

STEVEN BLUSH AMERICAN HAIR METAL



STEREO DYNAMITE PR —
CANADIAN PUBLICITY & PROMOTIONS REPORT
MARCH 2007

Kerry Goulding II Stereo Dynamite PR
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Date: March 29, 2007

To: Steven Blush, Jodi Wille, Adam Parfrey et al.

From: Kerry Goulding, Stereo Dynamite PR

Re: STEVEN BLUSH - AMERICAN HAIR METAL: MARCH 2007
CANADIAN PUBLICITY & PROMOTIONS REPORT

Below, please find a report of our press efforts.

1. ADVANCE EVENT COVERAGE – AHM BOOK READING + LAUNCH PARTY

- **NOW MAGAZINE** (Toronto weekly: circ – 120k): Book review w/ launch party details to preview event. Run Date: Thursday, March 1
- **SUN TV – ‘Canoe Live’ show** (National TV - daily ent. program on Ch.15): Segment aired to plug book and launch party. Air Date: Thursday, March 1 @ 6:15 pm
- **TORONTO SUN** (daily; circ – 200k): Feature story to promote book & preview event. Run Date: Thursday, March 1

2. ONLINE & STREET PROMOTIONS

- Distributed digital press tools (poster & evite) to bands for MYSPACE postings, etc. // also distributed to A-list & specialty rock & metal media
- Link to the best evite EVER: www.stereodynamite.com/AHM
- PRESS RELEASE TO NAT’L MEDIA CONTACTS: Feb. 16
- EVITE DISTRIBUTED TO BANDS, MEDIA, RETAIL, INDUSTRY, ETC: Feb.21 & Feb.28 follow-Up reminder
- AHM full-color poster displayed prominently in key tastemaker record stores & clothing shops in the downtown Queen W. district
- Digital poster graphic posted on all local specialty metal/punk/hardcore message boards, forums, including:
 - www.returntothepit.com
 - www.TheGauntlet.com
 - www.SMNnews.com
 - www.PunkOttawa.com
 - www.BWBK.com
 - www.metal-rules.com
 - www.rue-morgue.com
 - www.stillepost.ca
 - www.prcteam.com
 - www.bloody-disgusting.com

3. ONLINE NEWS PREVIEWS

- BWBK.com - <http://www.bravewords.com/news/60543>
- Metaleater.com - <http://www.metaleater.com/news.php?action=fullnews&id=10069>
- Metal-Rules.com - <http://www.metal-rules.com/news.php?months=2007-02#3995>
- Truth Explosion.com - <http://www.truthexplosion.com/news/news.php?id=3580>

4. IN-MARKET INTERVIEWS

- **102.1 The Edge** (Canada's #1 alternative rock radio station): Live-to-air interview to discuss book & AHC DVD. Air Date: March 2 @ 3:40 pm EST
- **680 News** (Toronto all-news radio, entertainment report segment): Pre-taped phoner interview. Air Date: March 2
- **Access Magazine** (National A&E monthly; circ – 300k+): Feature story. Run Date: April/May 2007 issue
- **BangBang** (Montreal, QC A&E monthly; circ – 50k): Feature story. Run Date: April 2007 issue
- **Blistering.com** (Specialty rock/punk/metal site): Online feature story. Run Date: upcoming
- **CBC Newsworld – 'CBC News Today'** (National daily TV news show; airs 4pm on Ch.6): Pre-taped interview to air same-day. Air Date: Thurs. March 1st – 4pm EST
- **CFRB 1010 – 'Rock Talk'** (Toronto talk & news radio specialty program): Pre-taped interview. Air Date: Saturday March 24 between 7-8pm EST
- **CFRB 1010 – 'The Jim Richards Show'** (Toronto talk radio, show is themed around eccentric subject matter): Pre-taped interview. Air Date: March 1
- **CHART Magazine** (National A&E monthly; circ – 40k): Feature story for Chart Magazine / Chartattack.com Q&A + book review. Print Run Date: April 2007 issue. Online Run Date: March 13
- **Degeneration Overdrive Magazine** (T.O./Montreal/Ottawa quarterly specialty rock / metal mag; circ – 5k): Feature story. Run Date: Summer issue, upcoming
- **Dose.ca** (National news & ent. site & part of CanWest chain): Feature story; also posting it to CanWest NATIONAL daily newspaper wire. Run Date: March 8
- **EYE Weekly** – photos from hair metal party in 'SNAPS' section – March 8 issue
- **Gasoline Magazine** (National A&E quarterly; circ – 5k+): Feature story + event review upcoming. Run Date: June 2007 issue
- **LOAD Magazine** (Specialty rock/metal quarterly; circ – 5,000): Feature story. Run Date: June 2007 issue
- **Metro Toronto** (Toronto commuter daily, circ: 225k): Feature story. Run Date: March 13

- **MuchMusic / MuchMoreMusic** (Canada's #1 music TV network): 30 min. interview with Steven + clips w/Robin Black, Darrell (Killer Dwarfs), Brent Doerner (HELIX) for New Music & The Loop. Air Date: Tues. March 27 on New Music
- **MuchMoreMusic** (Canada's #1 music TV network): Feature for new series about the public's obsession with dead rock stars. Air Date: TBD
- **PunkRadioCast.net** (International online punk radio station): Live interview for comedy / music show. Air Date: Mar.23 @ 5pm EST
- **SPILL Magazine** (Toronto A&E quarterly; circ - 5,000): Feature story. Online Run Date: posted week of March 12. Print Run Date: upcoming
- **Star! Daily** (National TV; ½ hour ent. news program; also airs nationally on A Channel and CityTV networks): Feature segment, will cross-promo. AHC DVD. Air Date: March 29
- **SUN TV – 'CanoeLive' show** (National TV - daily ent. program on Ch.15; broadcasts live Mon-Fri. 6pm-7pm): Live interview. Air Date: Mar.2 @ 8pm EST
- **Tangible Sounds** (National online music journal) – Event review upcoming
- **Uptown Magazine** (Winnipeg, MB street weekly; circ – 20k): Feature story & book review. Run Date: TBD

PRESS LINKS

**please note I will also be sending both Steven & Feral House a package of press clippings & VHS copies of TV interviews as soon as all clippings/VHS tapes are received
(some stuff is not running until Apr/May/June)*

The majority of press clippings / links have not yet been received – stay tuned!

BWBK.com - <http://www.bravewords.com/news/60543>

CFRB 1010 – The Jim Richards Show: <http://www.cfrb.com/richardsarchive>

Chartattack.com - <http://www.chartattack.com/DAMN/2007/03/1305.cfm>

DOSE Magazine - <http://www.dose.ca/music/story.html?id=1ee0c8be-3bb3-4eef-9023-26bebe7bb7b9&k=45553>

Metaleater.com - <http://www.metaleater.com/news.php?action=fullnews&id=10069>

Metal-Rules.com - <http://www.metal-rules.com/news.php?months=2007-02#3995>

Metro Toronto - <http://www.metronews.ca/story.aspx?id=35356&searchtype=1&fragment=False>

NOW Magazine - http://www.nowtoronto.com/issues/2007-03-01/books_reviews2.php

SPILL Magazine – <http://www.spillmagazine.com/features.html#civil>

Truth Explosion.com - <http://www.truthexplosion.com/news/news.php?id=3580>

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For immediate Release:

February 16, 2007

Contact: Kerry Goulding, Stereo Dynamite PR
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**AUTHOR & FILM PRODUCER STEVEN BLUSH
IN TORONTO TO PROMOTE NEW BOOK
AMERICAN HAIR METAL**

**ACCLAIMED NYC WRITER APPEARING AT TORONTO'S BOVINE CLUB
FOR MARCH 2ND BOOK READING & LAUNCH PARTY**

**ROBIN BLACK TO HOST;
ECLECTIC LINE-UP OF T.O. MUSICIANS CONFIRMED**

Toronto, ON – Author Steven Blush is visiting Toronto early next month for the launch of his latest book **AMERICAN HAIR METAL** (Feral House). Blush's promo trip will include a March 1-2 press junket at Toronto's Sheraton Hotel (123 Queen W.) and a **book reading/ launch party** at the legendary **Bovine Club** (542 Queen W.) on **Friday March 2nd @ 9pm EST.**

Blush gained international notoriety in 2006 with the release of his documentary film American Hardcore (Sony Picture Classics), based on his book of the same name (Feral House, 2001). His writings have also appeared in over 25 publications, including Spin, Details, Interview, Village Voice, and The Times Of London.

The March 2nd book reading & launch party kicks off at 9pm sharp and will be hosted by none other than Toronto glam rocker Robin Black; Blush will be reading excerpts from **AMERICAN HAIR METAL** for media and fans, followed by a special set of '80s hair & glam metal tributes from some of the city's finest rock musicians.

"I am stoked for the Canadian release of AMERICAN HAIR METAL. Toronto gave a very warm reception to my AMERICAN HARDCORE book and film, and I am excited to return for this decadent night of big-haired rock on March 2nd," says Blush of his upcoming visit.

"Steven Blush is a f*%\$#@ incredibly talented author and I'm honored to be a part of the AMERICAN HAIR METAL Canadian book launch!" adds Robin Black.

In keeping with the book's theme, '80s hair metal tribute band MONSTERS OF ROCK will play the event, fronted by an assortment of Toronto rockers -- including Robin Black, Brent Doerner (ex-Helix), Darrell Miller (Killer Dwarves), Sarah Sin (The Creepshow), Al Nolan (Hell Yeah Fuck Yeah), Ben Rispin (The Video Dead), Ash Lee Blade, Damon Kelly (Rockarma), Sean Kelly (Crash Kelly) + many more. All artists will be performing '80s hair metal and glam rock cover songs.

Published in late '06, **AMERICAN HAIR METAL** celebrates the glory days of the '80s U.S. hair metal and glam rock scene in all its flamboyant, self-indulgent decadence and androgyny. With revealing quotes about the sex, drugs, and Rock & Roll ethos of the time, the book also features never-before-seen shots of the biggest bands and unsung heroes of the hair metal scene from major scene photographers William Hames, Eddie Malluk and Frank White.

Steven Blush resides in Manhattan, NY, where he is a DJ and promoter of NYC's longest-running Rock party "Röck Cändy". He published the cult magazine Seconds, and currently serves as contributing editor at Paper. In addition to American Hair Metal and the American Hardcore book & film, Blush also wrote .45 Dangerous Minds (Creation Books, 2005), a collection of interviews with Pop Culture's most notorious characters.

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What the critics are saying about Steven Blush's AMERICAN HAIR METAL:

"The definitive biography of the genre --pitch-perfect, from its trashy design to the sardonic affection it displays for the music and its practitioners. Ten minutes to read, a lifetime to ponder."
— **James Parker, Boston Globe**

"Addictive... So bad it's awesome... The day I received American Hair Metal, my productivity pretty much suffered for the rest of the afternoon." —**Whitney Matheson, USA Today**

"Oddly poignant." — **Esquire**

"Wonderfully illustrated... An excellent visual presentation on a pop phenom just beginning to attract critical interest, this vital piece of rock semiotics, so to speak, verifies how strong the attraction of monumental vacuity can be." — **Mike Tribby, Booklist**

"Captures the hair-metal (a.k.a. glam-metal) movement in all its teased-out, heavily mascaraed, spandex-clad glory." — **Mark Yarm, Associated Press**

"You need this book. The guffaws you'll get out of the outfits alone are worth the 23 bucks...The book is stuffed with quotes... hilariously illustrated."
—**Cheryl Eddy, "Pixel Vision," San Francisco Bay Guardian**

"Starting with the can of Aqua Net that welcomes American Hair Metal within its initial pages, Steven Blush's first book since 2001's AMERICAN HARDCORE seems like the perfect companion piece to his punk tome...." — **Kory Grow, CMJ New Music Monthly #143**

"A killer FULL COLOR 175+ pages, chock full of super rare color pictures... A MUST HAVE for any fan of the '80s, the Sunset Strip or rock n' roll in general! Buy this now or you're a dumb fuck! Pure & simple!" — **Stevie Rachelle, MetalSludge.com**

"Completely fascinating... sells itself at a glance." — **Colleen Kane, Playgirl**

"Excellent... One of the book's best chapters reprints hair metal fan letters that are frightening in both their simplicity and intensity. The reader-submitted pen-and-ink drawings of their heroes reveal a deep and disturbing passion." —**Michael Knoop, San Antonio Express**

"The perfect coffee table book for the closet Crüe lover in your life." — **uncrate.com**

American Hair Metal by Steven Blush

10 x 8 • 176 pages • 170 photographs • Full Color throughout • \$22.95 • ISBN: 1-932595-18-X • Pub date: November 2006

http://feralhouse.com/press/mini_sites/american_hair_metal/

Feral House • P.O. Box 39910 • Los Angeles, CA • 90039 • USA

www.feralhouse.com • ph 323.666.3311 • fax 323.666.3330

Also Available:

'American Hardcore' DVD – Release Date: February 20

'American Hardcore' Soundtrack – CD In Stores Now!

'American Hardcore: A Tribal History' – Book In Stores Now!

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AMERICAN HAIR METAL
BOOK READING + BOOK LAUNCH PARTY!

**AMERICAN
HAIR METAL**



*"Captures the hair-metal movement in all it's spandex-clad glory"
- Associated Press*

STEVEN BLUSH
AUTHOR OF AMERICAN HARDCORE

**SPECIAL HAIR METAL BOOK READING BY
STEVEN BLUSH**
(AUTHOR OF "AMERICAN HARDCORE")

w/ 80's hair-metal tribute band **MONSTERS OF ROCK**
featuring special vocal performances from members of:
KILLER DWARFS ♪ ROBIN BLACK ♪ THE CREEPSHOW
ASH LEE BLADE ♪ HELL YEAH FUCK YEAH ♪ THE VIDEO DEAD
CRASH KELLY ♪ ROCKARMA and more

FRI. MARCH 2nd BOVINE SEX CLUB
542 QUEEN ST. W. | 9 PM - 12 AM



EVITE: WWW.STEREOYNAMITE.COM/AHM

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