restaurant and concert reviews. He has worked for several sports magazines including Sport, Baseball Digest, Heinrich's Pro Football and the magazines of the Oakland A's, San Francisco Giants, Chicago Cubs and Los Angeles Dodgers. He was a columnist and reporter at the Brentwood News from 1989-1999 and has also written articles for the San Francisco Chronicle and Parenting Magazine, among others. He continues to write commercially and teach Speech Communication at Contra Costa College and Vista College. Borland adds to his busy schedule booking acts for the Coffee House in Davis and as the Entertainment Chair for the Oakley Almond Festival.

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