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Exclusive: Steven Rosen Interview with Keith Moon (Drummer - The Who)

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**mmm fun**

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**madam music meets the dears in montreal**

# Madam Music Case Study 2

Content Samples – Interviews, Album Reviews, Stories to Enforce Brand

Sample Celebrity Interviews and Album Reviews by Deborah Collier, for madammusic.com's young musician and music enthusiast audience.

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**madam music meets tommy emmanuel**

**tommy emmanuel**

*"One of the greatest guitar players on the planet", "the greatest finger-picker in the world", Chet Atkins*

*"The greatest guitar player I've ever seen" - Eric Clapton*

*"An innovator of the guitar" - Todd Rundgren*

Award winning guitar legend, Tommy Emmanuel is a man who oozes musicality! He is known for his unique style of playing and his sensational stage performance. The only non-American inducted to the "Thumb Pickers Hall of Fame", Tommy plays his guitar like a pianist, with all ten fingers. He even uses his guitar as a multi-percussion instrument. He plays around 300 concerts a year and performed in front of millions at the 2000 Sydney Olympics closing ceremony.

Madam Music has been lucky enough to catch Tommy for a short interview during his current european tour. This is how it went...

**1. Musical Style:**

Is it possible that an accomplished musician with an established style like yourself could still be learning and developing?

**meet des**

**meet kris**

**meet summer**

**meet madam.music**

**the mystery - tommy emmanuel's new album**

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**madam music meets pierre bensusan**

**pierre bensusan**

*"Guitar playing so far above average as to approach the supernatural". - New York Times USA*

*"Pierre's music gives me the shakes...sophistication, accessibility and downright joy...". - Leo Kottke*

*"Pierre Bensusan has the liquid, relaxed manner of playing which has the easy inevitability of true genius." - Melody Maker (UK)*

French-Algerian guitarist, Pierre Bensusan is recognised as an innovator in the field of solo acoustic guitar. He is known in particular for his rare tuning style - **DADGAD**. At the age of 17 his first album 'Pres de Paris' won the Grand Prix du Disque at the Montreux Festival. International tours and inspirational recordings have established him as, in the words of pianist George Winston *"one of the truly gifted musicians of our time - he plays the guitar as if it were the very soul of himself."*

Madam Music had a fun and interesting interview with Pierre who is preparing for his UK tour. This is how it went...

**1. Musical Style:**

**meet des**

**meet kris**

**meet summer**

**meet madam.music**

**altiplanos - pierre bensusan**

**WIN!! ALTIPLANOS THE ALBUM!!**

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**madam music meets the dears**

**george donoso III - drummer - the dears**

Bluesy/Rock band 'The Dears' have just returned to their hometown of Montreal, after their European Tour. Madam Music managed to catch a quick interview with drummer George, before their concert.

L-R: Mann Pelland, Valerie Jodan-Keston, George Donoso III, Natalia Tanouak, Patrick Kief, Murray Lightburn

Watch the "You and I are a Gang of Losers" video!

This is how it went...

Your latest album "Gang of Losers" is quite dark in some ways, a sense of isolation - What was the inspiration behind the album? *"It's actually lighter than our previous albums, and it's really just a expression and release. You have to listen to the music too, not just the lyrics."*

Is there one track, which has a great story behind it? *"We prefer listeners to make their own interpretation and let it have its own meaning to them"*

You've been touring for a few months - What has been the highlight of your tour so far? *"Rome definitely - Musically it was a great show... but I had a day off and was wowed by the city"*

Have you noticed any great difference between playing here and the States?

**meet des**

**meet kris**

**meet summer**

**meet madam.music**

**funky t-shirts**

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**monthly mmm**

**band: hentaigene** [view video](#) **our rating: 5/5**

With Madam Music's love of animation and creativity, Hentaigene had to be the right choice to launch our 'monthly mmm' [read our review](#) appear in our 'monthly mmm' and reach around 15,000 visitors

**mmm news**

madam music creates a sleek launch of legal and ethical music sharing site

join our newsletter for news, reviews, competitions, music industry tips and more...

**musician's, dj's and promoters - get a sleek low-cost website - visit mmmmusiccreate.net to see a range of templates.**

**meet summer**

**meet kris**

**meet des**

**meet madam.music**

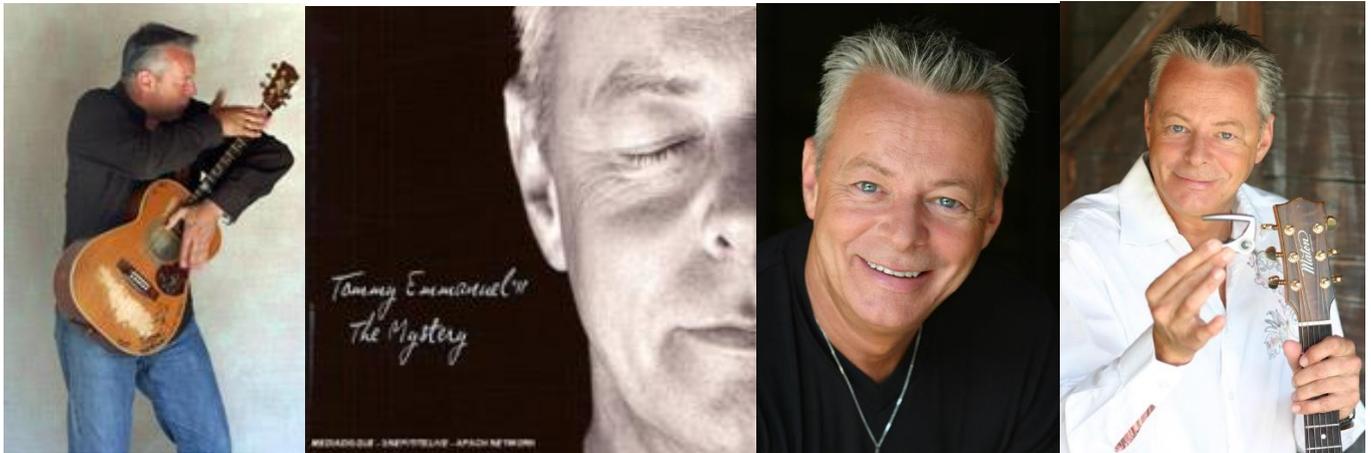
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**music player**

## SAMPLE INTERVIEW - GUITAR HERO'S SERIES

### Tommy Emmanuel Interview by Deborah Collier

Deborah struck up a conversation with Tommy's press officer on social media and arranged an interview



#### madam music meets tommy emmanuel

***"One of the greatest guitar players on the planet", "the greatest finger-picker in the world", Chet Atkins***

***"The greatest guitar player I've ever seen" - Eric Clapton***

***"An innovator of the guitar" - Todd Rundgren***

Award winning guitar legend, Tommy Emmanuel is a man who oozes musicality! He is known for his unique style of playing and his sensational stage performance. The only non-American inducted to the "Thumb Pickers Hall of Fame", Tommy plays his guitar like a pianist, with all ten fingers. He even uses his guitar as a multi-percussion instrument. He plays around 300 concerts a year and performed in front of millions at the 2000 Sydney Olympics closing ceremony.

Madam Music has been lucky enough to catch Tommy for a short interview during his current European tour. This is how it went...

#### **1. Musical Style:**

Is it possible that an accomplished musician with an established style like yourself could still be learning and developing?

*"Oh absolutely, I'm more hungry for it than ever!! I always carry a guitar with me, and play at every opportunity, particularly at the airport. On my Australian tour I was playing more than eating or sleeping"*

What advice would you give to musicians about learning and developing their own style?

*"Get songs to learn with a great melody, that inspire you. Seek out a good melody, such as Eric Clapton's 'Tears in Heaven'. You will accomplish more and more over time"*

You are a master of both electric and acoustic guitars, but you started out on the electric. What made you decide to focus more on the acoustic guitar?

*"Its economic, it's challenging and the acoustic is my signature. It shows my own style. I still do play the electric guitar...just like last night...I was jamming with an African troop until 4am, right after my gig in Düsseldorf"*

## 2. Songwriting

What inspires your song writing and does it happen quickly for you?

*"Song writing skills take years to develop. I've been developing my ear as well. The way I hear things has changed and the dynamic has changed. I never write cold. It's usually an experience or an idea that I play around with over and over"*

Tommy explains how his song 'Endless Road' was created. He came up with the theme many years ago and it wasn't until later, with new events in his life, that he wrote a selection of one and half minute pieces. *"I later realised with the theme that all the pieces belonged together, and so was born Endless Road"*

Tell us about your new album 'The Mystery' - what was the inspiration behind that?

Tommy explains that he wrote it whilst teaching at the Lewis & Clarke College

*"The album was inspired mostly about Lewis and Clarke - who opened up the American West and made friends with the Indians"*

*"The song, Mystery was my way of expressing my wonder at the love of god, message of god and how love works in this world". Tommy shared his personal experience of his fiancée "how you can look at someone you love and wonder how this is possible, how you can be this happy"*

## 3. Tour

**What is your favourite tour destination?**

*"I have many. The gig I played last night in Düsseldorf- I'd give the crowd a ten out of ten, and myself a two"*

Your UK tour starts at the end of November. What can your fans expect to see from you?

Tommy promises that we'll hear new songs never recorded, as well as tracks from his new and previous albums. *"I improvise a lot and I never play to a set list. I just feel what I feel and then just go with what I want to play"*

## 4. Work with Upcoming Musicians

Tommy is working with young talented artists from around the globe. Next month he set to produce with Australian band Bluehouse and has taken young Welsh starlet Gareth Pearson, under his wing.

It must be very satisfying working with younger musicians?

*"Yes, I love giving and helping other people's careers. I'm so grateful for what others have done for me. It inspires me to help to fulfil their dreams, using the facilities I've got to help young musicians around the world"*

Written by Deborah Collier for [madammusic.com](http://madammusic.com)

## **SAMPLE INTERVIEW – The Dears**

Further to meeting a Universal Records marketing manager at a U2 album launch party in Montreal, and later presenting madammusic.com which had reached 102,000+ visitors in month 4, Deborah was offered an interview with chart band The Dears. She was invited to watch The Dears in concert in Montreal, interviewed the drummer and attended their after show party. She also gave them a gift of a madam music Des the Drummer or Kris the Guitarist t-shirt and an album from madam music's small indie label artist Ginni.



### **Interview with George Donoso III - Drummer - The Dears**

Bluesy/Rock band 'The Dears' have just returned to their hometown of Montreal, after their European Tour. Madam Music managed to catch a quick interview with drummer George, before their concert.

This is how it went:-

**Your latest album 'Gang of Losers' is quite dark in some ways, a sense of isolation - What was the inspiration behind the album?**

*"It's actually lighter than our previous albums, and it's really just an expression and release. You have to listen to the music too, not just the lyrics".*

**Is there one track, which has a great story behind it?**

*"We prefer listeners to make their own interpretation and let it have its own meaning to them".*

**You've been touring for a few months - What has been the highlight of your tour so far?**

*"Rome definitely - Musically it was a great show... but I had a day off and was wowed by the city".*

**Have you noticed any great difference between playing here and in Europe?**

*"It's different in every city, but the British were always hyped more than the rest of the crowds"*

**To celebrate being back in your hometown, can Montrealers expect something special from you at your concert tonight?**

*"Yeah for sure, we always do something special at home. There'll be tracks from all our albums and some new ones. There'll also be a bit of a lightshow."*

**What advice would you give Montreal bands wanting to break the music industry?**

*"Get out of the city!! Work hard and travel and tour in other cities and abroad".*

**What are your top tips for visitors wanting to take in the Montreal Music Scene?**

*"Find the dodgiest bar on a Thursday night and meet some of the locals"*

**Any suggestions for Montreal bands I should go and see? "'Dutchess Says', 'Patrick Watson', 'The High Dials' and 'The Besnard Lakes'"**

**Your track "Whites Only Party" has been nominated for the CBC Radio 3 Bucky Award for "The Catchiest Beat". What does this mean to you?**

*"Really wow, I didn't know, that's great, because we were never described as a 'Beatsy Band'."*

**When do you know you've had a satisfying day?**

*"When I can lie down and be asleep in 2 seconds".*

Written by Deborah Collier for [madammusic.com](http://madammusic.com)

**Album Review: Gotan Project our rating:**

mmmmM

Welcome to Madam Music's second monthly 'mmm' edition, where we make a jump from last month's 'crunk', to a **latin gem with a difference**. **'Gotan Project'**, who have just released their latest single *Mi Confesion*, from their **electro-tango album** *'Lunatico'*, have enticed Madam Music and Summer back to the dance floor.

*Lunatico* the album, the creation of pioneers Philippe Cohen Solai, Christoph Muller and Eduardo Makaroff, is an **electronic fusion of tango, street and latin-american folk music**



**Inspired by tango legend Carlos Gardel's** racehorse, *'Gotan Project'* engaged a full time quartet, vocalist Cristina Villalonga, pianist and musical director Gustavo Beytelman and even a spoken word performance by Jimi Santos, to create this extraordinary piece of work.

The album has a mix of mellow lilting tracks such as *'Amor Porteno'* and *'Notas'*, as well as upbeat **favorites** such as **'Diferente'** and **'Mi Confesion'**. *Diferente* is a **strong club track** with beautiful piano touches building us up to a layer of strings and stronger dance beats. It prepares us for the **attention grabbing 'Mi Confesion', anon-traditional rap tune with a plethora of string and pulsing bandoneon sounds.**

*'La Viguela'* is another montage of eclectic sounds, **breakbeats, electronic vocals and sensitive guitar** weaved through, while *'Criminal'*, a **dramatic and chaotic sounding track, plays with the listeners emotions, almost to the point of torment.** Thankfully, we are left feeling at peace by the **hypnotic** acoustic guitar, piano and soft drumming of the last track *'Paris, Texas'*.

The album is an **adventurous melange of dub, downtempo and subtle forms of electronica**, appealing to a wider audience through it's **exploration of new boundaries** in the world of tango.

You don't need to be a Latin dance expert or even like tango to **get your dance shoes on ready to party to these tunes** .

Written by Deborah Collier for [madammusic.com](http://madammusic.com)



**Album Review: hentaigene**

**our rating: mmmmm**

With Madam Music's love of animation and creativity, Hentaigene had to be the right choice to launch our 'monthly mmm'.

We've been watching these guys for a few months now, ever since they found us talking to the Gorillaz, their supposed rivals. "No more Gorillaz" is one of their slogans.

Let's get down to the music - a meeting of metal, hip hop and an air of comedy. 'Animation', a simple and catchy track with an appeal to a wide audience, draws its listeners with Cartman style (South Park) vocals, courtesy of Emcee Kim, and its likening of his life to animation.

The 'Animation' music video is a perfect blend of Japanese Manga style animation, reality and puppetry, with contrasting soft and masculine imagery - a quality piece of artwork in its own right.

While the three other songs supporting the lead track 'Animation', aren't as strong, they have an eclectic sound worthy of a mention. 'Kill by Death' has a strong electric intro. However we are not sure whether the vocals by Emcee Kim do the music justice. Hentaigene have been adventurous with their song 'Living in a Circle, a chaotic sounding piece of music, which marries Japanese conversation, softer asian sounds, metal and rap. In contrast, the rockin' tune "The Thing that Shou..' is a more traditional metal and hip hop track, with some interesting, almost lullaby style sounds. There appears to be something for everyone in Hentaigene's repertoire.

Whether you approve of their stance on the Gorillaz or branding, they've amassed more than seventeen thousand fans on myspace. That has to count for something. Question: Who is financing the video? Could it be the Gorillaz themselves? Give your Feedback in the mmm world.

**Written by Deborah Collier for [madammusic.com](http://madammusic.com)**

As part of her content strategy to engage the madammusic.com audience on the madammusic.com web site, Deborah introduced the first Celebrity IPOD playlists.

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### music player



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the madam music player requires the flash plugin

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### my IPOD playlist

#### What's playing on my ipod?



During Madam Music's travels and interviews, she has been finding out what's on the playlists of some of the world's music celebrities.

Let us know if there are anyone you would like us to ask about their IPOD playlist, in the [madam music world](#), where we are also giving away a FREE IPOD and other prizes. [Find out more](#)



**tommy emmanuel** - guitar legend [read about](#)  
"I don't own an IPOD but I'd definately have these on my playlist", (tommy emmanuel, 8 nov '08)

[madam music meets tommy - an interview](#)

- 1) Waiting for Suzy B. - Chet Atkins
- 2) My Travelling Star - James Taylor
- 3) Copperline - James Taylor
- 4) Leningrad - Billy Joel
- 5) Wyoming - Elton John

**the dears** - **george donoso III** (drummer)  
"I own an IPOD and play it to relax before my gigs" - (george donoso III, 14th Dec '08)

[madam music meets the dears - an interview](#)

- 1) Requiem Pour Un Con. - Serge Gainsbourg
- 2) Finding It So Hard- Archive
- 3) Within or Without You - The Beatles
- 4) Ride - OX4
- 5) Transona Five - Stereolab

[more playlists>>](#) [guitarist pierre bensusan](#)

Find out what's playing on our ipods



## The Characters

Deborah developed the concept of the four indie record label team members, each with differing personalities and tastes in music, which she had started to evolve into a storyline.

Characters are fictional but are influenced by features and traits of the label team, friends and a little imagination.

## Meet Madam Music



"Hi! I'm Madam Music! I run a funky music portal called madammusic.com, as well as a tiny record label along with part-timers Kris and Des, and my apprentice Summer. I sing, play electric guitar (badly) and write lyrics. However, when it comes to air guitar I'm an expert!! I'm a bit of rock chick at heart, but also love dance music and a boogie with Summer at the local Salsa club. I enjoy speaking languages, but I tend to get them mixed up when I drink too many Baileys or Cosmopolitans. I love travelling and am always up for adventures"

What do the others think about me?

*"M's a bit 'off the wall', and seems to always be getting into mad situations - some good, some bad. I'm like her big brother ", des*

*"I love hanging out with MM and giving her a good twirl around the dance floor " kris*

*"MM is fun to hang out with. She's the boss and like a big sister, but I'm really the one who keeps things running smoothly. She's been in love with Kris for years, but he doesn't know it", summer*



### What's playing on my ipod?

**Prince – Purple Rain**  
**Four Non Blonds – What's up**  
**U2 –Sometimes You Can't Make It on Your Own**

**Bob Marley - Three Little Birds**  
**3 Loose Moose- Grace**  
**The Calling - Wherever You Will Go**  
**Gnarls Barkley- Crazy**  
**Nelly Furtado - Foca**  
**Pink - Just Like a Pill**

### What's in my desk?

Screwdriver  
Currency, 100 Ukrainian Grivna, 50  
Euros French Dictionary  
3 Back stage passes (various)  
A swearbox  
A feather  
Music Week Directory  
Copy of "Digital Creative Arts"  
magazine  
Super tiny USB Memory Stick on a  
chain



## Meet Kris

Hi! I'm Kris! I love music, guitar and a good party. I'm probably the shy one of the bunch, and like to spend time alone with my thoughts. I'd love to be in Des's band, 'The Sultans of Bling', but I don't think I have the right style. I love fashion and design which comes out in my photography. The guys use me as their music history reference book.



What's playing on my ipod? [visit podzone](#)

Jeff Buckley - Hallelujah (Leonard Cohen)  
Bloc Party - This Modern Love  
U2 - Where the Streets Have no Name

Jimi Hendrix - Voodoo Child  
The Killers - Smile Like You Mean It  
Boy in Static - Kissed Under the Sun  
Nirvana - Smells Like Teen Spirit  
Arcade Fire - Wake Up  
Scissor Sisters - I Don't Feel Like Dancin'  
Led Zeppelin - Kashmir

### What's in my desk?

Book: [John Peel: A Life in Music](#)  
Photoshop CD  
Compass  
Hair Gel  
A box of keys





Meet Des

Hi! I'm Summer! At 18, I'm the baby of the bunch and the guys always treat me like a kid, even though I think I'm the most organised. I love dance music and sometimes do backing singing for des and the Sultans of Bling.

#### What do the others think about me?

"She's such a little sweetie, I'm sure she has a crush on me ", [des](#)  
"Summer is a great assistant. She keeps me in check, like I'm the little sister " [madam music](#)  
"She's a kool chick! She can tune my guitar anytime " [kris](#)



#### What's playing on my ipod? [visit podzone](#)

Paul van Dyk – For an angel  
DJ Jean – The Launch  
Da Hool – Meet her at the love parade

Malin & Kane – Beachball (Tall Paul Remix)  
Energy 52 - Café del Mar  
Lock n load – Blow your mind  
Faithless – Insomnia  
David Morales – Needin' U  
System F – Out of the blueSash! – Encore Une Fois  
Sebastien Tellier - Superpitcher

#### What's in my desk?

Book: [Zen and the Art of Motorcycle Maintenance](#)  
Lipgloss  
Mixmag  
Ipod  
Chewing gum



Hi! I'm Des! I've been playing the drums since the age of 8 when I was inspired by Animal from the Muppets. My friends think I'm a bit of a chameleon. By day, I'm suited and booted for my city banker job and at night I'm in trainers and T-shirts either at the gym keeping fit for the ladies or going clubbing. What I love most is jamming with my band 'The Sultans of Bling'.

### whats in my desk?

Book - Motley Fool's Guide to Investing  
Half eaten chicken drumstick  
A hidden photo of Kris  
Pack of condoms  
Bottle opener



### What do the others think about me?

"He thinks he's such a ladies man, but he's so gay!", [Summer](#)  
"He plays the tough guy, but he has a heart of gold" [madam music](#)  
"He's a bit of a dude on the drums, but I wish he'd stop telling me how to play guitar" [kris](#)



### What's playing on my ipod? [visit podzone](#)

JTQ – Jan Jan (live) – check out the 2 minute drum solo  
Lenny Kravitz – Always on the run – A funky guitar based live rock/funk anthem

James Brown – Give it up or turn it loose – A pant wettingly funky tune based around Bootsy Collins & Clyde Stubblefield rhythm section.

Funkadelic – (Not just) knee deep – very funky track re-sampled by De La Soul for Me Myself and I

Ike & Tina Turner – Bold soul sister – Another one for the rhythm section fans – what a bass line and drums!

Ram Jam – Black betty – Funky rock – what a guitar lick and drummer feast

Joe Satriani – Satch Boogie – Wildly entertaining guitar solo track that's fun to drum along to

Tom Browne – Funkin' for Jamaica – Ridiculously catchy summer funk anthem – a classic!

Kool & the gang – Jungle Boogie

### (Playlists with input from Deborah's team)

### The Adventures of Madam Music

Deborah started a storyline about the fictional music label team, which featured in regular newsletter alerts.

#### Introduction

The pub was lively and there was too much talent at the local 'open mike' night. Madam Music unzipped her guitar case, ready to tune her swanky new electric guitar and face the discerning musician crowd. Mouths fell open as a chubby blond-headed girl sung blissfully, accompanied by the eloquent plucking of a Gibson Jumbo acoustic guitar.

"There's no way we can follow that", an anxious Madam Music said to Kris

"Yeah I know what you mean", said the guitarist, scratching his sleek black side-burns.

Des and Summer looked at each other. "M. maybe Kris should do an acoustic solo", said Summer. They both knew that Madam Music wasn't that great, either at singing or playing electric...well not yet anyway.

Madam Music knew her limitations. She dreamt of being a rock star, playing lead guitar like Slash and Jimmy Page. Instead, at times, she thought she sounded like a constipated cat. She watched with admiration as the coolly composed Kris walked to the front of the intimate crowd and started to play Damien Rice's 'Cannonball'.

"He's so talented and doesn't even know it", she said to Summer. Like many musicians and creatives, Kris thought he'd never be good enough, but Madam Music knew differently. She felt humbled... and thought again about promoting her musician friends...and even starting her own record label.

## Online Forum

madammusic also had a music forum installed as a sub-site. This was an important tactic for driving user-generated content, as well as on myspace.com. This was a fledgling idea that work in unison with an area of the site called 'musician's corner', which Deborah had hoped to evolve when budget allowed.



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During an independent review when the web site was first launch, New Media Age awarded madammusic.com 24/25 for branding.