

Winter
2004

the **RIDE**

MASSIMO Newsletter

SKYTIDE
MUSIC
PO Box 141
Edison, NJ
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2 NEW CDs FROM MASSIMO

DUAL CD RELEASE 12/2, 9PM at THE BITTER END, NYC

MUSIC AND THE TIME / SPACE CONTINUUM

or

How To Make Recording Five Songs Last Over A Year

We all know how long it's taken to get these CDs out to you – Far Too Long! You may be wondering "why?" Truth be told, nothing that came out of the studio that day in August was ever intended for release. In fact, you may recollect attempts to solicit funds in the hope of recording the full-length album, Reckoning. The only purpose that day to make a quick, down and dirty live demo just to give to clubs to book shows. But then came mixing.

Off to another studio to mix the project because they had more experience and equipment than the one we recorded at. And because Roger (Roger Sherman, our drummer for those of you new to the fold) said so. He's had a good track record (the only reason we didn't do the recording there, too was the lack of a place to record the drums). Roger knows this guy because he owns the house Roger was renting. Turns out, he's the perfect guy for the job (Grammy nominated, no less!) – I love it when a plan comes together.

Enter Perry Montaures. Aside from being an all around nice guy, he's got great ears, and skills when it comes to utilizing the latest technology to get what you want. No one anticipated that this live demo would start sounding as good as it eventually did. We began adding more and more tracks and soon it became clear this was something that should be shared with more than just a few people. And that's how we have the MASSIMO EP. Then another idea: "If he can make this live demo sound this good, I wonder what he can do with some of the live recordings that have accumulated over the years. For that matter, could he master stuff recorded previously to make it sound even better than when it originally did?" The answer was definitely "YES" and that's how the career retrospective CD, Now and Then, came to be.

But why did it take over a year? The short answer is available funds to finish the project; the long answer is a certain amount of perfectionism. There needed to be no compromising here. Not working on something indefinitely, just getting what you want, what you deserve, to be able to just put the CD in the player for someone and have to explain nothing, not cringe when certain parts come up. You'll notice the difference immediately; you can hear where all that time went.

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5 SONG STUDIO EP NOW and THEN



MASSIMO

Now and Then

14 SONG CAREER COMPILATION

But why just stop at a 5 song EP? Again \$ (remember this started out as 1 day in the studio to do a live demo – WAY over budget by now), but so much more than that - the sole purpose of this EP is just to generate fans, get people to shows, grow the mob, something short that new listeners could buy for cheap (just \$5!) at shows to get their friends into it and then bring them along next time. And something additional as a "thank you" for people who've been with us for a while. Mission accomplished. Finally.

Michael Massimo uses D,Addario guitar strings exclusively.

www.MassimoMusic.com

AND THE BAND PLAYED ON

So the band(s) you hear on the EP and/or the compilation will not be not the band performing on 12/2. Sure, there have been several past lineups that you can hear on the website and on the compilation from a while back, but even as recent as the recording of the EP, things have changed. Seems things will be constantly changing, at least in the near future, and we need to come to grips with that. To wit, when we recorded the EP last August we had Dave Bokhour on bass and Jess Converse on elec., guitar (Roger is always the constant on drums). Shortly after the recording, it was decided Dave was cost prohibitive for as many shows as we wanted to play per month and while trying to find a replacement, Jess quit ("I don't want to play music anymore"). OK...

And so a period of inactivity began. I didn't want to perform at all unless we sounded like what we used to sound like; I didn't want to take a step backward. I didn't want to sell the music and our fans short (surely there were thousands of fans that would lament this scaling down of instrumentation!). So we didn't play. For a while.

Then Roger proposed the idea of doing a duo thing gig just to get some momentum back. I can't deny the fact that playing as a duo regained some of that feeling of moving forward. Soon other things began to fall into place. Again, through a Roger contact, we had a great guitar player join the fold. And he had a bassist he liked playing with that was looking for a project. And both of them rented a studio in Hoboken that doubled as a recording studio. Great! For a while anyway...

Then these same guys decided we should help pay rent for their rehearsal space. OK. And pay them, too (or at least realize they were doing us a favor by playing with us for free). NOT OK – we told them right from the start this was non-paying until we made any money from gigging. Then the bass player bailed: "this music isn't for me" (a rather sudden discovery after having played it for 2 months. Sorry every song wasn't a bass solo like you wanted. Pick a different instrument to learn next time). Well, at least the guitar player could surely see our potential: "Sorry, man. I'm not into it anymore." So he bails. With 4 gigs left on the calendar. Thanks. NOT AT ALL.

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AND THE BAND PLAYED ON Continued...

So it's back to Roger & me. Again. (As I'm taking delivery on CDs and paying a PR person to hype a show for a full band that doesn't exist). And so welcome back, Dave Bokhour. But we still need a guitar player, at least for the CD release. Enter JP Dougherty (another student of well-traveled professional freelance NJ guitarists Chris Buono (another friend of Roger's) as was the previous elec. guitar guy). He'll be on board at least for the CD release. Maybe for 1 gig a month in the future as well. We'll see what we can afford, how many CDs we sell along the way (the day job that previously provided the income to pay for everything uninvited me

in June). More than likely, we'll do most gigs as a trio.

And there you have it, the current iteration of MASSIMO: Me & Roger as always, Dave Bokhour (who was in the band, than wasn't, now is again) on bass, and new guy JP Dougherty who we'll use as we can afford it. They'll be with us for the CD release at least. Musical chairs, folks. Musical chairs. That's the way it's going to be for a while. Eventually, they'll both get gigs that pay better and we'll need to find replacements again. Or we'll get huge first they'll have to stay on permanently. The only constant is Roger & I, continue to perform as a duo if it comes to that. Duo, trio, 4 pc - MASSIMO plays on. Rock and freakin' roll!!!

IF A CD FALLS IN THE FORREST AND NO ONE HEARS IT

When it comes to self-promotion, one person cannot do it all. Or actually the could if they were a well-connected PR person who does that for a living. Enter Rhonda Kelley of Rainmaker Publicity. There is so much excitement in the MASSIMO camp about this CD (it really showcases us at our best); we believe it will do what it needs to do for us and eventually get some labels to take notice.

But all this doesn't happen without publicity and people have only good things to say about Rhonda's ability to make waves. The great thing is she seems as excited about the CD as we are. She gets so many submissions that she really has to pick and choose what she likes so she can promote it with gusto. And her enthusiasm is contagious. For the next 6 months, she will be working a national campaign for us, getting the CD reviewed in significant publications and on the net, generally raising our profile. In short, Pinky, she will take us one step closer to total world domination!

DUAL CD RELEASE PARTY 12/2, 9PM @ THE BITTER END, NYC

147 Bleecker St., NYC, bitterend.com
[directions/map: MassimoMusic.net/gigs.html](http://directions/map:MassimoMusic.net/gigs.html)

JUST GO, ALREADY!
Don't make us tell you again!