

# THE SOUND MIND COLLECTIVE: PRESS RELEASE TEMPLATE

## THE HEADER

Center your band name and the album or tour name at the top of the page. To draw attention to this information, make it bold and/or italic and use a larger text than the rest of your release. You can also further set this information apart by putting it in a box or underlining it. If the record is on a label, include the label name and catalog number in this location as well. If your tour or show is commemorating something, features special guests, or noteworthy production include that information here as well.

**BODY:** This information can be presented however you see fit but make sure to include the following points:

**1. Announce the new album, show or tour.** Start with a strong lead sentence. Make reference to the bands or band members' previous work that the reader may be familiar with. If this is a debut album or tour, make sure you specify that and give information about the music itself. This is also the place to mention any major selling points for the record or band such as praise from a well-known artist, producers, or DJs, well-known special guests, notable production credits (including where the record was recorded), and radio play or internet presence.

**2. Briefly expand on your band and the music on the record, or the situation surrounding your tour or show.** This information is especially important for a new band with a debut album. But don't mistake this for a band bio (which should be linked to separately) -- just include some details about where you come from, your influences, or relevant histories of band members.

**3. Give a solid reason why they should write about your band, review your album or preview your tour.** That does not mean saying it's a "great" album. Adjectives like "great" and "fantastic" should be avoided at all costs. Instead mention tangible things such as sold out tour dates, previous or upcoming press in well-known publications or respected websites, radio play, YouTube presence, etc.

## THE CLOSING

At the bottom of your press release, include the contact information for the person fielding press queries for the for your band, even if this information is also at the top of your page. Set this information apart from the body of your press release in the same manner as you did the header (preferably with the text in a box) and use a larger type size or make it bold. Be clear what this information is intended for, by saying, "For more information, promo requests, or to set up an interview, please contact [Mr. So & So]." Also, include the website for the band or label, or both as well as links to videos, tour dates, social media, etc.



Exploring viable alternatives to the current corporate-dominated music industry, promoting direct partnerships between artists, music professionals, community and activist organizations, and envisioning and enacting meaningful social change through music.

# THE SOUND MIND COLLECTIVE: EXAMPLE PRESS RELEASES

## Perceptionists (Mr. Lif & Akrobatik)

announce tour in support of *Resolution*, their new album on **Mello Music Group**  
with special guests **Ben Shorr & DJ Paten Locke**

### THE PERCEPTIONISTS:

Comprised of rappers Akrobatik and Mr. Lif, The Perceptionists are to the Boston, Massachusetts hip-hop scene as the Justice League of America are to superheroes: the best of the best marshaling their powers for the collective good. The fiercely political Mr. Lif, whose 2002 album, *Emergency Rations*, was one of the first hip-hop records to overtly question the abuse of civil liberties in post-9/11 America, meshes well with Akrobatik's equally intelligent, socially conscious vibe first displayed on his 2003 solo debut, *Balance*. Friends since their early days on the local scene, Lif and Akrobatik first started linking at (now Brick Records Owner) Papa D!'s recording studio. They soon joined forces with turntables and local college radio DJ Fakts One, formally adopting the name the Perceptionists in 2000. A 2004 mixtape called *The Razor* was the trio's underground bow, before their official debut, *Black Dialogue*, was released by Definitive Jux in early 2005. The album went on to make the Top 50 list for Best Hip Hop Album in *Rolling Stone Magazine*. For the past decade plus, the two have been releasing solo material and collaborating with a host of artists, as well as each other on their respective solo projects. In 2017, Akrobatik and Mr. Lif decided to revive the Perceptionists, as Fakts One had essentially retired from the music business. The end result was a critically acclaimed new album, *Resolution*. Released on Mello Music Group July 2017, this is truly a timeless record. The first full-length from The Perceptionists in a dozen years reflects the struggles and near-death sagas that struck Mr. Lif and Akrobatik during that span. Lif miraculously survived his tour bus plummeting over a cliff and bursting into flames. Akrobatik weathered a sudden aortic rupture and emergency open-heart surgery. This album was created from deep in the trenches and the songs reflect the profound story of friendship and camaraderie between Lif and Ak. The duo are lifelong friends still trading bars with the chemistry of Tip and Phife, Andre and Big Boi or Erick and Parrish, all the while offering a conscious perspective not commonly found in the modern mainstream. Now, the Perceptionists are thrilled to be touring the east coast in support of *Resolution*. Joining them on the tour is producer DJ Paten Locke and one of New England's brightest up and coming rappers, Ben Shorr.

### PERCEPTIONIST TOUR (MR LIF & AKROBATIK) w/s/gs Ben Shorr & DJ Paten Locke

April 26	Lizard Lounge	Somerville, MA
April 27	Kung Fu Necktie	Philadelphia, PA
April 28	3 Stars Brewing	Washington, DC
May 1	Grey Eagle	Asheville, NC
May 2	Sky City	Augusta, GA
May 3	Nighthawks	Jacksonville, FL
May 4	Aisle 5	Atlanta, GA

### FOR MORE INFO:

<https://www.facebook.com/ThePerceptionistsHipHop/>

<https://www.facebook.com/mrlif/>

<https://www.facebook.com/AkrobatikMC/>

<https://www.mellomusicgroup.com/products/mr-lif-akrobatik-the-perceptionists-resolution-cd>

[https://en.wikipedia.org/wiki/The\\_Perceptionists](https://en.wikipedia.org/wiki/The_Perceptionists)

The Perceptionists are available for interview/on-air performance and is happy to do any ticket/CD giveaways, please correspond if you are interested in setting something up or if you would like tickets to a show!

Contact: Will Bradford / ARME Group  
[willbradford3@gmail.com](mailto:willbradford3@gmail.com)

FOR IMMEDIATE RELEASE

**Brooklyn Based Musicians' Collective Brings Artists and Activists Together in Support of Police Accountability**

**featuring:**

Resistance Revival Chorus, Nikhil P. Yerawadekar & Low Mentality,  
Bajah & The Dry Eye Crew, M.A.K.U. Soundystem and DJ Xpect

**The Sound Mind Collective Presents: Uplift! Brooklyn**

Thursday May 17, 2018 - 7PM

C'mon Everybody

325 Franklin Ave – Bedstuy

7pm / 21+ / \$15

Tickets: <https://tinyurl.com/ya3ezuz6>

On Thursday May 17th, C'mon Everybody will host the second edition of the Sound Mind Collective's Uplift: Brooklyn! benefit concert series. This time around, all proceeds collected from the door and other means (raffle, text-to-donate, etc) will be donated to the Campaign For An Elected Civilian Review Board (ECRB). An impressive lineup of speakers and musicians has been assembled to energize New Yorkers looking to support a positive social movement through music. Artists on the lineup include Bajah & The Dry Eye Crew, M.A.K.U. Soundsystem and the Resistance Revival Chorus (who recently performed alongside Ke\$ha at this year's Grammy Awards).

**More about the ECRB:**

This democratically run campaign consists of ordinary New Yorkers working together to replace the ineffective oversight structures our city has in place for abusive police officers with something more equitable and transparent.

Currently, complaints against police officers are filtered through the CCRB (Civilian Complaint Review Board), which consists of individuals appointed to their positions by the mayor, the police commissioner and City Council members. Prosecutions against police officers are handled by the DA's office, which has a vested interest in maintaining a good relationship with NYPD.

The amount of conflicts of interest in the current system suggests that it is designed to create the mere appearance of accountability rather than actually seeking to promote a healthy relationship between police and citizens, and the outcomes we constantly see (for example, officer Daniel Pantaleo, who murdered Eric Garner, continues to be employed by the department) show us that cops getting away with abusive behavior is the current norm.

ECRB Campaigners have drafted legislation that will replace the CCRB with a Review Board consisting of elected citizens, and will create a Special Prosecutor position to handle prosecutions against police, bypassing all the current conflicts of interest, and operating transparently. Last year, the campaign made a huge step forward by finding a City Council sponsor, Inez Barron, for its legislation, and this year the campaign seeks to spread the word and channel all the voices throughout the city critiquing the current status quo towards the realistic, tangible, systemic solutions this legislation proposes.

**More about The Sound Mind Collective:**

The Sound Mind Collective is a growing Brooklyn-based organization aiming to connect independent musicians and artists with our local communities in order to encourage meaningful positive growth in education, social justice, and creation. The group was founded in the Spring of 2017 by Katherine Powell (manager, The Nth Power), Chris St. Hilaire (musician, The London Souls) and Nikhil P. Yerawadekar (musician, Antibalas) and has thus far conducted two

well received workshops for independent artists and musicians and one benefit concert, raising funds for Exalt Youth, a school-to-prison pipeline prevention program, last December. SMC members have been engaging with the ECRB Campaign since the start of the Trump era and are excited to collaborate via music towards a safer, more equitable NYC.

For more information about The ECRB, please visit [www.stoppoliceviolencenyc.org](http://www.stoppoliceviolencenyc.org)

For more information about The Sound Mind Collective, please visit [www.thesoundmindcollective.org](http://www.thesoundmindcollective.org)

Purchase tickets to benefit show here: <https://tinyurl.com/ya3ezuz6>

Donate to the ECRB's GoFundMe campaign here: <https://tinyurl.com/y9k6over>

All artists, speakers, and organizers of the event are available for interview. Please be in touch if you are interested in setting something up!

Thank you for your time,

The Sound Mind Collective  
[thesoundmindcollective@gmail.com](mailto:thesoundmindcollective@gmail.com)  
(415) 385-0925



**THURS  
MAY 17  
2018**

**THE SOUND MIND COLLECTIVE PRESENTS  
UPLIFT! BROOKLYN**

**EMPOWERING  
COMMUNITIES  
TO HOLD POLICE  
ACCOUNTABLE**

**PROCEEDS GO TO THE  
NYC Campaign for an  
ELECTED CIVILIAN  
REVIEW BOARD**

**PERFORMANCES BY**  
BAJAH & THE DRY EYE CREW  
M.A.K.U. SOUNDSYSTEM  
RESISTANCE REVIVAL CHORUS  
NIKHIL P. YERAWADEKAR & LOW MENTALITY  
GEMINELLE ROLLINS  
DJ XPECT  
HOSTED BY YAH SUPREME

**AT C'MON EVERYBODY**  
325 FRANKLIN AVE, BKLN  
DOORS AT 7PM // 21+



Exploring viable alternatives to the current corporate-dominated music industry, promoting direct partnerships between artists, music professionals, community and activist organizations, and envisioning and enacting meaningful social change through music.

[www.thesoundmindcollective.org](http://www.thesoundmindcollective.org)

"Backwash"

<https://open.spotify.com/track/5V11Sf6mTcOxgqqO9jtJ9V?si=pWxhmdot>

SPOTIFY ARTIST LINK (new album "Jane Doe Embryo")

<https://open.spotify.com/artist/2eTaVdGyOGaVUFxrT90icX?si=I4duox8r>

Contact: Victoria Karol  
armegroupsp@gmail.com

**theWorst**  
announce the release of  
**'Jane Doe Embryo'**  
(OCT.24 -RascalZRecordZ 2017)

The single (Radio Edit) - Backwash WAV/MP3

(ALBUM) MP3s - TheWorst - Jane Doe Embryo MP3s

(ALBUM) WAVs - TheWorst - Jane Doe Embryo WAVs

SOUNDCLOUD: <https://soundcloud.com/wearetheworst/sets/jane-doe-embryo/s-7FuFC>

FOR IMMEDIATE RELEASE:

theWorst is a three piece rock band from Portland, Maine. Tapping into post-teen angst with threads of third-wave feminism, the shreddy power anthems that comprise the TheWorst's debut album are a jolt of brutal honesty and unadulterated emotion, fueled by a massive wall of distorted sound that throws back to Dinosaur Jr., L7, Mudhoney and even Nirvana. The band is led by front-woman and songwriter/lyricist Brooke Binion.

Binion is no rookie to rock and roll, and her lyrics can attest to a life of battling demons from addiction to depression, gender politics to suburban ennui, and everything in between. She toured for years as one half of the EDM duo Freepeoples Frequency before making some big life changes, switching gears and finding her true musical purpose with her voice and guitar.

TheWorst's big sound is rounded out by drummer Benbazi, formerly of Boombazi and the LA recording artist Beatnik JR, and bassist Will Bradford, leader of the anti-genre indie rock pranksters SeepeopleS. The sound these two seasoned veterans create is both powerful, engaging and decidedly different, something truly rare in today's modern rock scene.

For Jane Doe Embryo, the band enlisted the help of producer Will Holland, best known for his work with the Pixies, Rhett Miller (Old 97's), New Pornographers and Fall Out Boy. The album was recorded at the legendary Chillhouse Studios in Boston MA and is due for release this fall on RascalZRecordZ.

In their short time as a band, TheWorst have shared the stage with The Svetlanas, Rough Francis, The Queers and Zex, have been featured at the Millennium Music Conference 2016, and completed a successful West Coast US Tour from LA to Seattle in Fall of 2016. Currently the band is gearing up for the release of Jane Doe Embryo on vinyl, streaming and cd. For more info on TheWorst, the album, or for current news and tour dates, please visit:

<https://www.facebook.com/theworst207/>

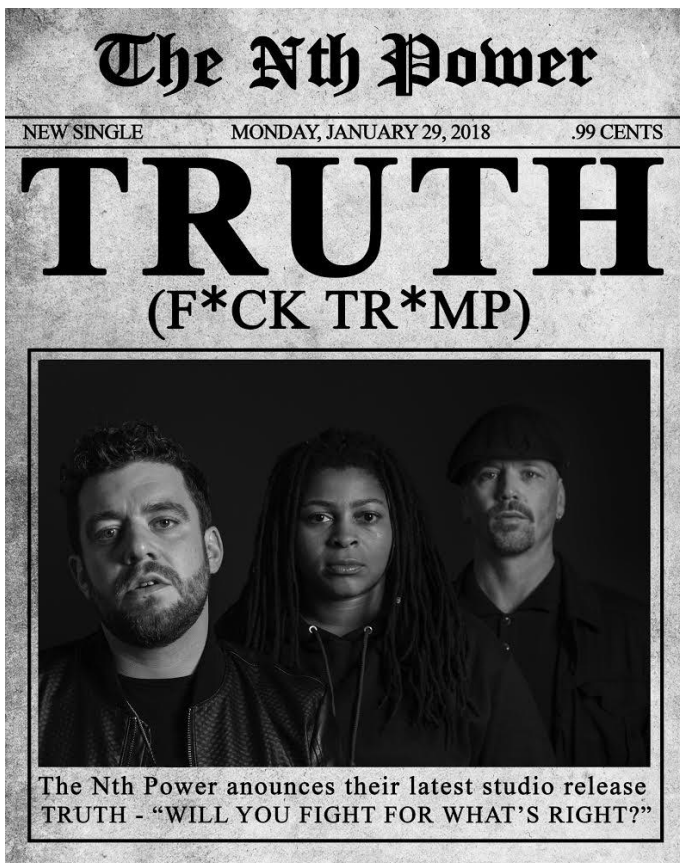
<https://www.reverbnation.com/theworstband>

<https://www.theworst207.bandcamp.com>

Contact: Victoria Karol  
armegroupsp@gmail.com

# The Nth Power announce New Single And Video “Truth,” Winter Tour and New Album in 2018

*Drummer Nikki Glaspie will also guest with Late Night with Seth Meyers House Band January 29-February 1 on NBC.*



New York City-based soul/rock/funk group The Nth Power - drummer Nikki Glaspie, guitar player Nick Cassarino and bassist Nate Edgar - are entering a new phase of their careers. In 2017 The Nth Power decided to transition to a guitar/bass/drums trio as the group focuses in on refining their signature sound. Since then, Glaspie, Cassarino and Edgar have infused their funk aesthetic with a little bit of disco, some deep soul, and a lot of intense political energy and tight old school rock and roll.

The band will release their new video for the single “Truth,” on January 29th. “Truth” is the first song from their upcoming album out this spring, and the video tells the story of our world’s crushing paranoia and isolation through the lens of a conspiracy theorist holed away in his apartment, sending secret messages through the cracks in the door. Savage and furious, the message in “Truth” is clear, it’s right there in the headline: FUCK TRUMP.

**Members of the media are invited to preview “Truth” here:  
<https://vimeo.com/251240356> Password: truth**

Along with the release of “Truth,” The Nth Power are going out on a west coast tour to promote their upcoming album in February, with dates in cities stretching from Colorado to California. Currently in the studio at Chillhouse in Cambridge MA, the band’s new record will show off the newly minted trio’s fresh new sound, with the familiarities of old school bands like Earth, Wind & Fire, Chic and even early Daft Punk, while leaning heavily into the shreddy, funky sounds the Nth Power is known for.

And if you aren’t familiar with Glaspie’s chops as a drummer yet, you won’t have to leave the house to hear her play live next week. It’s cold out! Grab your snuggie and turn on Late Night with Seth Meyers January 29th through February 1st to see Glaspie sitting in as the guest drummer with Seth’s house band, The 8G Band.

- TOUR DATES: <https://www.jambase.com/band/the-nth-power>
- LINK TO SINGLE (radio edit and regular): <http://www.moresound315.com/nth>
- BAND WEB SITE: [thenthpowermusic.com](http://thenthpowermusic.com)

Contact: Will Bradford / ARME Group  
[willbradford3@gmail.com](mailto:willbradford3@gmail.com)

**...INFO WARS WASN'T THE ONLY THING REMOVED BY FACEBOOK / IG...**

contact: Victoria Karol / ARME Group [thearmegroupsp@gmail.com](mailto:thearmegroupsp@gmail.com)

NOTE- ALBUM DOWNLOAD LINKS ARE BELOW (DROPBOX - WAV / MP3)

## **SeepeopleS @ Resident LA. OCT 4 w/Ramonda Hammer, Piel, theWorst, Vanessa Silberman**

**SeepeopleS Video By Pete List (Celebrity Death Match / MTV) is removed (BANNED!) by Facebook/Instagram!**

### **Read the Paste Magazine Article**

<https://www.pastemagazine.com/articles/2018/07/watch-the-animated-seepeoples-video-banned-by-face.html>

It has been a wild year for the indie pranksters SeepeopleS. In 2017 the band released the 'HATE' EP, the second installment in the SeepeopleS : LOVE , HATE , LIVE series of EPs (RascalZRecordz). The band enlisted the help of world renown animator Pete List, best known for his work on the hit MTV show Celebrity Death Match and Marilyn Manson's End Times music video, to create the video for the single, "New American Dream." The video went on to win a Pixie Award for the animator as well as being nominated for an Independent Music Award (Best Video). Although the video would be viewed over a quarter of a million times on FB/IG and shared by thousands of users, it also drew the ire of many viewers who "reported" the video. Eventually, in June of 2018, more than a year after its release, Facebook removed the video from its platform, citing that it contained "extreme social and political views."

Judge for yourself?!

### **The SeepeopleS Video By Pete List (Celebrity Death Match/MTV/Marilyn Manson)**

<https://www.youtube.com/watch?v=v54qyyGuqZg>

Unfortunately, the story didn't end there. Facebook / Instagram disabled the band's ad account and starting unapproving posts / ads that had nothing to do with politics whatsoever, citing the band was not "authorized" to post political content. Even after "authorizing," the video remains banned, clubs trying to sponsor ads for the band's upcoming shows getting "unapproved" to do so, organic posts being squashed...etc...etc...etc. This is Censorship in our brave new World.

\*Note, at this point lawyers are involved and we are in negotiations with Facebook\*

SeepeopleS has always been outspoken on social issues (and politics, although the band's stance is generally anti-political). You can find many of these songs in the band's catalog (7 albums strong). Go to Spotify:

### **Listen to the new EP & entire catalog and follow us on SPOTIFY or Download Link Below**

<https://open.spotify.com/artist/6hViLHSRqF45YrjTjjdTX6>

### **Press Can Download the last album release here:**

The New SeepeopleS EP, 'HATE' (RascalZ RecordZ 2017)

CLICK HERE TO DOWNLOAD THE NEW EP "HATE" (Dropbox -WAV)

CLICK HERE TO DOWNLOAD THE NEW EP "HATE" (Dropbox -MP3)



Exploring viable alternatives to the current corporate-dominated music industry, promoting direct partnerships between artists, music professionals, community and activist organizations, and envisioning and enacting meaningful social change through music.

[www.thesoundmindcollective.org](http://www.thesoundmindcollective.org)

SeepeopleS has just announced a major national tour. Tour dates are posted below. Please correspond if you are interested in finding out more about this very special band. Here is a bio for more information!

## **about: SeepeopleS**

\*nominated "BEST VIDEO" (Independent Music Awards)

\*nominated 'BEST LIVE ACT' (New England Music Awards 2017)

\*nominated 'BEST NEW ARTIST' (Relix Magazine 2007)

\*nominated 'BEST INDIE BAND, BEST EP, BEST BAND' (Portland Phoenix 2017)

\*nominated 'BEST SONGWRITER' (Portland Phoenix 2016)

\*featured on/in SiriusXM, XPN, Magnet, Paste, DRUM, High Times, Relix, Pop Matters, Exclaim!, AMP, Village Voice

\*Played/Toured w/ Death Cab for Cutie, Franz Ferdinand, Cracker, Widespread Panic, Ben Harper, Kula Shaker,

Presidents of USA, Lotus, Bassnectar, Pretty Lights, Les Claypool, STS9, De La Soul, Grace Potter, MMW

\*1,500 plus shows in 46 states, 5 albums, 2 EPS - albums feature members of Morphine, Dave Matthews Band, Spearhead and more....

The anti-genre indie pranksters SeepeopleS have been a band for 18 years. The band, which is the brainchild of band-leader/songwriter/producer Will Bradford, has released 5 full length albums and 2 EPs on their own imprint, RascalZ-RecordZ. It would be an accurate statement to say that there isn't a single band on the planet that covers as much ground musically, or traverses through as many musical universes as SeepeopleS does. Musicians have long since taken notice and members of Morphine, Spearhead, Dave Matthews Band (Tim Reynolds), and even members of Parliament/Funkadelic are featured on previous albums. All seven records were co-produced by Will Holland (Pixies, New Pornographers, Dead Can Dance) The band has toured ceaselessly, playing over 1500 shows in 46 states during their long career. Most importantly, SeepeopleS features songwriting that is the definition of timelessness and lyrically have been busy writing the most important musical anthems of our generation. It may be long after our lifetimes before this band gets their due, but they certainly will. Nothing this good can remain hidden forever.

As far as "hype" goes, the band was recently nominated for "Best Live Act" for the 2016 New England Music Awards. Other nominations include "Best New Artist" (Relix Magazine Awards 2007). The band has shared the stage and toured with such acts as Death Cab for Cutie, Franz Ferdinand, Cracker, De La Soul, The Pharcyde, Ben Harper, Kula Shaker, Presidents of the United States and have even had Jon Fishman (Phish) join the band for a SeepeopleS set during a Bernie Sanders rally. They have been featured in Pop Matters, Magnet, Exclaim, High Times, Relix, DRUM Magazine, Blue Walrus and now Daytrotter, to name a short few. Their music has been used on Judging Amy (TNT), The Gates (ABC), and in feature films such as 'Canvasman,' and 'Wheels Over Paradise,' as well as on the Discovery Channel and NASCAR broadcasts. They provided most of the music for the Headcount (voting registration) documentary 'Call To Action' and have played CMJ, SXSW, as well as a major music festivals' Wakarusa and Allgood Music Festival.

Recently the band released their newest EP, 'HATE' in 2017 as well as a brand new video animated by Pete List (Celebrity Death Match/MTV, Marilyn Manson). The band has been on tour for the past couple years in support of their triple series of EP releases, 'LOVE,' 'HATE,' and 'LIVE,' which is scheduled for release this Christmas. All three EPs will be released digitally with some bonus tracks as 'SeepeopleS LOVE HATE LIVE' at that time as well. The band is also currently back in the studio working on their eighth studio release already entitled Field Guide For Survival In This Dying World.

Find SeepeopleS official at: <http://seepeoples.com>

SeepeopleS is on tour now! Go to SeepeopleS official for more info!

also at:

[facebook.com/seepeoples](https://www.facebook.com/seepeoples)

[instagram.com/seepeoples](https://www.instagram.com/seepeoples)

[twitter.com/seepeeps](https://twitter.com/seepeeps)

[reverberation.com/seepeoples](https://www.reverberation.com/seepeoples)

[soundcloud.com/seepeopleswill](https://www.soundcloud.com/seepeopleswill)



## TOUR DATES (DON'T PANIC TOUR)

JUL 2 - Heritage Days Festival - Bath, ME  
JUL 21 - Empire - Portland, ME  
SEP 21 - Elbo Room - Chicago, IL  
SEP 22 - Davey's Uptown - Kansas City, MO  
SEP 23 - B Side (Benson Theatre) - Omaha, NE  
SEP 24 - Nomad World Pub - Minneapolis, MN  
SEP 26 - Zebra Cocktail Lounge - Bozeman, MT  
SEP 27 - Goodfoot Lounge - Portland, OR  
SEP 28 - High Dive - Seattle, WA  
SEP 29 - Sam Bond's - Eugene, OR  
SEP 30 - The Capitol - Bend, OR  
OCT 3 - Brick & Mortar Music Hall - San Francisco CA  
OCT 4 - Resident LA - Los Angeles, CA  
OCT 5 - Artisan Hotel - Las Vegas, NV  
OCT 6 - The Prospector - Long Beach, CA  
OCT 9 - Rogue Bar - Scottsdale, AZ  
OCT 11 - Power House OKC - Oklahoma City, OK  
OCT 12 - Fitzgerald's - Houston, TX  
OCT 13 - One 2 One - Austin, TX  
OCT 14 - Hi Ho Lounge - New Orleans, LA  
OCT 16 - The Nick - Birmingham, AL  
OCT 17 - Smith's (Atlanta Room) - Atlanta, GA  
OCT 18 - Preservation Pub - Knoxville, TN  
OCT 19 - Block Off Biltmore - Asheville, NC  
OCT 20 - Evening Muse - Charlotte, NC  
OCT 21 - Pour House Music Hall - Raleigh, NC  
DEC 1 - Funk N' Waffles - Syracuse, NY  
DEC 7 - The Met - Providence, RI  
DEC 8 - State Theatre - Portland, ME

Contact: Victoria Karol  
armegroupsp@gmail.com



Exploring viable alternatives to the current corporate-dominated music industry, promoting direct partnerships between artists, music professionals, community and activist organizations, and envisioning and enacting meaningful social change through music.

[www.thesoundmindcollective.org](http://www.thesoundmindcollective.org)