

Overview:

"Calm Right Down" (srk008) marks Lockgroove's triumphant return. This their 2nd full-length expands tremendously upon the "space rock" formulae their debut "Sleeping on the Elephant Fog" put in place. Gone are the 9+ minute noise jams - replaced instead by far more concise and potent blasts of sound combined with beautifully crafted pop. With this release we see Lockgroove taking their rightful place amongst acts like Grandaddy, Super Furry Animals, and The Flaming Lips. While our basic phased approach remains the same we see a greater potential for Lockgroove to make an impact out of the gate. Thus our efforts will be slightly more focused around the initial release date. Again, our main focus is in breaking this record via press support & touring.

Schedule:

	Phase 1 (7/1/04 - 9/1/04)	Phase 2 (9/1/04 - 11/1/04)	Phase 3 (2005)
Press	Focus on album reviews and mini-features in US national and select UK music & life-style based publications as well as features and interviews in local Boston outlets. The goal being to see all coverage run within 30 days of release date. Artist-focused advertising run in target publications.	Leverage national coverage to help secure reviews and interviews in fanzines and internet publications. Support tour dates with regional press coverage. Label-based (multi) advertising run in target publications.	Revisit key national publications leveraging all previous coverage and project success to secure features and interviews. Label-based (multi) advertising run in music-based publications in support of tour.
Radio	Kickoff college radio campaign. Goal of charting within top 50 (CMJ 200) & top 20 (CMJ Core). Support efforts with select on-air appearances. Service select commercial specialty contacts.	On-air performances & ticket promotions in tour markets.	Revisit supportive college stations & commercial specialty with radio-only remix. On-air performances & ticket promotions in tour markets.
Retail	Ship Goal: 500 units. Listening stations and aggressive sale pricing in indie chains in top 10 major metros. POP avail. Co-Op \$ for key retailers.	Ship Goal: 1500 units. Co-Op \$ for tour markets. Maintain aggressive pricing. In-Store appearances where it makes sense.	Ship Goal: 3000 units. Co-Op \$ for tour markets.
Touring	Solicit agents. East coast & Mid-West touring either solo or with larger act in support of release. Release show in Boston.	Leverage press success to attract agent and / or future support slots. Southern & West coast touring in support of larger act. CMJ MM showcase.	Revisit East coast in support of larger act. SXSW appearance. Select UK appearances.
Misc.	Working with Big Sounds Intl. to license tracks to TV, film, etc.		

Notes on Lockgroove:

- + Five-piece formed in 1996. Drums, Bass, Two Guitars and Keys.
- + Lockgroove's "Calm Right Down" is the 2nd full-length released by the Boston DIY collective label SharkAttack! Music. Welcome to the "new" music business.
- + Lockgroove and Charlene have in the past shared members and continue to collaborate both in the studio and live. The bands are kindred spirits and have come together to support each other much like certain Canadian types.
- + Debuted with an EP on Krave Records in 1998 followed shortly by an LP in 2000. Appearances on numerous compilations: Fenway Recordings' "In Our Lifetime" series, 84 Kingston Compilation on Sealed Fate, etc. A 7in vinyl release and 3 song contribution to SharkAttack! Music's 3.5 EPs compilation marked the beginning of a new phase of creative output, with its current level of maturation apparent in the upcoming Full Length LP.
- + Press Highlights include full page features in the Boston Globe, Boston Phoenix, & Boston Herald. Nods in Spin & Billboard Magazine. Album reviews in AP (4 / 5 stars), Magnet Magazine, Ptolemy Terrascope, CMJ, Chicago Reader, Time Out NYC, etc. as well as many webzines.
- + Debut EP and LP both peaked in top 75 (CMJ 200) and top 45 (CMJ Core). Both releases worked by AAM radio promotion.
- + East Coast tours with Swirlies, Sonic Boom (Spectrum), Mazarin, Bardo Pond, +/-, Bloodthirsty Lovers, etc. Appearances at CMJ music festivals - and Terrastock Festival with Sonic Youth, Lilys, Acid Mother's Temple, etc. EXTENSIVE touring planned in support of upcoming LP.
- + Upcoming release features guest appearances from Seana Carmody (Swirlies/Syrup USA), Valerie Forgione (Mistle Thrush), Matt Miranda and John Rex (Charlene) and was recorded at SharkAttack! Music's Dented Head Studios.
- + Lockgroove's "Bullet With Your Name It" was licensed by Warner Bros. for use on their "One Tree Hill" television series.

Press Targets:

“Must Haves”:

- AP
- Blender
- Magnet
- Pitchfork
- DIW
- Resonance
- CMJ (Monthly, Weekly, Online)
- Amplifier
- Big Takeover
- Pop Culture Press
- Skyscraper
- Skyway
- Under The Radar
- MassTransfer
- Rockpile
- Sound Collector
- Swingset
- Alarm
- Law Of Inertia
- Wonkavision
- Jersey Beat
- 'Sup
- Lollipop
- Vice

“Would be Nice”:

- Grooves
- NPR (All Songs Considered)
- Filter
- Anthem
- Nylon
- Paper
- The Fader
- Tokion
- Giant Robot
- Outburn
- Soma
- Complex ("From the Ground Up" by Richard Martin)
- Tape Op
- Surface Magazine
- Anthem
- Copper Press
- Big Brother
- Juice
- Slap
- Thrasher
- TransWorld Skate
- Ride BMX
- Heckler
- Ghetto Blaster

“Home-Runs”:

- Spin
- Rolling Stone
- Entertainment Weekly ("Listen to This" piece)
- Wired
- Billboard
- NY Times
- FHM
- Maxim
- Stuff

UK:

- Mojo
- BANG Magazine
- Wire
- Careless Talk Costs Lives
- NME

Boston:

- Boston Globe
- Boston Phoenix
- WeeklyDig
- Improper Bostonian
- Boston Magazine
- Northeast Performer (cover)

Internet:

- Delusions of Adequacy
- READ Magazine
- Splendid
- Lost At Sea
- Actionman
- Aversion.com
- KittyMagik
- Bully Magazine
- AllMusic.com
- Epitonic.com
- FakeJazz.com
- Neumu.net
- Brainwashed
- JunkMedia.org
- Dusted Mag
- PopMatters.com
- Sponic
- BetterPropaganda.com

Retail Co-op & Listening Station Targets

Insound.com, ToneVendor.com, Select C.I.M.S. & A.I.M.S. accounts including: Newbury Comics MA, Rec & Tape Traders MD, Bull Moose ME, Pure Pop VT, Ear X-tacy KY, Repo Records PA, School Kids Records NC, Aron's Records CA, Vinal Edge Records TX, Twist & Shout CO, Luna Music IN, Criminal Records GA, Homer's NE, Park Ave. CD FL, Zia Records AZ, Reckless Records IL, Other Music NY, The Sound Garden MD, Electric Fetus MN, Jackpot Records OR, Good Records TX Waterloo Records & Video TX, Plan 9 Music VA, Sonic Boom Records WA.