

THE

WHISKEY
WEDNESDAY

FANZINE

THE MAKING OF A RECORD

THE DAGG SESSIONS



KEN TIZZARD AND

MUSIC
FOR
GOATS

BRIAN SHEPPARD - MR. ADVERTISING

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Music is to the soul what words are to the mind!

Balancing Music & Words

Writer-Oral Historian-Art Director-Graphic Designer-Editor-Publisher

Allison Edwards

Musician-Storyteller-Photographer-Videographer-Publisher

Ken Tizzard *Cover Design

Weekly Highlights & Setlists

All Request Evening

Opening Monologue

Episode 14-Wednesday, April 3rd

- 1) Morrissey- Ken Tizzard
 - 2) Don't Think Twice- Bob Dylan
 - 3) King Is Gone- George Jones
 - 4) Dance Again- Ken Tizzard
 - 5) A New England-Billy Bragg
 - 6) Mad World- Tears For Fears
 - 7) Kiss An Angel- Charley Pride
 - 8) A Good Dog Is Lost- Ron Hynes
 - 9) Home- Ken Tizzard
 - 10) Sonny's Dream- Ron Hynes
- Video Rewind- Pain Free Living

Gratefulness was on Ken's mind this evening, "Welcome to the Show ladies and gentlemen, we are happy to be here again on a Wednesday night. I was outside having a little pre-show puff. I was just out there (points to behind the All Together Now poster which is in a window) on the front porch and I could hear the guys chatting and being all jolly and I thought what a great thing.

Me and Allison do our gratefulness every night and part of our gratefulness is acknowledging these small things. I want to acknowledge that one right now while it's fresh in my mind. It's just so nice to have life in the house here. We are really lucky that way. That's how I thought we'd start the show off, a little appreciation for you all ladies and gentlemen, a little appreciation for the people that are here."

Ken's introduction, "We have got a great Show for you tonight ladies and gentlemen. It's all request night. We have got the regular gang here already (Ken takes roll-call in the Clubhouse) and we have got all of your requests in order."

Richard Grechuk's introduction, "Fanzine out. Album release concerts and all request night. Lots going on." I will add there was an amazing setlist of songs chosen by the Clubhouse and Ken's meandering stories between tunes made tonight's Show again unique and entertaining.



The goat statue looks great in his new spot. The violin was fixed and has found a different home in the Broadcast Studio.

"We are going to start the night with a song from the new record called *Morrissey*. This was requested by *Eric* over at *Spiritleaf*."

Song #1

Morrissey - - - - - Ken Tizzard

Requested by Eric Contreras

There is no missing the title of the songs in this weeks YouTube videos! I really do like the black and white effect. The goat looks fantastic!



Ken shares, "I hope everybody is doing well out there. I was online today on the old Facebook and Jordan Mowat had posted something. Jordan is Dave's son. Jordan is a fantastic, gifted musician and a really neat human being. I won't get the verbiage correct because he has a way of delivering things. He was basically saying it was a long, dreary cold day, the winds were high, the rain was sideways, it was snowing. And then he was looking out and there was this little tiny bird buzzing around the yard. He just kind of went if that thing can survive then I can get through the day. He is a great musician, Jordan Mowat check him out on Facebook. I have been meaning to get him on the Show for the last while, it just hasn't quite happened yet. We will get Jordan on at some point, he's pretty brilliant." Ken always does an amazing job promoting guests. And lucky for the Clubhouse Ken still has a pretty big Rolodex of friends and maybe even family to have on the Show. Plus we just let the universe unfold. At the beginning of January when we were planning the year ahead interviewing Joey Keithley was not on our list. And it's only April!



Jordan Mowat FB post...Was feeling a little heavy today due to the heavy rain and gloomy weather in general. But, that all changed when I saw the smallest bird flying through it all. It just had me think that no matter how heavy the rain or how gray and gloomy life can be at times, we still have a destination that we can get to. Just paying attention to my surroundings and using them as inspiration when needed.

Ken gets ready to introduce the next song with Mr. Grant's help, "Don't Think Twice is in e-flat? (Mr. G the key master confirms). What else do I want to say, oh I have lots to say but it's still early in the night, we'll get to some stuff later on (the master at building drama). Let's get back to some more music right now ladies and gentlemen, Michael Arthur requested Don't Think Twice, the Mike Ness version. I love the Mike Ness version (Ken then sings a line in Mike Ness style and then explains) a sort of country rock version which is not the version we do. I will dedicate this one tonight to Michael Arthur and I will think about Mike Ness when I'm playing it.

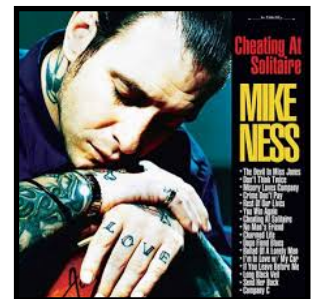
Song #2
Don't Think Twice ----- Bob Dylan
 Requested by Michael Arthur



Reflecting after, "Oh my, what fun that is to play. I was thinking about Mike Ness. I bought, I think this song was on Cheating At Solitaire, that record when I was in Australia. I remember I was on tour with the Watchmen when he started doing his solo country stuff. Mike Ness for those of you who are wondering is the singer for Social Distortion. They are a fantastic punk rock band you would call them. I would just call them a great rock band. Mike Ness is awesome check out his version."



Ken is correct Don't Think Twice is on Cheating At Solitaire and was exact about the year because this album came out in 1999. I definitely remember that year, during the summer I flew to Australia by myself 6 months pregnant with Caitlyn to join the boys on the last leg of their tour.





Ken thought long and hard about including this band photo on the posters. He ultimately decided these shows are to celebrate the Dagg Sessions.

Clubhouse Check-In

A new screaming goat game in the Clubhouse. It started with *Joe Murray*, "Heather found the goat!" *Tony Arkell* informed him, "Too slow. Rin beatcha." *Ron Bissonnette* replies, "Tony I am very observant." *Tony* noticed



something else, "I see an Elvis decanter.....possible encore?"

Joe is doubtful, "I hope so but didn't officially request it." After the Show *Ron* sent me this photo with "Great show tonight Allison! 2 can play your game...where is my Screaming Goat?" Well played *Ron*!

Steve Astolfo posted, "Hey *Debbie*. Thanks for your kind words on my Autism Awareness post." *Debbie Parsan* suggested, "You should share it, with our Group?" *Joe* shared, "Very well written." *Steve* replied, "Thanks *Joe*. Willing to share with whoever is interested *Debbie*... that's what I do." I agree very detailed and well thought out. A lot of aha moments for me. Interestingly I have a similar opinion, which is unfortunate about the MS Society and allocation of funds. I've just included a small part. Well worth the read so reach out to *Steve*.

FB post... Informed Autism Awareness - Why I Don't 'Light It Up Blue'...

"Today is World Autism Awareness Day (April 2nd). This is my annual plea to please exercise INFORMED Autism Awareness before simply 'lighting it up blue'. The Autism Speaks organization is likely not what you think it is. I humbly request that you consider the information in the thoughts below if you plan to support this campaign. I thank you for your time and your continued action in aiming to celebrate differences in our world as divergent; not deficient. Awareness breeds understanding and acceptance. Be loving, be caring, be kind."

Steve is a teacher in an ASD Diploma Support Program for students with high-functioning Autism.

Ken has a couple of Show announcements, first one, "We are in the middle of getting ready for the record... getting photos done... we are going to shoot a video... We just announced we are officially doing a Campbellford Legion show. It will be an early show, 7 o'clock, May 10th, you can get your tickets there, \$20 in advance \$25 at the door. It's going to be a hell of a lot of fun." *Joe Murray* posted, "Got our tickets! Hotel booked! Oh yeah!"

The second announcement, "The week before that, we just confirmed the Cameron House in Toronto. So for those of you who want to come down I would love to get a small group of people for an intimate show between 6 and 8pm on Friday, May 3rd. Start making your plans, hope to see some of you out."

Richard Grechulk had a question, "Do we need tickets for Cameron House. Put *Tony* and I on guest list." Ken explained, "The Cameron House does not do tickets, they do shows 6-8, 8-10 and 10-12 on the weekends. There is a pass the hat routine there. People usually put in \$100 or \$50 if they're coming." Mr. Grant laughed amusingly and added 'or more' and *Richard* has a plan, "I'll get *Tony* to pay." *Joe* posted, "Would love to do Toronto but have been informed we are bottling wine the next day so can't make it."



We enjoyed not one but two quick skateboarding videos this evening, the first one up was Ken showing us how he can 'bail' off the skateboard, "We are going to do a little check in on my skateboarding ladies and gentlemen, let's see what's happening in Ken's world..."



"Another Wednesday with a minute or two of me skateboarding. The beauty of the skateboarding videos is that they are subliminal. It's all the new music from the record. That's actually the very first time that you have heard *Barstools And Broken Hearts* (album version), the first time it's been made public. Everybody is saying 'oh the skateboarding is looking really good' and nobody is really noticing that I'm subliminally preparing you all."



The second video later in the evening showcased a Clubhouse member. Ken has an announcement, "I've got a cool new thing that I'm doing. I know I bore you with my skateboarding all the time, now I'm going to bore you with other peoples skateboarding as well. Just kidding, I am going to do these 20 second to 1 minute snippets to introduce you to some of my skateboarding friends that I found online."

One of the MLM Team is a guy named Tom. Tom is here (looks at iPad). Tom is a kid from Ontario and he's a great skateboarder. He sent me this little video clip and I put it to some music."

It's always nice to meet a Clubhouse member. Since *Tom Preszcator* first tuned in during the MLM Skates episode I'm not sure if *Tom* has missed a Wednesday. And he always drops in and says hi on the YouTube message board.

Song #3

King Is Gone ----- George Jones

Requested by Cassidy Tizzard

Ken introduces the next song, "Cassidy has asked for a song. My engineer daughter, 'Choo Choo' (with hand signal) she can drive trains now, so cool. She never really liked trains when she was growing up. Then all of a sudden she's like 'I want to drive trains, I want to be an engineer'.

Cassidy said she wants to hear a little George Jones. This is for Cassidy and Caitlyn of course, I can't leave one out. They used to sing this song when we were on our road trips in the summer. They would always say, 'put on yabba dabba doo'." And I know one person in the Clubhouse who was very happy with Cassidy's request. Remember *Tony's* observation of the Elvis decanter from earlier. *Ron* shares, "There you go *Tony!*" He replied, "Love it when a plan comes together!"

About halfway through the song Ken paused playing, moved Neil's microphone and then goes back to play a fantastic solo on the Gretsch.

The Goats and the Clubhouse were left confused, Ken explains what happened, "Sorry Neil I had to move your mic because it was in the way of the camera. The camera that shoots over here (points to himself and Mr. Grant) the wide camera, your mic was the only thing in focus. It steals focus when it's close and everything else is blurry except for the microphone. I just wanted to make sure you were aware of why I did that." Thanks Ken for the explanation.



Ken surprisingly building drama, "David @esoxhunter is going well, ('yes it is, it is progressing') good for you. If anybody's looking for...(stops himself) oh I won't announce it. There is stuff going on with Dave, some cool stuff coming up. If you like fishing stay tuned to his @esoxhunter instagram. Big things happening over at world esoxx."

Song #4

Dance Again - - - - - Ken Tizzard

Requested by Tony Arkell

Ken in his reflective hands crossed position, “It is great to sit here and play with you all on a Wednesday night. It is a different thing than a live concert though. There was a

promoter that I was talking to this week, he said ‘how can you sell tickets when you can watch you for free all the time’. And it got me thinking, the live show is considerably different then this. Wednesday is a hang out, we chat, almost our weekly rehearsal that you are all invited in for. It is a weird thing to think that this (the Show) devaluing the idea of a concert to a promoter. I guess that’s the way people think, it’s all about the bottom line.”

I’m happy to report the Clubhouse does not think this way, quite the opposite. *James Motiv8* posted, “Kinda shows how out of touch that promoter is. This is an advertisement for live shows. Silly.” *Joe* shared, “People who love what you’re doing will always buy tickets to your live shows. And, we’ll PayPal you \$\$\$ in between.” *Tony* agreed, “Yup. And don’t forget, we also support ww sponsors!”

Ken then segued nicely, “Talking about the bottom line, here at The Whiskey Wednesday Show we make so much money, we have all these different parts to the enterprise. One of the biggest parts of the Star Trek enterprise, this maiden voyage that we are on where no man has ever gone before, or woman, or person, or human, actually no because there are aliens involved.” He is totally sidetracked and I knew what he was about to share and I was totally confused so I know the Clubhouse was as well.



Ken gets back on track, “This big enterprise that we run here, we make so much money that we hired a design department to write a monthly magazine. It’s called The Whiskey Wednesday Fanzine and we have about 30 people who write this every month, contributors from all over the world. Researchers, photographers, it’s an amazing thing. Here is the cover of this month’s magazine designed by a world-class designer as well.” That would be Ken if you have not guessed already. It’s a pretty fabulous cover I must say.

Neil joined in, “We had to turn down the editor of Rolling Stone, he wanted in.” Back to Ken, “We said not a chance. The reality of the magazine is that it is put together by Allison.” At this point if you listen carefully you can hear me and Mr. Grant shares, “I thought I heard our whole department chuckling from the other room.”

Ken explains, “We do this Show once a week. I kind of close down after it. I go back to where I usually live, this little vacuum space where nobody else exists inside my mind. And I stay there for 21 1/2 hours a day (no idea where he came up with this calculation) while she puts up with me meandering around the house. And then the next week the Show comes and we do it again.

Those six days between Wednesday’s no matter if I’m in bed or walking through the house all I hear is the Show being repeated. Allison transcribes the entire Show. She transcribes every interview and every time somebody talks about something that she is unfamiliar with she goes on this crazy research path. I mean she went into the 80s, you can read about 80s tragedies to 80s toys like Cabbage Patch Dolls. It’s an amazing read, lots of fun and it’s free. If you are signed up on the website to get updates you will get it every month in your mailbox. If not you can go to the website click on any issue and read it there or download it. The budget allows us to print one copy a month because the team that put it together costs so much.” Mr. Grant loves reading our one printed copy and then it goes into The Whiskey Wednesday Show archives.

I know you are probably thinking wow she has no life. I love every part of the creative writing process. It easily works out to be a full-time job and has naturally taken on a typical work day schedule. And it feels just like kindergarten, we have a scheduled quiet time a.k.a. nap everyday and I give Ken a couple of recess breaks to go skateboarding. Bonus I don’t have to do supervision duty. But I do make sure he is dressed appropriately and has his safety gear on. Just like kids he sometimes forgets where he puts them.



Song #5

A New England - - - - - Billy Bragg

Requested by Richard Grechulk

Ken starts casually playing the Gretsch preparing to start the next song and Mr. Grant has an observation and gently asks, "Is this New England? I think we are all in wrong keys. You go up one and you go down one." He truly is the key master. Let's see how Ken handles this, "Thank you Mr. Grant. Ah interpretation in three different keys simultaneously."

As Ken is strumming his last note he's looking over at Neil and has an observation of his own, "There is Neil looking awfully fastidious, moving your papers and stuff. Neil has had a hard week, he is in a very cerebral mood. Everything is very analytical, he's had his mind in numbers and spreadsheets for too long." I would have to agree Neil did look very 'focused' this evening.

Word(s) Of The Week- fastidious (adjective) - concerned about accuracy and detail
cerebral mood (adjective) -enjoying serious thought rather than emotion



Song #6

Mad World - - - - - Tears For Fears

Requested by Ron Bissonette

Similar to the last song Ken finishes playing looks over to Neil and shares, "Neil still has his grumpy face on. Somebody say something funny to make Neil laugh, I'm leaving it to you guys now (talking to viewers). I've been trying to get him out of this mood since he got here for dinner. He's been grumpster all day."



Now he's going to hit me or something, look at that, he's so angry at me (Neil, 'it's possible')."
14-year-old Ken is very proud of himself. *Richard Grechulk* posted in the Clubhouse, "Ken's picking a fight with Neil tonight." The three second camera delay worked out again. Ken pleads to the Clubhouse, "Somebody say something funny to make Neil laugh." Right at about this point the boys hear me laughing from the other room and Neil shares, "Thank you Allison." Let's see if we can keep this smile on Neil's face going for the rest of the Show.





The boys went on a field trip, “Last Thursday a bunch of us went out, 9 o'clock at night which is really late for us. Spiritleaf Campbellford was hosting a free movie night at the Aron for friends of the store. They bought the theatre out for the night and we all went down and watched One Love.

There is the Spiritleaf gang. There was a good 60 of us out front at 9:15 before the movie started all smoking tons of ganja. It was a lot of fun and the Marley movie is really cool. I don't know the story too well, I think it was pretty accurate, cool historical references. I really liked the scene when they were in London at a club with the Clash just playing in the background. Thanks to Eric and the Spiritleaf gang for hosting that and for being a part of the community.”



Song #7

Kiss An Angel - - - - - Charley Pride

Requested by Debbie Parsons

“Oh *Deb Parson* it's time for your song there love. This is for *Deb* as always, it has become a staple in our set because she requests it every week.” It does get played at least once a month on All Request Evening.

The Clubhouse has heard this song numerous times, we have never heard *Kiss An Angel* performed this way before. I will set it up. The song starts off as normal, *Ron Bissonette* posted, “Everyone... kiss your Angel!” And then Ken gets to a line which he changes and quickly realizes (this photo shows the exact moment) his error and shares, “that's not the secret actually” and then Ken and all the Goats could not keep it together and laughed throughout the rest of the song. However they didn't skip a beat and played every note perfectly.

Ken explained what happened, “I mess up words all the time. Often when I'm messing up words I just get on the 'I'll make them up train'. Sometimes things will come out and it will sound like gibberish or it sounds like something different and it's cool.



But every now and again I forget a lyric, make up a lyric or put my brain on auto pilot and a lyric comes out that is so wrong. ‘The secret that I am speaking of is a woman and a man in love’. ‘The secret that I am speaking of is a woman and a child in love’. As soon as I said it I went ‘ok that is fine’ then you guys started laughing and all of a sudden it turned into an incest song. That is what live music is all about.” Neil is still smiling!

Song #8

A Good Dog Is Lost - - - - - Ron Hynes

Requested by Jordan Tupper



A quick tuning lesson before the next song, "A Good Dog Is Lost" is one of those songs that always gets requested. This time it was requested by *Jordan Tupper*. I'm just going to get in tune before this one. It's a good set so far I haven't had to change tunings (great song selections by viewers and Ken really does know how to put the songs together in the perfect order). I actually don't change tunings I change capo positions which then makes me change the tuning of the guitar. Capos tend to change things a little bit when they put pressure on the strings. I am almost there folks.

If anybody has any news to share please post it on the board (in the Clubhouse). We have been having some good numbers the last few months. We are hovering around 60 people at any given time here tonight through Facebook, YouTube at all the collective things. If you are lurking in the background and you have any questions or want to say anything please do."



Word Of The Week

- capo (noun) - a small device that clamps onto the neck of a guitar and shortens the length of the strings, raising their pitch

Regulars will remember in the fall of 2023 Ken had an epiphany and we stopped spending money on any social media advertising and would try the grassroots approach and let the Show grow naturally. The Clubhouse welcomes a few new members weekly.



Clubhouse Check-In

Ken is correct this is always a popular song in the Clubhouse. *Tony Arkell* is wondering about his favourite part, "Arf x5?" Then posted after "x6. So close." I counted 8, I know *Tony* likes to listen to the podcast (which is a really interesting way to enjoy the Show, you make up your own visuals and it sounds fantastic) so he may get a different number during daylight hours.

Over the past few weeks *Bryan Tench* whose wife is *Jeannie Tench* a weekly Clubhouse viewer has been tuning in and always posts a similar message, "Ken! Good to be able to watch a live stream." So I have inferred in the past he's had to watch the recorded version. I loved this chat between them during this song, *Bryan*, "The wife loves that song." *Jeannie* agrees, "I sure do." *Bryan* posted a couple more times, "Ruff ruff" and "More like Roof! Roof! The drinks are on the house!" To which *Jeannie* replied, "Good lord!" and then warns him, "That's it you're kicked from the Clubhouse lol!" I'm doing more inferring but I'm thinking they're not watching the Show together, possibly one of them is at work? Either way it's great to have them both a part of the Clubhouse, well at least both for now, lol.



Bryan also posted, "Like the Fedora!" Ken had on a pretty wacky Winnipeg (where they are from) inspired outfit picked out to wear tonight but changed his mind. I'm sure he can be convinced!

Song #9

Home - - - - - Ken Tizzard

Requested by Steve Astolfo

This time a quick bass lesson before the next song, "What a treat it is to hang out every Wednesday night and do this. We have a couple of more tunes for you. We have got one for *Steve Astolfo* (remember the old days when Ken had so much difficulty pronouncing his name). We haven't worked this one out as a whole band. We will be doing this as a trio.

I must say these new in-ears that we are using are really helping me to hear the guitar clear as a bell and it's making me stop playing so much which is beautiful. Mr. Grant likes that too when I don't play as much. He is always saying to me, 'Ken your overplaying man, I know you're just learning'. Not true at all, Mr. Grant is one of the biggest supporters of my guitar playing in this entire journey. Which has been a hell of a forking journey switching from bass to guitar. This thing has 2 extra strings did you know that?"



Mr. Grant was aware and was wondering, "You've got that five and six string bass. You probably have a 13 string there somewhere." Ken explains, "I had a 12 string for a while. Four strings but each one had three. You would have your low E, medium E and a high E, and then the same for each of them (demonstrates on Mr. G's bass). So every time you played a note you would be playing three strings. It sounded like DOOM, it was pretty forking cool! I used that in the Thornley days (photo of the 12 string bass which was also played by the original Big Wreck bassist David Henning).



As always this song is for everybody back home (in St. John's) and for anybody who has a place that they like to call home, where they have fond memories of growing up, doing things that kids do, all of those firsts that we experience as human beings. These are the things that make home, home to us, for some."

A Sleeping Giant Awakens: The 12-String Bass Story

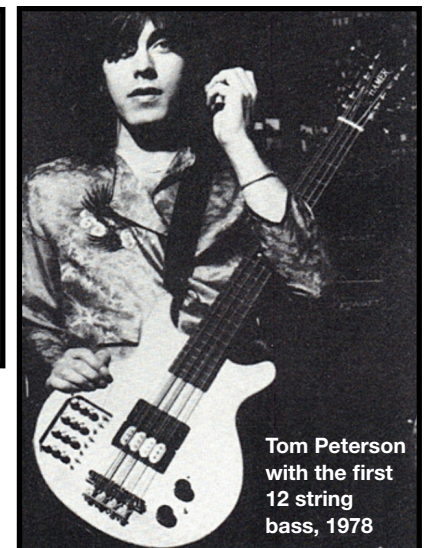
The 12-string bass was conceived in 1977 through one of those conversations where possibilities are stretched to ridiculous degrees. Blame it on Tom Petersson of Cheap Trick and Jol Dantzig of Hamer (Guitars). Petersson had acquired a Hagstrom 8-string bass, which was kind of a bass version of the 12-string guitar. It had four bass strings and four octave strings. "Tom and I were talking about what a great concept this bass was, if only it could stay in tune!" says Dantzig. "The thing never worked," adds Petersson, "You couldn't get past the fifth fret.... it was horrible."

Petersson wanted Hamer to build a professional quality instrument to replace the Hagstrom. As the conversation went on it turned into a kind of one-up-man-ship. 'Well why not make a 10-string bass?', 'Why not a 20-string bass while we're at it?' Eventually they settled on the idea of tripling each string. Unsure of whether or not the neck would be able to bear the additional tension, they decided to experiment first with a 10-string version, doubling the E and A strings while tripling the D and G strings. The neck handled the tension without a problem so work proceeded immediately with the 12-string. The basic design was the same as the 10-string, except for the tripling of the E and the A.

The 12-string is set up like a normal bass but instead of having four strings, it has four groups of strings. It's played exactly like a conventional 4-string bass, and bassists are amazed at how easily it is to play. For every note you finger you play three notes at once, one bass note and two notes an octave above. Three and four note chords quickly turn into nine and twelve notes.



Just imagine how long it would take Ken to tune this guitar! Oh I take it back he had guitar techs back then.



Tom Peterson with the first 12 string bass, 1978



It seems as if Neil is wearing a frown again Ken tries his best to make him smile which turns into a fun fact, "Neil is still not smiling. I need to make a big mistake again (instead he comes up with this ridiculous comment) I need to talk about my chronic masturbation to get him laughing. Actually that's just got him concerned."

Neil had a great comeback, "Not in the least, I convinced you a long time ago to wear underwear when we share hotel rooms."

A classic Whiskey Wednesday image, 14 year old Ken irritating Neil while a very content Mr. Grant watches along.

Ken explains, "True enough, underwear the big safeguard in this world. When sharing a bed with somebody wear underwear and everything will be fine." Now to the fun fact, when we were living briefly in Ottawa for my transplant Ken discovered a very unique kind of underwear. I will leave it to the Clubhouse to remind Ken to elaborate.



Ken chuckles as he is reading a Clubhouse members message, "Tony Arkell, you know something you can (make a request, which made Neil curious) but we will do it next week for you. Tony wants to hear *Close Shave*. We haven't done that on the Show in a long time, that will be fun. OK everybody (lots of thumbs up in the Clubhouse) wants *Close Shave* Neil so get it into shape for next week."

Neil is smiling again and grumbles, "oh great" but we know he is secretly happy to perform it. The Clubhouse agrees, *Richard Grechulk*, "That got Neil laughing." *Joe Murray*, "Neil is no longer grumpy! Yay!" *Steve Astolfo*, "There's the solution to the grumpiness!" I am not giving anything away you will have to wait for Neil to perform his original song.



Ken introducing the final song of the evening, "We are going to finish off the night with *Sonny's Dream* for *Terry Harmon* and for all the friends and family of *Ron Hynes* who think about him and miss him all the time.

Oh yes *Thomas* (sees message) you had requested *Bob* by *NOFX*. I thought about it, I listened to it. It's a great song to do but we need some time. The guys have never even heard it. We will put that into our working files and get that out to you someday, it will be a big surprise. *NOFX* is doing their final world tour right now, after all these years they are calling it quits."

Song #10

Sonny's Dream - - - - - Ron Hynes

Requested by Terry Harmon

Three minute Closing

Ken wraps up, "Well ladies and gentlemen it's been another great week. Thank you for hanging out with us. I hope everybody's life is manageable. I hope everybody out there is doing just fine. We have exciting things happening, spring is upon us even though we are in the middle of a snowstorm here tonight."

Then it was the moment to try out our new graphic, "Now I'm going to introduce the Video Rewind." Ken put his hands out in anticipation, Barry was not ready. So Ken tried again and it worked perfectly.



Video Rewind

"We did get a request for *Pain Free Living* from Mike Munro."

Video Rewind - Pain Free Living
(from the upcoming *Dagg Sessions*)
Original Release -September 18th, 2023

Ron Bissonnette shared, "Aunt Betty is logging off, before the song starts." And I agree with Tony Arkell's request, "Sho be do has to be incorporated into the live performances! IT'S A MUST!" He also had a proposal, "Just let me know when the live performances are and I'll do it!"



A Clubhouse Celebration
Life is what you celebrate. All of it. Even its end.

Episode 15-Wednesday, April 10th

- 1) Man of a Thousand Songs- Ron Hynes
 - 2) Pale Blue Sky- Ken Tizzard
 - 3) Whatta Ya At? Born Riot
Part 1 Of Interview
 - 4) Wildflowers- Tom Petty
 - 5) Close Shave- Neil Lucy
 - 6) Whatta Ya At? Born Riot
Part 2 Of Interview
 - 7) Pain Free Living- Ken Tizzard
 - 8) Sonny's Dream- Ron Hynes
- Video Rewind- Grow Old With Me

Tonight's setlist was curated for a very special Clubhouse member who we celebrated this evening. Ken jumped right in, "It's going to be a really great evening we have got a few things to cover, a few announcements, Born Riot on the Show. (He then digresses...) Some housekeeping, rules and regulations, things you should do, things you shouldn't be doing, things you should never do again, more things that you can't do anymore. (He finally catches himself...) ah what am I doing, I'm going down a rabbit hole.

We are going to start the night with a little Ron Hynes. He is well-known for this tune. A tune that describes a person, a person who could be or could not therefore be Ron Hynes."

Song #1

Man of a Thousand Songs - - - - - Ron Hynes

Ken prepares for the next song, "I'm just going to do a quick tuning here. Barry has been great using all the new gear that we got. It's a big learning curve and seems to be constantly revolving. We are really happy with the way things are looking and sounding these days ladies and gentlemen. Thank you all very much for donating along the way to help us upgrade as we go."



No formal introduction, Ken starts singing... "When I heard the news today my heart dropped to the floor, there's three brothers left standing where their rightly should be four. I can never take away your pain..."

Song #2

Pale Blue Sky - - - - - Ken Tizzard

whatta ya at?

Part 1 **Born Riot** (Article page 54)

"We have Born Riot on the show today. This is another band that I came across through my good friend Cam Carpenter. Cam is busy doing all of his Toronto things including right now doing publicity for the Dagg Sessions record."



Ken reflects, "I'm a little deflated tonight which you have probably noticed. We haven't been talking about it much on the Show, just out of respect for the people involved. Our neighbours Kim and Charmaine who moved in not too long ago, like just pre-Covid, great ladies, became fast friends immediately. Kim and Charmaine have been battling Kim's cancer for about two years now. Kim recently passed away. It's been incredibly sad news here at the house and next door for Charmaine, Judy (Charmaine's mom) and Scott who are left next door in the aftermath of it all.

We are going to do a dedication to them throughout the Show. *Pale Blue Sky* was a song that Kim always enjoyed. I'll do a few other ones for her and Neil has a really special one for her as well (there he goes building drama but it's definitely warranted this time). This Show is a celebration of all things and the friendship that we had. Sometimes with neighbours you know them, you're friendly, you chat with them a little bit, sometimes they become friends.

And in the case of my dad with many of his neighbours they became enemies (wise Mr. Grant shares, 'it's a special talent eh'). I remember my dad at one point he was having dog shit wars with a neighbour. The neighbour had thrown a bunch of dog crap over into our yard. Dad went out with a shovel and literally painted the side of his house and this went on and on." Charmaine posted, "Luckily we are not the dog shit war neighbour's. Love you guys."

It's time for Show & Tell and appropriately we start off with dogs, Ken explains, "On the left we have got Waggles, Bella in the middle, she's my girlfriend, she's just beautiful and Snickers on the right. Snickers is kind of the old man and it's funny because he comes out at dinner time and he sits by their fence and he stares into our kitchen like he is watching TV. And on the television is Allison, Neil and myself having dinner every night. He just stares at us for the entire dinner. They are Jack's friends."

Ken describes this perfectly. Like clockwork every night at around 6:30 Snickers is there. And all five dogs (Stanley included) make their love for each other known very vocally when first seeing each other. And by the way Bella loves swimming in our pool with her boyfriend Ken.

Tony Arkell posted in the Clubhouse, "Dedication shows are great! Such a caring ww community."



A Clubhouse Celebration

“The weirdest thing happened these two ladies moved in next-door to us and it turns out one of them is a Newfoundlander. Here is a photo of when they bought the house and moved in (November, 2020). On the left is Kim and on the right is Charmaine. This is what we met, ‘oh ok we have got two crazy ladies living next-door, this looks awesome’. And then found out Charmaine was a Newfoundlander and all kinds of connections with the two of them. They became such close friends to Allison, Neil and I.”

Charmaine is not just any Newfoundlander, Ken explains, “We have so many friends in common. Like she went to high school prom with some of my friends.” Are you wondering who? The Clubhouse will remember Chad Richardson (NFT guru), he accompanied her. Back to Ken, “We have all these connections and shared experiences but we never knew each other. That's the Charmaine half of it.

And Kim and Charmaine are one, they have always been Kim and Charmaine, Kim and Charmaine. And it's been strange this past little while to be referring to them separately. Kim was in hospice and Charmaine was home.



Allison took this photo at the pride parade. They used to get their hair done to go to the pride parade, ‘look at that, you got the gel in your hair there Charmaine’.

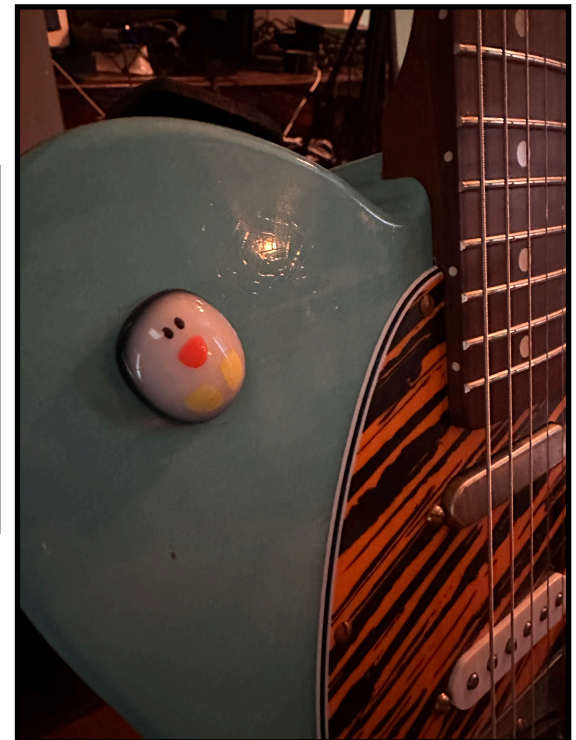
It's really quite sad to have lost Kim. I know Allison has been really close to both the girls over the past few years with everything Allison went through. They were a really big part of keeping Allison sane.”

You just never know what the universe will bring into your life (even in your 50s) and for Ken and I it was three new best friends. Can you believe Neil also came into our lives just seven years ago. So it does show you it's not the amount of time it's the quality of time.



Song #4
Wildflowers ----- Tom Petty

I have never done this before we are going to go into the future.



In next weeks's Show *Tony Arzell* posted in the Clubhouse, “I can't stop listening to last weeks version of Wildflowers. So great!”

A Clubhouse Celebration

“Wildflowers was for Kim, Charmaine and family. We wish you the best during this very, very tough time. When I was putting together this evening, trying to balance all the ups and downs. I thought after looking at the photos and a song like that it's probably time to do something that Kim would find humorous. How are you feeling Neil? Neil spent a lot of time, especially in the past couple weeks, you were back-and-forth a lot with the old lady (said with endearment). How are you feeling with it all?”



Neil reflects, “I'm glad I did that. I must say the Bridge Hospice which is down in Warkworth, a beautiful spot, absolutely wonderful staff. All three patient rooms face out onto a field, a hill and a barn. There is a couple of horses and a donkey. It's a peaceful atmosphere.”

Ken shares, “We did a benefit for them last year. I found out a lot about them.” The Bridge Hospice was a guest on the Show during our Live & on Location at the Campbellford Legion from the Feb. 22nd, 2023 episode. The Bridge hospice holds a special place in my heart.

Charmaine's FB...

Kim's view this morning...peaceful...

It is with heavy heart that I share the news that my wife, Kim Sirett died this morning just before 7am after an almost 2 year battle with cancer.

She died peacefully at The Bridge Hospice in Warkworth where the staff and volunteers took excellent care of her and her loved ones. I am eternally grateful for your care.

Song #5

Close Shave ----- Neil Lucy
(3rd performance, written in 2020)



Ken starts the introduction, “This is one of Neil's tunes that gets played every now and again. We had a request for it recently.” Neil took over, “Otherwise we would not force it on to the rest of you. It is a little bit on the cheeky side so any of you who do not have a sense of humour, you may want to go and stick your head in the fridge or something. Anyway, here we go.” Ken finishes, “There's an intro for you!” Neil then announces it is called *Close Shave*. *Tony Arkell* the official ‘requester’ posted, “Great disclaimer, thanks uncle Neil.”

A Clubhouse Celebration

After Neil finishes singing Ken shares, “There you go, for the ladies next-door. I hope you enjoyed that one. A visual that will keep you awake through the dark hours of the night.” Charmaine thoroughly enjoyed, “Omg Neil I needed that haha. I will try not to stare at your crotch next time I see ya lol.”

Throwback

From the June, 2023 Edition



I'm sure viewers, especially ones tuning in for the first time are curious and would like more information. Ken explained the inspiration... “When I met Neil he was, what were you 68, 67 (he believes 68) and Neil had been out of the dating pool for a while and he was going out on a date. I decided to start messing with him, ‘dating these days is a little different man, you have to make sure you take care of some things’. He was like, ‘what are you talking about’ and I told him a bunch of stuff. Anyways it turned into a funny little thing when Neil followed my advice.” Neil suggests, “You think I followed your advice.” I'm not sure who's fibbing, but I am sure you are wondering what advice Ken gave and what did Neil shave.

Neil then begins, a little heads up, it's a little unexpected especially from Neil which makes it even more entertaining. For any readers who have not watched this episode I'm going to give you the first verse.

*I'm the rhythm guitar player, I don't get too many chicks.
The girls all seem to like the guy who plays the funky licks.
But hope does spring eternal, when we take those curtain calls.
In anticipation, I always shave my balls.*



I highly recommend watching, Neil is so clever with his wording and his delivery which is the perfect vibe for this song. I'm thinking our viewers found the humour in it. Ken has confirmed this on previous Shows, our demographic is males 45 to 65, so I'm thinking there was lots of laughing going on.

After the performance wise Mr. Grant shared the best one-liner, “The Manscaping Song.” Gandalf doesn't speak often but when he does, it's always memorable. Talking about great one-liners Ken shared *Richard Grechuk's* post, “I taught sex Ed to grade 8s today. I'm going to play them this song.” The boys laughed. I've taught grade 8, it would be a hit.

Clubhouse Check-In

Tony Arkell, “Mas-tertation?!?!?” Ron Bissonnette let the Clubhouse know it's not just a problem for rhythm guitar players, “Bassists don't get many chicks either.” A fellow bassist Barry replied, “I'm married anyway.” Ron, “Got married also but before I became a bassist.” Barry explains, “I wasn't a bassist back when I was single. I took it up to support her (his wife Joyce's) songwriting.” It also came up in unrelated topics when Ron shared, “Got to experience the Solar eclipse!” Joe Murray was wondering, “Are you referring to ball shaving?”

whatta ya at?

Part 2 **Born Riot** (Article page 57)

Back to the Show, “We still have some more music. Charmaine just asked for some *Pain Free Living*, that will definitely happen after this. We are going to jump back into the second part of Born Riot. Here is a little intro video they sent us.”

A Clubhouse Celebration

Charmaine was not the only requester this evening, *Joe Murray* posted, "Really messed my back up today. Could use some *Pain Free Living!*" *Jeannie Tench*, "Hope you feel better soon!" *Debbie Parsan*, "Hope you're OK." *Joe* was grateful, "Thanks *Jeannie*. Thanks *Deb*. I'll recover."

Song #7

Pain Free Living - - - - - Ken Tizzard



Kim's son Drew and granddaughters
Teigann and Ember

Ten minute Closing

A long introduction to the last song of the evening which included a check-in with the Clubhouse. We welcomed special guests, Kim and Charmaine's family and friends were watching. "We are going to end tonight with a little bit of *Sonny's Dream*. This is another one that Kim always enjoyed. (Looking at the iPad) that's right Drew ('haha good memories of this song when mom asked you to sing it for Teigann's first bday party lol'). Thank you Paul those are nice words, ('Thanks for this tribute to Kim & Charmaine. They are both terrific people! We will miss Kim very much! Now there are 2 more followers to Whiskey Wednesday. Love from Jo-Anne.')

As we go through life, I'm 55 this May, Allison just turned 55 recently. The people around me are a couple of years older than me as well. As we get to this part of our life, the people you know start to disappear, some of them. It doesn't get easier the more it happens, it just kinda happens more sometimes."

Song #8

Sonny's Dream - - - - - Ken Tizzard

It was a beautiful song to end a beautiful night celebrating a beautiful woman. When planning tonight's show I reached out to Charmaine and asked her some of Kim's favourite Wednesday Night songs. I am sure the Clubhouse agrees the ladies have wonderful taste in music. Lots of love for Charmaine in the Clubhouse, *Richard Grechulk* summed it up perfectly, "Sending love from the regular whiskey wednesdayers. We heard all the stories throughout the last few years from Ken online."

Time to wrap-up, "We're going to miss you Kim. It's going to be different but we move forward. Charmaine is coming over for dinner tomorrow night." Neil had a warning, "Don't be late Charmaine, because I'm not waiting." No worries she posted, "I will be on time." I can confirm she was and we enjoyed Thai food all the way from Kingston. Charmaine is now our weekly Thursday night dinner guest.

Ken continues, "We have a Video Rewind which is fantastic as well. A few years back for Kim and Charmaine's anniversary we did a song for them." *Tony Arkell* had a question for the Clubhouse, "I think the video rewind is *Crazy Love*. What's your guess?" *Richard Grechulk* had an idea, "Shave Your Balls. The sequel." *Tony* agrees, "I hope so." Uncle Neil are you listening!

Tonight's sign off, "I want to thank Allison for all the work, I know it has been a hard week. We try to keep each other going. We are going to watch the Video Rewind and before we get to that remember to Be Like Steve."



Surprise Video Rewind - Kim & Charmaine
(Wedding SOS S1 E8)
Original Release -March 14th, 2017

Ken shares, "There they are at their wedding. Their wedding was actually fantastic because they did one of those reality TV show weddings. I can't remember what the name of it was, Allison may shout out or somebody can post it. It was based around an impossible wedding or something. I'll find a link and post it."



Charmaine beat him to it, "Too much wine so I'm sharing the link to our crazy wedding..." It's super easy to find just type 'Kim and Charmaine wedding' in YouTube and it pops right up.

When I was getting to know the 'ladies' (that's how I always referred to them) they sent me the link. No better way to get to know somebody than when planning a wedding. A wonderful start to our friendship.



And I totally remember and watched this wedding show. Here is the opening monologue which may jog your memory of Wedding SOS...

(Very familiar HGTV female narrator voice)

"Jane Dayus-Hinch is a British wedding planner who is used to working with brides and grooms. But this time there is no groom in sight. (Jane's voice) 'this is where it's getting complicated (oh the drama)'. How will Jane cope with a bride that can't stop crying (Charmaine btw) and another bride who can't stop smoking (process of elimination Kim). Will Jane be able to put out this fire? OR (wait for it) will she have a 'gay' old time." You'll be happy to know Jane got it together and it was a beautiful wedding and a very entertaining video.



Grow Old With Me

(John Lennon)

Grow old along with me
The best is yet to be
When our time has come
We will be as one
God bless our love
God bless our love

Grow old along with me
Two branches of one tree
Face the setting sun
When the day is done
God bless our love
God bless our love



Video Rewind - Grow Old With Me
(John Lennon)
Original Release -September 24th, 2021

Spending our lives together
Man and wife together
(Woman and wife together)
World without end
World without end

Grow old along with me
Whatever fate decrees
We will see it through
For our love is true
God bless our love
God bless our love

Ken's introduction, "We have some new neighbours here in Campbellford. Kim and Charmaine moved in a while ago, over the winter. And we would see them around out shovelling and being neighbour's. And then in the spring I met Charmaine and realized she was from Newfoundland and we have common friends back home. We had an instant amazing bond there. They have become really good friends with me and Allison. It's their anniversary tonight and this was their anniversary song."

Tony was incorrect in his guess of tonight's video however understandable. Ken shares after the song, "To Kim and Charmaine next-door I hope you're having a wonderful time. Oh that's fun, I have never done two anniversary songs back to back like that." Mystery solved we also enjoyed *Crazy Love* for Tony's anniversary.



Life is what you celebrate. All of it. Even its end.

Grow Old with Me is one of the final songs written by John Lennon. I was unfamiliar with it, here's the love story behind it...

Yoko Ono woke up one morning in the summer of 1980 with the music of *Let Me Count the Ways* in her head. She rang Lennon in Bermuda to play it for him. Lennon loved the song, and Ono then suggested to him that he should write a Robert Browning piece to accompany it. John was watching TV when a film came on which had the poem "Rabbi Ben Ezra" by Robert Browning in it. Inspired by this turn of events, Lennon wrote *Grow Old with Me* as an answer to Ono's song, and rang her back to play it to her over the phone.

Opening Monologue

The Show begins, “And we are on ladies and gentlemen, how are you doing? A new camera setup tonight. I'm not sure which one is mine. That one, no.”



“There we go!”



“Now I know! Hey how are you doing in there?”



With that introduction the Clubhouse knew we were in for a classic entertaining evening and the boys did not disappoint, “Welcome to The Whiskey Wednesday Show my name is Ken Tizzard, we are Music for Goats. Pleased tonight to be here with some of my best friends in the world. Mr. Neil Lucy on my left, Mr. Ken Grant on my right, your left and Mr. Dave Lawrence over in the far corner on the drums.

We have got a great night tonight, we have Mr. Brian Sheppard back on the Show again. We chatted recently about the 80s band he is reviving back home in Newfoundland. He talked a lot about advertising and I've been calling him Mr. Advertising ever since. (Barry put up this weeks Show ad and Ken goes down a rabbit hole) Vienna Sausages I don't know if you guys know but it is a Newfoundland staple. You eat them right out of the can. You can squish the jelly off them if you want but it's not necessary. The liquid stays in the can with the jelly on them. The trick is to get the middle one out first. If you try to get the side ones out first the sharp tin from where you peeled back shreds them. It is really all about the sausages tonight. Brian Sheppard, King Of Sausages oh no sorry, Mr. Advertising. (Ken sees a comment) ‘there is a very easy trick to get them out’ see *Charmaine* knows the trick, what do you do, turn them upside down then you've got the juice everywhere.” Apparently that is not the trick, *Charmaine* posted, “nope I'll show you tomorrow” when she joins us for weekly Thursday night dinner.

I often see the Show ad the same time viewers do and I loved this weeks. So much so I suggested he talk about it in his opening monologue. I also did some looking around and Brian had first put up this King Of Sausages advertisement 15 years ago on Facebook and guess who commented on it. I love how the universe works. Brian... ‘Funny idea from the creative team of Kurt Mills and Dax Fullbrook, with creative direction from me and Michael Scher. Hilarious... why? Because the word 'cocktail' and 'weiner' are just funny, funny words.’ Ken replied 14 years ago, ‘where can I get a large version of this for my wall?’



Back to Ken who is still in the Clubhouse, “Hey *Eric* (who posted, ‘I grew up on Vienna Sausage!’) *Alison Aylward* is here. She says hi *Paula Jewel*. I did not see *Paula* tune in, hi how are you doing?” *Alison* is a Clubhouse regular who tunes in a few times a year, *Paula Jewel* sent her this message, “Hey you! I hope the show was wonderful! I wish I'd stayed for it. It was an inadvertent click, as I was trying to navigate my phone, as a Luddite! Let's plan an A1C catch up next time he does a Ron night. Perhaps he'll trot out a few Mike Wade tunes as well!” I bet the Clubhouse was curious who this is so was I. Now I'm going to tell you a quick story.

After tonight's Show Ken walked by me to go turn on the oven for our weekly After Show Kitchen Party and he casually mentions ‘did you see that *Paula* tuned in tonight?’. I replied, ‘no I didn't see your sister’. Wrong *Paula*. Before Ken and I ‘officially’ started dating coincidentally I was dating a gentleman named ‘*Paul*’ and Ken was ‘engaged’ to a lady named ‘*Paula*’ Nolan (maiden name). It was a very interesting time but let's remember this was just over 30 years ago so a lot of time has passed. Welcome *Paula* to the Clubhouse, come by and say hi the next time you tune in.

Episode 16-Wednesday, April 17th

- 1) Already Gone- Ken Tizzard
 - 2) Other Side Of Wrong- Ken Tizzard
 - 3) Over You- Ken Tizzard
 - 4) Whatta Ya At? Brian Sheppard
Part 1 Of Interview
 - 5) Drunk Stoned And Broke- Ken Tizzard
 - 6) Home- Ken Tizzard
 - 7) Pain Free Living- Ken tizzard
 - 8) Whatta Ya At? Brian Sheppard
Part 2 Of Interview
 - 9) Dollar A Day- Ken Tizzard
- Video Rewind- Other Side Of Wrong



Before getting to the first song of the evening Ken checks in with Neil, “How are you doing tonight, you don't look as grumpy as you did last week.” Neil has a come back prepared, “I'm concealing it well.” Let's see how well Neil hides his grumpiness for the rest of the Show. *Steve Astolfo* posted, “Hahaha - concealed Grumpy Neil!” No formal introduction they just started playing...

Song #1

Already Gone - - - - - Ken Tizzard



Time to start the Show, “We are going to play some music tonight, Brian Sheppard is here. We are getting ready for the album release and we have got some shows coming up so we are working on the ‘live’ show. So for the next few weeks it will be new music heavy which I hope you are all OK with.” I did chuckle to myself what would he do if the Clubhouse said no that's not OK.



Time for a Show & Tell, "We have opened a new bottle here tonight. This is the Spirit of Dublin Teeling Whiskey brought over to us by my good friend Terry Kelly. It's just a gorgeous whiskey. It's not available in Canada which makes it even more special. Look at this it even has an embossed bottle."



Ken then reaches down for his mason jar and shares, "We are just sampling it tonight." He then takes a very long gulp as the Clubhouse watches. I don't know about other viewers but I was thinking OMG that's a very big glass of whiskey, I confirmed it was ice tea. He finishes drinking puts his glass down and continues, "It's absolutely delicious, so refreshing." I'm thinking he's referring to the ice tea because he then reaches down for his whiskey which is in a handcrafted cup made for each of the Goats by Neil's sister.



He takes more of a sip this time, lays it down and announces, "Wow, that really is something else isn't it. Oh my is that ever nice." You can hear all the Goats agreeing wholeheartedly in the background and Mr. Grant shares, "It is smooth and it goes down smoothly."

This handcrafted cup is going to make another appearance later in the Show.



Ken sees a comment that sparks his interest, “‘Found some tea in the Spiritleaf basket. Wife is trying it out’. Oh cool, you still have stuff left from that basket, wow *Ron*. Good for you for spreading it all out.” Ken is quite surprised because he would not have been able to show the same restraint. *Ron* was a winner from our Whiskey Wednesday Telethon which we had last September. Ken has a theory, “You were probably looking at the basket saying ‘it’s empty throw it out’. And she went, ‘well let’s make sure’ and she dug in the bottom and found some tea. Good for you *Ron* and *Ron*’s wife. Have we met your wife yet *Ron*? I think *Ron* needs to tell us about this wife that he’s talking about. I don’t even know if he’s telling the truth actually.” Lots of laughs and Neil was wondering, “So this is Madame Rin. I thought I would say that before *Richard* did.” For new viewers tuning in *Ron* has the nickname Rin in the Clubhouse.

Song #2

Other Side Of Wrong - - - - - Ken Tizzard

Introducing, “This is an old song and this is also the Video Rewind tonight. The first band that I recorded this with was Bad Intent with pedal steel. A pretty rocking version of it. We have got a new version for this record and I’m still learning bits and pieces of it.”



A classic Ken and Neil moment which always starts off so innocently, “Allison got out on the weekend that was really cool. For the first time since September (November to be accurate) we got Allison out of the house. We went up to a little town called Westwood, a hamlet, village no an intersection.”

At this point Neil looks very confused and asks, “Do you mean Norwood?” Ken explains, “No not in Norwood. We went to Norwood because it was the Norwood Asphodel Library.” Neil gives up, “I’m going to go back to tuning my guitar.”



Ken’s not giving up, “We went to Norwood but it was actually closer to Keene. I thought I explained this, did you not understand when I explained it at dinner.” Neil’s response, “I’m not listening, I’m not listening.” I’m sure if he wasn’t tuning his guitar he would’ve put his hands on his ears.





Ken is ready to move on, “We had a great time, it was a seed planting experience. The three of us went, I sat in the corner and did some work as a large group of women sat and planted these big trays of seeds.”



We attended Jennifer's Create Your Own Cutting Garden workshop.



Cassidy and I had an amazing time. I was super anxious because as Ken said it was my first day away from the house in five months. It was such a relaxing two hours, it flew by. Now we nurture our seedlings until we can plant them in the garden.

The story does not end here Neil was not ready to finish the conversation, he asks, “I thought you went to the Norwood library?” Ken tries again, “We did, we went to the Norwood Asphodel Library which is not in Norwood.” Neil asks, “I thought you said Westwood?” *Richard Grechulk* said it best in the Clubhouse, “Who's on first?” It did feel like a comedy act watching the two of them. Basically there are two branches of the library and we went to the wrong one at first. Neil smiled and ended with, ‘I told you I was hiding it’, his grumpiness and went back to tuning his guitar.



Song #3

Over You - - - - - Ken Tizzard



After the song Ken shared some news which pleased Mr. Grant, “*Over You* is another song from the new record which we are very, very proud to bring you. I did let it leak (he can never keep a surprise) today that the records are blue in colour (Mr. G. ‘whoa, nice’). They went on sale today, it is a limited run. I’m not going to pull that whole scare tactic, I’m sure there is still time to get one. But they are not going to be around forever.

Viewers of the Show know there is a couple of tunes and then we talk to some friends, people who have records coming out, or movies and books. Tonight we are speaking with Mr. Vienna Sausage, no Mr. Advertising, Brian Sheppard. You met him a few weeks ago talking about his 80s cover band now he is here to talk to you about advertising. Take it away Barry.”

#4 whatta ya at?

Part 1 **Brian Sheppard** (Article page 60)

Returning ‘live’ to the broadcast, “Brian Sheppard, he has been a friend for most of my life. He is so well spoken, he has got a way of doing things. We have another segment with Brian coming up later in the Show.

We are going to play a couple of tunes first. Allison texted me that somebody wanted to hear *Home*. We will put that in, in just a minute. Let’s get back onto the schedule here (referring to Broadcast notes) so that ‘we’ don’t get confused. I think *Drunk Stoned And Broke* is next, the story of my life. ‘*The Story of My Life*, I will take her home’ (in his best Harry Styles voice) this is not that song. This is a different story of my life song called *Drunk Stoned And Broke*.”



Neil was relieved, “Well that’s good because I’m not sure we can dance in sync like the Backstreet Boys.” Of course this inspires Ken “Actually that would be an interesting thing for the four of us to do an in sync (NSYNC) dance video.” Neil thought it could be fun but, “I might be a little South Park(y) I suspect.” Ken reassured him, “Only if you wear your thong or Speedo.” Neil agrees, “Guaranteed. Make up your mind, which one?.” Ken has decided, “Speed-a-thongs” Neil’s excited, “I’ve got my Big Tan Cook Island thong with the emphasis on the big of course.” They keep going. Ken suggests, “That has been bedazzled right?” Neil confirms, “It has indeed, bejewelled even.”

Song #5

Drunk Stoned And Broke - - - - - Ken Tizzard

What they are describing to me sounds less ‘boy band’ and more a ‘Village People’ vibe. Talking about creating a vibe, Barry tried out a new camera angle during this song, a guitar close-up. It felt very groovy and conveniently it was during Ken’s solo. He really is making the Gretsch sing.



Song #6

Home ----- Ken Tizzard

—full lyrics—

The city harbour lies behind the chain link fence
 You can see it from a distance
 You can even feel the wind
 But you can't walk out on that dock
 And stand by those sea torn freighters
 Since those stories of the lives that live within
 You can't have it the way that it was
 You have to take it as it is
 Those times have changed, those days have gone
 Those days have passed, but not forgot
 You can't stop the winds of change
 Forever in your mind self same
 Oh don't be sad, we were blessed for what we had
 Those days are gone, the memories cast in stone
 And I know I am not alone
 And it chills me to the bone
 In this place called Home
 You can't lose what you don't own
 The greatest ties you'll ever know
 Right here at Home
 Down Water Street the storefronts changed
 A few blocks north who'd ever blame
 To fight against these hurting, changing, waiting games
 How many words can twist and burn
 Like spark to hay no further down
 No further down this hurting old time road we'll stray
 You have to take it as it is
 Those times have changed, those days have gone
 Those days have passed, but not forgot
 You can't stop the winds of change
 Forever in your mind self same
 Oh don't be sad, we were blessed for what we had
 Those days are gone, the memories cast in stone
 And I know I am not alone
 And it chills me to the bone
 In this place called Home
 You can't lose what you don't own
 The deepest ties you'll ever know
 It hurts so bad to let you go
 And I thought I just came to say
 Hello to this place I call **Home**
 The city harbour lies behind the chain link fence
 You can see it from a distance
 You can even feel the wind



Tonight we discovered a new communication system. I will explain. *Alison Aylward* posted in the Clubhouse, “Putting in my usual beseeching for *Home* if you have a minute xo.” I knew Ken had missed seeing this message and a few of Ken’s friends from home were watching. During the interview video I tried texting him and it worked. With the Studio’s new broadcast table and with the iPad in its permanent spot his phone is free. So I am going to text him strategically only when needed because he doesn't need anymore distractions.

Ken introducing, “Allison said there was a few people who wanted to hear *Home*. This is for you *Clark* if you are out there (he was watching). I was thinking about you the other day, I was watching some silly skateboarding thing. There were these two young kids skating around and they were talking about the best times of their lives. I just kept remembering *Clark* you and I buzzing around St. John's on our skateboards. We picked up people along the way, but the constant was always me and you. A great couple of years being a rebel. And for *Alison Aylward* as well, she was always around during those times.”

Ken reflects after the song, “A little *Home* for you all ladies and gentlemen. I do enjoy playing that one. That time while playing it I was walking around Fred’s Records (in St. John’s). Tony was there, Steve Hussey was still there, Lori Small was there, she was coming down the stairs.”

Alison was grateful and posted a couple of times during the song, “This one slays me!”... “We're still pretty damn blessed old friend.”



Song #7

Pain Free Living - - - - - Ken Tizzard

The boys have been doing special just 'vocal' rehearsals. *Tony Arkell* was impressed, "Sho bi do, Sho bi wah. Sing it Uncle Neil! Aaaahhhhhh." So was *Richard Grechulk*, "The shu be doos are ready for the live shows."

After their performance of *Pain Free Living* a 7 year-old Ken came out to play. A little background first. *Ron Bissonette* has a dilemma and asks, "Found the Screaming Goat ... does it count in the interview?" Barry explains, "Might be the only shot you'll see it." *Ron* was wondering, "It wasn't there last week. What's up with that?" Ken forgot to move it, Barry shares, "It's in the same place. Just out of view with these new camera angles. I'll try to correct it for next week. *Ron* had a suggestion, "You have time during the interview to put it in the screen shots!" Unfortunately Barry replied, "Nope. Can't get there now." Not to worry I used our new communication protocol and texted Ken to move the goat.

The goat illusion

(a Seinfeld inspired skit)



The song finishes and goes directly into the 'tip video' before returning to the 'live' broadcast, "I actually gave a screaming goat ending but we had already left for a commercial break. That was the screaming goat ending everybody was waiting for (Ken gives a demonstration). I can't believe you couldn't find it all these weeks it's been here the whole time."



"It might have gotten lost in the paper. No."



"Maybe it got lost in the coffee cup. It's like an illusion Mr. Grant." You will notice Neil is looking curious.



7-year-old Ken, "There's the goat (slowly moving it from the paper to the coffee cup) just watch, it's amazing, it just disappears." Neil has had enough, "OK we are cutting songs because we don't have enough time and you are dicking around with a goddamn goat." *Joe Murray* posted, "Lmao Neil. D'in around with the G D goat!" *Ron* posted, "Thanks for Producing an excellent show Allison!" You are very welcome *Ron*!

The Whiskey Wednesday Clubhouse

Let's see who's in the Clubhouse with me!

#8 whatta ya at?

Part 2 **Brian Sheppard** (Article page 63)

Two comments in the Clubhouse peaked Ken's interest. Our whatta ya at? guest was tuned in and posted, "Enjoying the show Ken! Thanks for letting me ramble about ads and things." Ken takes it from here, "Hey Brian Sheppard I'm glad you're enjoying the Show and you are welcome anytime. In fact, the interview was so long we are going to have you back again next month. The third and fourth parts of this chat that we had. Brian is the first multiple, multiple guest. Rick (Mercer) and Dave Mowat have been on a couple of times."

Ken plays charades, "Oh we have got a Twitch person here, *ghostintheflesh* nice to see you. What do you call those things (referring to the emoji) those big things with no arms, ah a T-rex. Nice to have a Twitcher on board. It is one of those nights ladies and gentlemen. If you are new to the Show and you are looking for this big high production broadcast (Neil suggests 'go somewhere else'). Hey *ghostintheflesh* 'you all look awesome' thank you very much, that's awfully nice to say."



Other highlights this evening...

Surprisingly a Clubhouse regular *Debbie Parsan* could only pop in for a little bit, "Welcome to WW!! I will be missing most of the show, I am doing video recording for The Food Bank, in Belleville." *Deb* asked fellow members to help her out, "*Toby, Ron, Joe* can do the YAPPING for me." Who is Toby? Ah *Tony Arkell* figured it out, "Toby, nice to see u 2 Bed. See what I did there? I took *Deb* and reversed the b-d." *Joe Murray* thought he would have fun coming up with his own version, "Good one Ynot." The members do have fun in the Clubhouse.

Joe Murray tried again to entice new viewers, "Lurkers. Say Hi? Last chance." This time he had a taker, *Richard Guilmette* posted, "Lois and Richard, from Tottenham, ON, hello to the band." Welcome to the Clubhouse!

Derek Mellor has a warning to his friends and family, "Someone just had the nerve to try and call me during WW. That seems so inconsiderate of them. The audacity!"

Ken's segue, "We have time for one more tune tonight. As you know we are almost at the end of the Show and you haven't had to watch me skateboard yet, but, ha ha, hit it Barry."



The video ends and Neil has an observation to share, "Those last two manoeuvres (tricks) were really good because I was starting to think that thing (skateboard) wouldn't make right hand turns."

Ken is ready with a detailed description, I'll try my best, "The left-hand turn is called a 'backside' turn because your backside is to the upper side of the pool or the upper part of the turn."



And there is a thing called a 'frontside' turn which I think I may have done one of those in the video. It's not something I do regularly yet. And that's where you do the same turn but with your back to the bottom so you have to sort of go backwards. It's just a little bit of a fear thing. *Heather* thinks it's a stunt double. She's probably right." *Charmaine L. Penney* agreed and replied, "Yup. It's Mr. Grant with a beard extension. I swear I saw them at the park." *Bryan Tench*, "Well he's getting better at skateboarding." *Joe Murray* agrees, "He sure is!"

Ten minute Closing

We enjoyed a classic wrap-up this evening. Ken starts off, "We are going to end with *A Dollar A Day*. Thank you very much for being a part of the Show once again. I know we talked a lot about advertising tonight, what I am realizing is a big part of the record business is advertising and as an independent artist, it's just getting harder and harder to compete. It's hard to pay for any type of advertising, whether it's being on a playlist or getting reviewed. People are charging for reviews. I'm done with that I'm just done with that.

As far as the advertising go I don't mind creating the media and putting it out there. The crossover is good, that last skateboarding video that we watched got over 600 views in two days. And those were skateboarding people but the whole time they are watching it they are seeing the Music for Goats logo and hearing the music. And they see me being foolish going around on my skateboard and having fun."



Time for the final check-in with the Goats, "Before the last tune, Mr. Lucy how was your week? What did you get up to?" His week has been 'absolutely great' and he did 'the usual stuff, a little bit of work, a little bit of swimming'. Ken thought he would add to Neil's list, 'chronic masturbation schedule'. Neil without skipping a beat, unfazed replies, 'Oh definitely, yes indeed, four times a day'. Ken keeps going, 'very good, equally spaced'. Thankfully it was time to move on.

Ken asks "Mr. Grant how have you been doing?" He has some exciting news to share, "Doing great, I started a bit of spring cleaning this week. I have to tidy up the house because my daughter Emily is coming to visit at the end of the week." And the great news she's going to The Monday Nights at Capers. Ken shared, "Emily and *Howard Weiss* can hang out. Two strangers from out of town, in town for the night. She can hang out with whoever she wants and so can *Howard*." Both coming from long distances, Emily from Vancouver and Howard (a Clubhouse member) from New Jersey.



What's happening in Dave's world... "It's been a busy week. I did some cleaning too actually. I think I have collected a whole other Berkeley (his dog). I went out fishing with Eric a couple of days ago."



An esoxhunter update... "I have some graphics designed and laid out for advertising. After watching this tonight I am getting some new ideas."



Ken thought the check-in was over and was ready to move on, Neil was not, he was curious about something, “Do you really think four times a day is chronic?” You can hear Dave speak deeply into his mic ‘hobbyist’ and Ken ads, “It’s entry level. It’s more the meticulous schedule that you would keep. 4 to 6 times a day is all right but you just have to let it happen. If you start scheduling things it gets a little (Neil suggested ‘mundane’) a little too familiar. It takes the thrill out of it.”

Song #9

Dollar A Day ----- Ken Tizzard

A final check-in with the Clubhouse before closing off, “*Charmaine* is just taking off for the evening, have a good one love, get some sleep. We love you. *Alison Aylward*, ‘you guys are adorable’ (followed by a brand new version of Ken’s signature giggle). Barry thank you for coming over again and for getting so brushed up on this new gear. Get ready for the Video Rewind this is a really cool one. Bad Intent when I was rocking out the pedal steel and Mr. Grant was rocking out the Rickenbacker. Remember guys and gals out there, Be Like Steve.”



Video Rewind - *Other Side Of Wrong*

(Ken Tizzard-The Goodness Of Bad Intent (album)
Original Release -May 8th, 2012



I chose this week’s Video Rewind because I thought it would be interesting to compare two very different interpretations of *Other Side Of Wrong*. I remember when originally seeing this video thinking Ken must’ve been inspired by the unique filmmaking of the Blair Witch Project. You almost need a warning, ‘Watching This Video May Cause Motion Sickness’, lol.

The Blair Witch Project is a 1999 American supernatural horror film about three student filmmakers who hike into Black Hills, Maryland, in 1994 to film a documentary about a local myth known as the Blair Witch. The three disappear, but their equipment and footage are discovered a year later. The purportedly ‘found footage’ is the movie the viewer sees.



About 20 hours of footage was shot, which was edited down to 82 minutes. Shot on an original budget of \$35,000–60,000, the film had a final cost of \$200,000–750,000 and ended up grossing nearly \$250 million worldwide, making it one of the most successful independent films of all time.



Let The Countdown Begin

April, 24th, 2024

The making of... Let the countdown begin



We will get to tonight's Show shortly. Technology got the better of us this evening. We went through a bad spell of streaming issues quite a few months ago and it has been super stable ever since. I think together the whole Clubhouse sighed with relief when the Show finally started. The first 20 minutes have now gone out into the ether to never be seen again.

Tonight's Show was completely produced by me with Ken's in put of course. It did not go exactly the way I envisioned however the main objective was achieved, we celebrated the Dagg Sessions as the countdown begins to its release.

I had a couple of goals, a look back at the creation of a few tunes and I challenged myself to get all 12 songs from the album into the Show. We put together the setlist, four videos and our talking points. In our morning production meeting I did express my concern that tonight's Show had a lot of moving parts, no worries, Ken assured me he was on it and would remember. Let's see how the evening progressed, we are picking up after the glitches were sorted. Ken take it away...



Ken sighs and shares, "Third time's a charm ladies and gentleman. Let's see who's here now (in the Clubhouse), we've gone from everybody on to... here we go, we've got two people, three people, four people. You are starting to come back in.

I really needed tonight to be distracted from something that is going on that I am not prepared to talk about. I came into the Show tonight and said to Allison I need to forget about things for a minute and get distracted holy shit (Neil 'there you are, you're welcome') Holy Fork now I'm distracted.

We started the Show tonight and I don't know what you have seen or haven't. We are going to pick up right where we should be at 8:23. Allison your timing is right down to the minute." Teachers in the Clubhouse will appreciate I had worked out the evening almost like a lesson plan. Ken as always is my wildcard and I had not anticipated technical difficulties.

We'll get back to the 'live' Show shortly. I'm going to share highlights from the missing 20 minutes of footage. Technical difficulties started right from the start. Ken's monologue kept dropping in and out. It was then time for the first song of the evening, I think!

I was confused because I could 'sort of' hear *Over You* coming from the Broadcast Studio but couldn't find it on Facebook or YouTube. I emphasized 'sort of' because now that they are on in-ears it changes the experience for me as well. I can only hear drums and vocals. And let's remember there is a three second delay. It's a lot quieter so I can enjoy the video broadcast with the rest of the Clubhouse.

Dagg Sessions Song #1 ----- **Over You**

The Journey of Becoming an Album

Making of the Dagg Sessions (Video)

We shared the **Making of the Dagg Sessions**, a quick five minute video. It looks at the journey of the album in three ways. I thought it would be a nice introduction to the Show. Teacher talk, a great 'hook'. Added bonus I was able to fit in four songs.

The first part of the video is a photo collage displaying images from the recording process with the background music of *Chemobrain* a bonus track on the album.

Song #2 ----- **Chemobrain**

I am sharing the photos with reflections from previous episodes. I thought it would be interesting to document the process and in August, 2022 there was a New Feature...



The Journey of Becoming an Album

August, 2022

Ken is excited, "Been a long time coming to make this record. New album begins Tuesday. It's time!!!"



Ken purchased this compact Tascam model 24 mixer specifically for our apartment in Ottawa. This turned out to be an amazing investment, an album written and was used in both the downstairs and upstairs studios. Recently the Tascam was traded in for a shiny new Allen & Heath mixing board.

Ken was able to write a majority of the record during this time. Most of these songs are in their regular setlist rotation on the Show. Ken recently introduced the song *Dollar A Day*, which he wrote in Ottawa, to the band. We, the viewers get to watch this song evolve each week "live" on the Show.

Songwriting

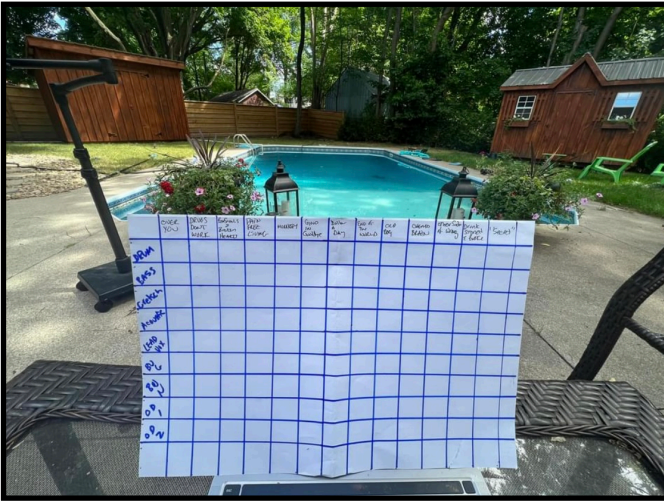
Before the anticipation and excitement for recording begins, the long sometimes trying process of songwriting has to happen. For this album majority of the songs were written in the spring/summer of 2019 when we were in Ottawa for my transplant. Ken had hours on his own while I was recovering. It was the perfect opportunity, he had time, a quiet space and he was inspired to create. We made our one bedroom apt. on the 7th floor cozy and comfortable. We were in a beautiful walkable neighbourhood, close to Wellington Village.



I love this photo it reminds me of Ottawa. Ken would go walking every night listening to music from you guessed it the 80s!

The Journey of Becoming an Album

August, 2022 continued



When the sharpie marker and ruler come out I know Ken is ready to start recording an album. You'll have to enlarge the photo, along the top are the 13 songs. Most of these titles will be familiar to Whiskey Wednesday viewers. Notice there is one surprise track coming.

Along the side are the instruments drum, bass, Gretsch, acoustic, lead vocals, back up vocals and overdubs. Are you wondering what overdubs are? Ken explained he uses overdubs when he wants to capture a single musicians performance without the rest of the band worrying about mistakes. You record that one person on top of the other tracks.

In the spaces Ken writes tracking notes. We will revisit this chart later in the recording process.



Ken thought it would be fun to put a time lapse camera on while they were dismantling and setting up the studio for drums. It's amazing what you can see in 0:34 seconds.

They were at it so long did you notice Ken had a wardrobe change. Yes go ahead and enlarge he is wearing flamingo bathing shorts. He is amazing I had a flamingo theme last summer.

I have asked him to do more of these during the whole recording process. They will be attached to the newsletters. This month you can enjoy Steve for 0:33 seconds laying down drums.

These were both included in the **Making of the Dagg Sessions** video.

Drums

Ken explained the process of laying down drums. They first set up the drums in a nice sounding spot in the room. They then place the mic's, then listen, reposition the mic's then listen, and usually reposition a few more times.

When everything sounds good, Steve plays along with Ken's guitar while he is mouthing the words so Steve can follow along. Steve is wearing headphones so he can listen to the guitar.

Let's remember I live under the studio so I had the "pleasure" of listening to hours of just drums. Luckily I was out back for a lot of it.

Up Next

Ken is starting to do scratch vocals, guitars and bass which will be explained in next months newsletter.

He's been battling cancer, going through chemo and radiation and still he can come into the studio and knock the first four songs out of the park. Drum day#1 complete. Thanks [Steve Dagg](#)



The Journey of Becoming an Album



September, 2022

Bass

Mr. G came by over a stretch of four days and recorded bass for the new record. All but one song complete with drums and bass at this point. As much as I wanted a live off the floor vibe for this album, it is not possible with the life schedules of the players at this point in time, so onwards to building brick by brick. Also, Mr.G is a monster bassist and we captured some amazing takes. (Ken)

Up Next

I will take a photo of Ken's "Recording Chart" so we can see how the boxes are filling up.

October, 2022

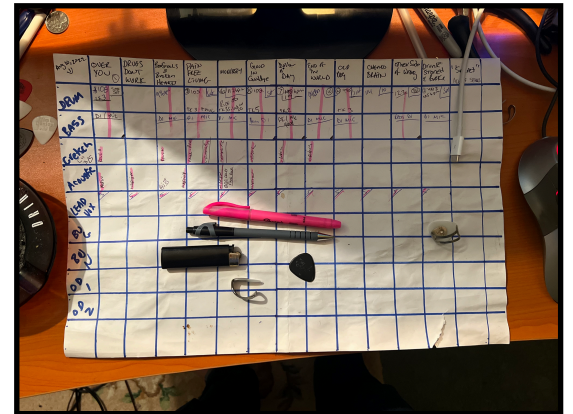
As you can see the NL trip and the studio upgrades put a pause on the recording of the new album.

Up Next

Back at it now, starting with guitars in November.

November, 2022

November was a busy month for recording. I'm going to share Ken's own words from Episode 45, Nov. 9th. He described the recording process so well...



"We have been busy plugging away at the record. The drums are done, I think completely. Almost all whole takes too. No quantize (a new word for me) editing at all. There may be a combination of two takes for a few bits but none of the cutting and pasting as per usual. Mostly the same with the bass and acoustic which have been laid down now. I'm still sort of rewriting a lot of the parts for me so that's a little bit more choppy. But there are a few songs that I've got written that I've recorded full takes for. I'm going for a take vibe. I'm not thinking of the radio at all for this record. I don't want to. It's going to allow me to do things that I haven't thought about before. Either that or I have become really lazy in my old age. 'It may be a little out of tune, but that's ok'." Ken is definitely not lazy, he's been sharing a couple of tracks with me and you will all be impressed.



Started recording guitars for the new record today!!!
Yay [Traynor Amps](#)

"The record has been taking up a lot of time. The Good Place has also been taking up our time. What a forking good show. This is my second round through. Me and Allison watched it years ago when Allison was first sick and we were head down into Netflix, killing time waiting for our emotions to figure out what was happening in our lives." Ken really does have a wonderful way of explaining our life. He continues, "We have recently started it with Neil. So we are Good Place Netflixing it with recording acoustic guitars every night which is a fantastic mix." It really is our nightly routine. Dinner, two episodes, recording, repeat. 38

The Journey of Becoming an Album

November, 2022 continued

Rhythm Guitar

"The bass is done. The bass sound so forking groovy man. There is one tune in particular, I *Like To Get High or Pain Free Living*, I haven't quite decided yet. Man I think it was just after you got your bass back from Martin. You came in and played those big sort of high chords and they are just so beautiful on the recording. Oh my God this is one of the greatest bass tones ever! Mr. Grant, "I remember thinking I don't think any of those came out right. You said don't worry about that, they will be fine." Ken, "They did and the clarity of the tone was so great."

Later in this episode, "I'm going to start to think of some album titles. I have a bunch in mind already but none of them have stuck with me long enough. But it's fun to be working on an album again. I have gone full immersion mode on it which is not good for my vitamin D, getting outside. It's good for the record, it's coming together nicely."

An update on Episode 47, Nov. 23rd.

"We're recording the album right now, we're about, ah I'm not going to put a percentage on how far because I have no idea. We have a fair chunk of it done, bed track wise. We have one or two acoustic tunes left for you (pointing to Neil). Then move into some other stuff. It's really coming together neat. But I am reassessing all the lyrics as we go through and making changes."

I asked Ken to explain bed tracks. "This is the first part of the recording process often done with the entire band playing together. The hope is to capture as much of the live performance as possible. But also to deal with bleed from microphones from one instrument to the next. Often what is remaining is the bass and drums. Guitars and vocals are often done in the overdub process."

Stanley does love his belly rubs. The upstairs recording studio really does have its own unique vibe. Ah the memories!



January, 2023

With the new year, it is time to get back to recording the album. I'm going to share Ken's own words from Episode 2, Jan. 11th. "In the next few months we are going to go back into our little hibernation of finishing the record which is starting to sound interesting."

This is the first record that I have done in a while where I've written an album, I'm producing it, I'm engineering it. Everybody's got their tracks done, every time I get in there, there are so many roles I have to put in my hat. But I think I have finally, there is one track that I came to last night. This is, I think, the form of how the album is going to look. I am sitting on it for a couple of days before proceeding but I think I have a good idea now."

The Journey of Becoming an Album

An update in Episode 4, Jan 25th, "My inspiration has been reignited in the last couple of days. I've been back in the studio, getting things in my head. I'm at that point deciding what it is going to sound like...Just this week I laid down the ground rules in my head that I want to work towards. It's a good feeling. It's exciting. I've been listening to the stuff we have recorded, it's really good, the boys have done a really nice job."

Ken is changing the strings on his Gretsch. He's kept the same strings for a while because he wanted to keep the same sound throughout the recording of the bed tracks. Now he is recording and I quote 'the sparkly bits' so new strings go on.



February, 2023

Lots of exciting news to share. From Episode 5, Feb. 1st, "Last night was fantastic because I sang the last lead vocal, possibly, for the album. So right now the beds are completely done, the guitars finished, the acoustics done. Seven solos that I am moderately happy with most of them. There is a hidden track that I haven't recorded yet and I am working on that. But as of last night when I came downstairs I said to Allison the album is officially done. It could be finished, now we are going to do some fine painting... a 12 string here or there, a mandolin, some other things... what an amazing thing, so much to get through to make this record. I'm really excited for it.

On Saturday night me and the boys are going to get together at Mr. Grants as we do every time. We always listen to it together for the first time at Mr. Grants. I'm excited to see what they think." This is a wonderful tradition, I will share Ken came home that evening, beaming from ear to ear!

I will add this was the last time the band was together as a group with Steve. At this point in his journey he was not feeling 100% but no indication that the cancer had returned.



March, 2023

Ken shared this reflection in the fanzine, "The life of an album's creation and recording can sometimes be a long and difficult road. This month the Watchmen announced the release of Silent Radar Deluxe. This includes the entire album that we recorded with Matt DeMatteo before going to Seattle and re-recording it with Adam Kasper. As you can see this album was demo'ed, recorded and re-recorded before release. Months turn into years and sometimes, if you're lucky, you end up with an amazing product.

The new Goats album started when I was in Ottawa 4-5 years ago. Upon return covid hit and we waited, the songs were patient. After Covid we started working the material again and then Steve got sick... again we paused. In the late fall we recorded all the bed tracks and once again we were back at it. The last time we all saw

Steve was at an initial listening party for the band to hear all the final rough tracks. Then Steve passed away. Another pause for reflection... the idea of tackling all of Steve's drums at once to complete this album is overwhelming so for now we are going to release singles throughout the rest of 2023. Taking the songs one at a time is a more attainable approach. Once we get near the end of the year, and if there has been enough interest in the music we have been releasing then we will be looking at a limited run vinyl of the complete record. Who knows maybe all the hurdles have led us to this point for a reason. I try not to question it too much, just going with the flow I guess."

The Journey of Becoming an Album

April, 2023

“From the Christmas ‘highs’ of Steve being cancer free to the rapid return of said cancer in January, to the terminal prognosis and then a rather quick decline leading to Steve Dagg’s untimely passing - the last few months have been difficult to say the least.

Losing a friend and a bandmate while witnessing his family (wife and two small children) endure the most difficult of goodbyes really affected each of us in significant ways.

I have been discovering the picking up and moving forward is not any easier, than dealing with the actual reality of Steve not being with us anymore. With that in mind we had been working on a new album (on and off between Steve's treatments over the last year) and have decided that the band will release a string of singles over the next while. These will all be released as ‘the Dagg Sessions’ as they feature Steve's performances and will always be remembered as part of ‘the good times’.” (Ken)

First song will be *Drunk Stoned And Broke* and will be available on all streaming platforms on May 16, 2023.

The Making of the Dagg Sessions video finishes with a sampling of the four official music videos released so far...



- Song #3 ----- *End Of The World*
- Song #4 ----- *Drunk Stoned And Broke*
- Song #5 ----- *Pain Free Living*



End Of The World - September, 2021



Drunk Stoned And Broke - May, 2023



Dollar A Day - July, 2023



Pain Free Living - September, 2023

Let The Countdown Begin

The Whiskey Wednesday Show presents...
Let The Countdown Begin

April 24th, 2024

PROGRAM

Dagg Sessions Song #1

----- **Over You**

Making of the Dagg Sessions (Video)

Song #2 ----- **Chemobrain**

Song #3 ----- **End Of The World**

Song #4 ----- **Drunk Stoned And Broke**

Song #5 ----- **Pain Free Living**

Birth of a New Song (Video)

----- **Already Gone**

Dagg Sessions Song #6

----- **Already Gone**

Dagg Sessions Song #7

----- **Other Side Of Wrong**

Birth of a new song (Video)

----- **Dollar A Day**

Dagg Sessions Song #8

----- **Dollar A Day**

Dagg Sessions Song #9

----- **Old Dog**

Dagg Sessions Song #10

----- **Good In Goodbye**

Birth of a new song (Video)

----- **Barstools And Broken Hearts**

Dagg Sessions Song #11

----- **Barstools And Broken Hearts**

Video Rewind

Dagg Sessions Song #12

----- **Morrissey**



SIDE A - DOLLAR A DAY - OLD DOG - DRUNK STONED AND BROKE

SIDE B - ALREADY GONE - OTHER SIDE OF WRONG - GOOD IN GOODBYE

FMNL - PAIN FREE LIVING - BARSTOOLS AND BROKEN HEARTS

TEDDY ROWE JAMES DOLPH CAM CARPENTER VINYL MADE POSSIBLE BY THESE KIND FOLKS ROD NOLAN NEW SKATES RON BISNONNETTE

KYLE SNELL KEITH TRAMER TONY ARKELL GEOFF SEYMOUR DAVID BLACK KAT KINCH AND AARON EDDIE

WESTBEN RICHARD GRECHULK

SPRITLEAF RICHARD GRECHULK

CAMPBELLFORD THE PINEAUS

TERRY STACEY DEB PARSAN JOSH & HEATHER UHRIG MARCUS TROTZ

JOE MURRAY JASON DAVIDSON

MIKE BUHLER HYNZE LINDSAY HONEYMAN THE BEVERAGE Co. DEREK MELLOR

THE GODSOES

STEVE ASTOLFO SUZAN JOHNSON WAYNE MATTHEWS

raeaneschachter.com

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Yorkville

THE DAGG SESSIONS GOATS

MORRISSEY - OVER YOU - END OF THE WORLD - CHEMOBRAIN

Tony Arkell posted in the Clubhouse, "I hope the setlist doesn't change with 'tonight's challenges?'" Not to worry Ken stuck with the setlist, now following our production notes was a different matter.

Let The Countdown Begin

We return to the **Live Broadcast** as Ken is introducing the next song, “We are going to show the birthing of a new song, oh right I'm not to say the name.” He looks down at our broadcast notes and writes (I'm imagining in bold) **DO NOT TELL**. He continues, “This is a song I'm not going to tell you which one it is but this is the first time that we played it and then we will play it for real.” Oh Ken, so close. For this video he was ‘allowed’ to tell the name of the song.

Birth of a New Song (Video)

Solo Premiere originally aired October 11th, 2023

Ken has a big announcement, “Last week remember I told you that I wrote a song. I'm going to try a new song, I'm going to do this on my own guys. See if I can remember any of it.”



Ken then gets into his comfort zone, tuning his guitar while explaining his motivation, “As some of you know I wrote the last record which is the Dagg Sessions while we were in Ottawa. My writing is very fragile at the best of times. In the last few years, I didn't want to write about Covid even though it has snuck into a few things. And I didn't want to write about Allison getting sick even though it also snuck into a few things.

Last week I set up a little writing room for myself with no distractions in it. There is just a pencil, sharpener, paper and my guitar, and ashtray. So last week I said I'm going to go there and sit down, write a bunch of ‘shirt’ on paper and see what happens. I ended up getting this one, I'm still not sure. I'm working on the lyrics and I have two totally different choruses. Tonight I will play you chorus one.”

Ken then starts playing the yet to be named original song. I watched with excited, nervous anticipation.

He ended to the boys clapping and then he does something interesting. Ken started playing the song again a little differently, a little faster. And you can see the Goats were intently watching because eventually they are going to have to learn this song too.

Ken explains, “Wednesday nights at the pub was where I would start these songs.

I would bring them in and play like that. Then the next week I would come back (this is when he demonstrates playing guitar and singing) ‘I'm 52 years old, I'm bored and horny, and tired, and stoned, listening to The Clash on the radio in my car.’

So over the next few weeks you are going to hear all different kinds of versions of it. The Whiskey Wednesday original thing that's what it was about. Me finding a place to introduce new material and work on new stuff. I know doing it live online is not the way you are supposed to do it but ‘fork’ it, it's a part of what I do. There you go the birth of a brand new song.”

How exciting to watch a song develop ‘live on air’ from its “genesis through the creative process” (Neil's words) to what it will eventually blossom into. I'm especially lucky because I hear this song transform almost daily. Just wait until you see where it goes.

Let The Countdown Begin

Band Premiere originally aired October 18th, 2023



Ken explains the process, "So last Monday I wrote a new song, I played it last Wednesday. Some of you may remember (he starts singing) 'I'm 52 years old, I'm bored and horny and stoned. I'm listening to the Pixies on the radio in my car'.

I played the whole thing for you like that last week just to get it out of my system. Thank you for bearing with me. Then on Monday this week the guys came over for dinner and I said we are going to learn the tune. We sat here and chatted about a few ideas and came up with some groovy parts and put them together. Now it's if we can remember them or not.

Let's just go around the room. Neil are you going to remember the parts?" Neil responded, "J'espère" Ken clarifies, "French for?"
Word Of The Week#1- J'espère (verb)-I hope



Ken continues, "Mr. Grant are you going to remember the parts?" He had a fantastic one-liner response, "Despair!" Word Of The Week#2- Despair (verb)-complete loss or absence of hope



The last Goat, "And David how about you my friend?" Dave continued the trend, "J'espère sans despair."
Word Of The Week#3- Ken defines as "hope, no worry"

Let's find out how Ken is feeling, "Me, I'm pretty sure I'm going to mess it up. Anyways here we go. The birth of a brand new song with the band."

Live Broadcast

We return from the video to a smiling Ken who shares, "It's really funny because what you guys are missing is the reaction of the guys seeing these things for the first time. Like when Neil just made that big mistake that everybody heard." Neil was wondering also with a smile on, "Do you want to go and do that clip over again just in case anybody missed it?"

Ken continues, "Well we all know The Whiskey Wednesday Show isn't about a concert. It's our rehearsal, it's our life. It's our hanging out with people, the community that is here every week, and the people who drop in from time to time as well. So it's really neat go back and see this stuff as well. We are going to now play *Already Gone* at its current state. This is how it goes."



Song #6 ----- *Already Gone*

Let The Countdown Begin

Neil had an idea he wanted the Clubhouse to consider, let's hear his pitch, "I was engaging in a little bit of musing this afternoon and I was thinking about the Whiskey Wednesday Club members, I believe that's what they call themselves, I thought we need to come up with a cool acronym for them. So my thought was the Goathorde which is a kind of jeu de mots on goatherd. So if you care to discuss this among yourselves go ahead, feel free to do that, however don't do it during songs wait for intermission."



The boys had some questions. Ken, "So it's like a 'zombie horde'?" and Mr. Grant, "It's not 'whored'?" Neil aghast responded, "Heaven's no, sheep maybe but not goats." Ken wisely changes the topic and ends with, "Conversation is going south really quickly." No mentions in the Clubhouse I'm thinking members were processing.

Word(s) Of The Week

Musing (noun) - a period of reflection or thought

Jeu de mots (noun) - a play on words

Ken had a check-in with viewers who were tuning in from all over, "We have got *Adam (Grenon)* from Warkworth tuning in. *Teddy Rowe*, from The Atlantic terminal.

Michael Munro from Halifax. Mike you are around a lot and it's so great to see you every time. He is an old friend of mine and played in one of my first bands. I think I told the story of the inadvertent acid taking recently and Mike was there for that. I also remember it was the summer off before university, all parents were like 'what are you going to do for the summer, you have to pay for university'. Of course we just wanted to play in a band. Our summer plan was, and I remember sitting in Mike's living room and trying to tell his dad that we were taking the summer off because we wanted to pursue our music. We had a tour lined up with, and then we had to explain to him who the Amazing Glenn was, the flaming dancing broken glass man. That was all part of our childhood.

Oh *Howard Weiss* is here too (representing New Jersey), we have a picture of Howard coming up. Every time he is in town we get a picture and I post it and it's amazing all across Canada, all of these musicians start popping up 'oh there's Howard, I love Howard, say hi to Howard'. Howard is one of the biggest music fans that I know, all genres, all types, a cool guy." Howard posted, "Thank you for your sweet write up on FB!" More Howard coming up later!



Some new Clubhouse members posted. *David Philip*, "Live from Newburg Ontario" and on YouTube *rensqboo* "From newfie town.. recent subscriber." *Teddy*, later in the Show posted, "Have a goodnight, everyone... The ferry to north Sydney is loading so I must run... Have a great night."

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MUSIC FOR GOATS

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Ken has a dilemma but finds a solution. He explains, "The new record is coming out, it is called the Dagg Sessions (in case you hadn't heard).

Down in the States they have this thing called Media Mail which is for albums, films, CDs, books, anything like that. You can send an album for between 4 or 5 dollars across the States which is great. I guess the art sector gets helped out.

We don't have that in Canada. For me to ship an album in Ontario it is between \$19 and \$22. Anywhere outside of Ontario, to both coasts it can get up to \$29. This makes it very hard for people to buy records. And not being on tour with the way my life is these days, that makes it very hard to sell records. I thought about doing a bundle so I went to the post office today and apparently if I am sending one or three vinyls, it is the same price for shipping. We have come up with a couple of bundle ideas. The vinyl is \$30 the shipping is \$24. Shipping doesn't change whether you get one, two or three albums. You can get all three albums if you don't have them for \$114. You can go to the website it's all set up there."

Neil had a suggestion, "Or if you are part of the Horde you can check with other Horde Members to see if there is somebody near you and ship together. That way you can meet and save at the same time." Ken agrees, "So true you could have a meeting of the Hordes. You could put them all in a house and it would be like a 'Horde House'." Lots of laughs in the Broadcast Studio. Rest assured I will not be changing the name from the Clubhouse to the Horde House.

Ken segues nicely, "Speaking of wrong this is a song from the new record. This one is called the *Other Side Of Wrong* and it goes just like this."



Song #7 ----- *Other Side Of Wrong*

Let The Countdown Begin

Time for the 2nd Birth of a New Song video and Ken is NOT supposed to tell viewers which song, let's see what happens... "We've got another birth video, it's the first time apparently that we played *Dollar A Day*. Damn I said it. As I am saying it I am looking (at our production notes) and it says DO NOT TELL. But there is a secret to this video (he's trying to dig his way out). Good God I have do not tell written right there. This video is quite cool for a variety of reasons." See I told you he's my wildcard, I agree it's a great blast from the past.

Birth of a New Song (Video)

This song premiere goes so far back we are in the Upstairs Studio and the fanzine was a newsletter. So there is no full write up. I enjoyed reflecting and let's have fun, imagine you didn't know what the song is.

Band Premiere originally aired July 27th, 2022



A typical Ken build up, "I said I was going to play a new song, has everybody left, no there's still people here. Where did this one come from? Strangely enough this one was written before nobody wanted to go back to work (if you didn't know the song this would have been your first clue). Now I play it and it's all I can think about. It's not really what it is written about.

I'm still working on it. Played it for Mr. Grant and Neil on Sunday. And I made them play it for a full 40 minutes straight. I wanted an hour but Neil was like '40 minutes is all you get man we're not repeating it anymore.' Neil quickly admits, "I was in full cranky old man mode." And then we hear Steve in the background, "And I just heard it tonight."

How crazy is that. Imagine how curious the Clubhouse would be now. What song could it be?

Ken continues, "Yes Steve showed up and he just heard it tonight. This is a treat for you all at home, I will call out changes for Steve as we go through it. I'll see if I remember. I don't know what's going to happen. I have to play the song and I have to remember the new words that I just rewrote today. Prepare yourself for some mumbling ladies and gentlemen."

Wise Mr. Grant asks, "So Ken what is this new song called?" Oh the anticipation, the moment 'that we would have been' waiting for. Ken announces, "The title of the song is *Dollar A Day*." Mr. G has the perfect response, "All right, it's all making sense now."



Live Broadcast

We return from the video to a Clubhouse celebration, "It's *Heather's* birthday ladies and gentlemen. Everybody say happy birthday. So that was the very first time that we played that song, pretty weird. Steve had just heard it that night because the three of us had kind of gone through it a couple of days before. He just kind of played along with it. Wow, what a mess. It's incredible how these songs evolve." Mr. Grant always quick with a one-liner, "Wait till you hear it tonight."

Song #8 ----- *Dollar A Day*

Let The Countdown Begin

I'm going to borrow Neil's term. This intermission between songs starts with a classic comedy duo act which always starts off innocently.

Ken is grateful, "It's so nice to be getting ready to go out to do some live shows. I know you have all seen us sitting in this room for a long time. So coming out to a show and seeing us stand. We haven't done that in a long time so I'm hoping in Toronto we can stand for the whole time."

Neil has a strategy, "I've been practising standing at home for 20 minutes at a time which basically means while I'm peeing."



Ken believes he has a theory, "But then you are holding on to the wall in front of you too, right?" Neil explains, "No, no I'm passed that." Ken gives us a visual, "So you're standing freely like a tripod." Neil agrees, "It's quite amazing, I'm proud of myself."



Ken introduces tonight's Video Rewind which leads to a story that one Goat was not excited to hear, can you guess who? "I wanted to mention tonight's Video Rewind, it is also DO NOT TELL (actually this one did not matter either). It's really cool and Allison helped me find it today by describing which t-shirt I was wearing and it's a shirt that I don't wear very often. So it's not my Decomposed t-shirt which I wear all the time (literally not figuratively). A little story about Decomposed."

At this point you clearly see and hear Neil take a very long sigh!



This does not discourage Ken, "No Neil this is a funny story, you'll laugh (Neil grumbles, 'ok sure, go ahead'). Witter owns Decomposed down in the States. He is a really cool guy and there is not a lot of people supporting freestyle (skateboarding), only a couple of companies in the world that do it. I try to support him, I ordered some shirts and accessories.



I've been tracking, it left New Jersey, it is currently in Belgium and just cleared customs in Brussels. I'm still waiting. In the meantime I have to wear this t-shirt every day. I ordered two more of the same shirt. When I wear them on stage they get ruined, I thought I better get a couple more."

Neil has figured out something about his best friend, "So when people think you are scuzzy (I'm wondering who thinks this, lol) because you never ever change your shirt, that's not actually the truth. You have multiples of the same shirt. Ok that changes people's persona considerably (again I'm not sure who)." Ken finishes with, "Every now and again I will see a Watchmen photo from like 15 or 20 years ago and I'm wearing the same clothes."

The package finally arrived on the Friday following the Show. 14 year-old Ken was so excited when he got the email notification that when Cassidy arrived home with the car at 4 o'clock, right in the middle of nap time, he jumped out of bed and was off to pick it up. I'm surprised he didn't do a video of himself opening it up.

Let The Countdown Begin



This week's image for The Monday Nights social media advertisement fits perfectly with Ken's reflection "The Monday nights have been fantastic. In the fall I was thinking how can I get something happening in the town. Capers is an old house, with a great bar, very antique'y, cool place. Dorset is an amazing chef and I brought him the idea of doing a Monday night series for four months. And he jumped at it and it has been great. We have one more coming up." Ken and the Goats have some special things planned, "We will be playing the entire album live from front to back and we will have vinyl for the first time." I'm sure he will have a full update next week. *Charmaine* posted, "We have 4 Booth St. Ladies coming Monday night, table reserved!" Barry's wife Joyce is one of them!

Facebook...I do not know many music fans who travel and attend as many shows as this man. Howard Weiss, from New Jersey, travels seeing up to 150+ shows some years (probably more). With a special love for music from Newfoundland, Howard makes regular trips out of his way to catch artists from home... Thanks for being such a supporter and also for being a great friend. Cheers Howard...

Talking about The Monday Nights we get to meet another Clubhouse member who attended last week. Here is a photo taken in front of Capers, "I had mentioned earlier that *Howard* was in town. He is the biggest fan on the planet, goes to a couple hundred shows a year. Still at the same job, how long did he say Neil?" Lots of differing opinions between the two of them, thankfully *Howard* provided the answer, "50 years working for the County." You will have to watch the episode to see who is correct, Ken or Neil? Ken continues, "He takes time off and he just gets in his car and drives to go see bands, two, three, four at a time. Thanks for coming by Howard.



Also Emily was in town. How was your trip with your daughter." Mr. Grant was beaming with pride, "I had a great visit with Emily and she came out to see us on Monday." Ken apologized for not getting a photo. Not to worry Mr. Grant explains, "Oh I think she sent you one. Maybe next week." Ken assured us there would be one for next week. Mr. Grant continues, "It was a great visit, it's been a year and a half since she's been home. She lives in Vancouver. (Ken, 'she's got a great job') yes she's got like a career." Or as Ken describes, "It's an adult job, she's all 'growed' up. It's pretty damn incredible."

Ken mentioned there were lots of comments on this photo in Facebook, there were, I'm going to highlight a few...*Vicky Hynes*, "I met Howard and his Missus at the St.John's Folk Festival years ago." *David Moulard*, "Kris MacFarlane told me once that the only person that goes to more shows than me and Lisa is Howard. Have never met him but many artists have spoken so highly of him in conversation with me over the years." *Trev Kain*, "That man is a great human, living a life the way it should be. Put down your cell phones and go see and hear the art of the world people." *Karen Mac Ginnis*, "We met him last year at Westben! Interesting person to chat to!"

Howard is feeling grateful, "Thank you Ken. It was so great seeing you and your band, Music for Goats last night. And of course it was great fun hanging out last night and having breakfast with you and Neil this morning."

Let The Countdown Begin

“We have got a couple more tunes for you. We got this one right here which I have explained has nothing to do with Ron Hynes. But on the other hand there is definitely a line there that I pulled right out of Ron’s catalogue. So just perhaps this song is more about him then I meant to. I have been waiting to write my Ron song since he died. I have written about 20 of them and they are all crap. It’s not really for Ron but it definitely works for him.”

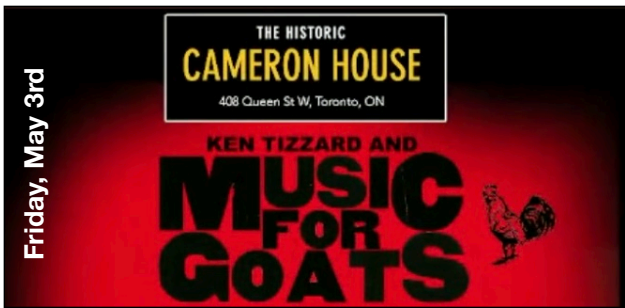
Song #9 ----- Old Dog



30 years on the road

FROM EMPTY COFFEE SHOPS TO THE AIR CANADA CENTER AND THE TONIGHT SHOW WITH JAY LENO...

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A quick intermission, “We have some live shows coming up. I just updated the website and it was neat to put in shows for the summer. Some really interesting things happening. I am rebuilding the website currently so go check it out.

These are the two release parties that we have. Cameron House, Toronto, Friday, May 3rd. 6 o'clock we play the whole record and then at 7 o'clock we are going to do some jammy cover tunes and some old stuff.”



Two Clubhouse members are super excited to attend. *Tony Arkell*, “Richy, I booked Friday May 3 off! What time we heading to the t-dot? We should probably leave thurs night, just in case.” *Richard Grechulk* reminded *Tony*, “Lol. It's a work day.” *Tony* has a solution for that, “🤢🤮” *Richard* is a teacher so he is either calling in sick or they will be leaving for Toronto at 3:30. *Richard* did inform the Clubhouse, “*Tony* and I will be signing copies of the new album outside Cameron House. Get your autographed copy!”

Back to Ken, “May 10th in Campbellford we will be doing a full night of music at the Legion. It's going to be a blast. There's other shows coming up as well so keep an eye out for things in your area.

And something that I wanted to mention with my shows that I am trying to do, I always keep a small list on the side for people who just can't afford to come out. I know how hard it can be, music is important. I missed a lot of bands when I was growing up because I was so intent on being a musician that I didn't really have a good job, therefore I didn't have a lot of money. So if you got struck with some bad luck with your health or your work or whatever, send me a message and I will put you on the guest list.”

Song #10 ----- Good In Goodbye

I don't usually do a music review because as I have mentioned I have no musical training, just many years of enjoying Ken's music. *Good In Goodbye* is one of my favourite songs on the Dagg Sessions. And what's so interesting is that Ken is still not sure if it has a place on the album. I am so surprised that he feels this way. It's just such a groovy sing and dance along song. The Goats provide such a solid foundation which allows Ken the freedom to have fun on the Gretsch.

Birth of a New Song (Video)

Let's see how he handles the final video, "We have one more song for you. I am not allowed to say what it is because we are going to show you the birthing video. This is a surprise, are you all excited? Like forking excited, the anticipation."

Band Premiere originally aired July 12th, 2023

Ken, "We are going to do a brand new song now. This one has almost been ready to be played in a few different states. We have decided we are going to bare it all out for you tonight. It is a song a long time in the works." You can hear Neil say, "It's a good one." Ken, "I'm not sure about that yet." Both Neil and I feel it is.

Then Ken pauses gathers his thoughts and shares the inspiration for this song, "At one point in time I was doing a series (residency) at Motel. (Around the same time) I tried to remember who told me, it was a tag that I had stolen from somebody when we were chatting and I said that would make a good song title. Then a few months later I was doing a thing at Motel in Toronto. I was going down doing Thursday nights there. Like Whiskey Wednesday I needed a name for it so I titled it Barstools and Broken Hearts. Because playing at Motel, it's a big long bar, in front of you there's 20 barstools, people sitting with their backs to you, like 5 feet away. Staring off that way towards the bar while you play to them. It's the weirdest thing. It's a great place to play, a beautiful room. People would eventually turn around but it felt like barstools and broken hearts. Some of the stories and the people that I met there. Anyways, here we go, this is **Barstools and Broken Hearts** and it goes like this."

Reflecting after, "There you go, the birth of a brand new one. It's always interesting, it's Whiskey Wednesday that's where they always get played first. Not in the pub anymore." Now we get to witness the birth.



It's strange to see Ken looking down at a lyric sheet. It's still amazes me how many songs he has memorized. We can watch the process as he becomes more familiar and confident with this song.



Motel Bar at 1235 Queen St. W. in Parkdale is owned by our very own Danny Greaves and his beautiful wife Lisa.

I have been listening to Barstools and Broken Hearts for months so I was super excited for them to debut it because I know once it becomes familiar to viewers it will become a favourite. It's exciting to see a song go through stages live on a Wednesday night. I am mentioning it here in a few months when this song becomes a regular we will do a comparison.

Let The Countdown Begin

Live Broadcast

We return from the video to a Ken confession, “That song has been a lyrical struggle since the day that I wrote it and I know you have heard me talk about it. It's a pretty straightforward song arrangement wise and so is the lyrical narrative of the song. But what I did, I thought I was being clever, I used the word broke in every second line. And what that creates is a tangle of what broke thing am I talking about now. This is *Barstools And Broken Hearts*.”

Song #11 ----- **Barstools And Broken Hearts**

Three minute Closing

Ken reflects, “This has been a crazy interesting night I must say. Many of you have been a part of this for so long. Since the original conception of The Whiskey Wednesday Show online all the way through to what we are doing now. Some of you have even been around since the pub days.

For the last few records everything has happened at the pub on Wednesday nights. That's where all the new songs for The Variety Show Players, Bad Intent, all that stuff came out of there. For this album, *Pain Free Living* and *Other Side Of Wrong* are represented a little bit from the pub. The rest of the songs have been birthed here on The Whiskey Wednesday Show. As you saw tonight it's interesting to look back.

Next week let's hear your favourite songs. I'll be putting up a post in the next day or so saying All Request next week and that will give you a chance to put together the perfect set for the perfect audience.



We had a great night, I'm looking at my list here, it doesn't look like I missed anything Barry. I think Allison is going to be happy, what do you think?” Barry thinks I should be happy. I was it was a fantastic evening even with technical difficulties and Ken’s forgetfulness.



Ken has one quick story before signing off, “I hope she's happy. I lost my cool with her (before the Show) and I shouldn't have. I am on the edge today, it's a real fragile time. I apologized, I don't like it when I get short tempered. It's like being grumpy.” Neil pointed out, “People are used to it with me though.”

“Remember ladies and gentlemen Be Like Steve!”

Video Rewind -
Song #12 ----- **Morrissey**
(Dagg Sessions album)
Original Release -August 12th, 2021



“It’s always nice to play a new song, that’s a brand new one... Morrissey” 53



Tonight's whatta ya at? started with Born Riot's music video for *Cracks and Pieces*.



Ken's introduction, "Ladies and gentlemen welcome to The Whiskey Wednesday Show once again. We are going to chat with a band today that I'm just getting to know. But I do have a connection to it strangely enough and it's a very cool connection."

We are sitting here today with two members from Born Riot who are coming out of Sarnia, Ontario. We have got Tyler and Andrew. How long have you guys been together?"



Born Riot have been together since August of 2021. There was a lineup change which Tyler explains, “The original four went for about a year and a half. The bass player went away to law school.”

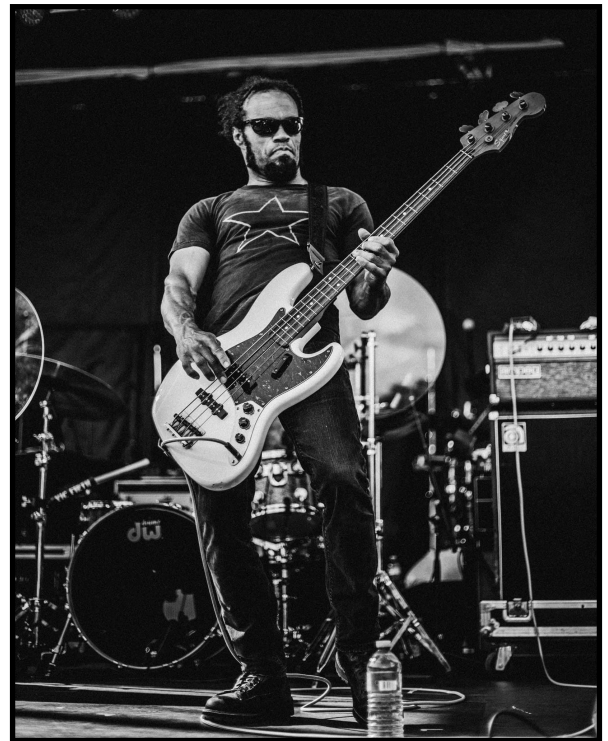
And guess who was tuned in watching? *Mason Stewart* posted, “What kinda shmuck ditches the bass to go to law school. (I am that Shmuck).”

We find out about Ken's unique connection with musician Kinella Griffen a new member of Born Riot. First Tyler explains the history, “I have known Griff for about six years. I remember seeing him walk out of a Walmart here in town and I was like ‘who the fuck is that guy, that guy is not from Sarnia’. Then I ran into him maybe a year later and we started talking about music. I fell into a different project and he started playing with my brother-in-law. Then stars aligned and he was able to join this project as a bass player. Then our guitar player started to dial it back and do his own thing. Griff was able to move over to guitar where we all know he feels most comfortable.”

Ken's turn, “I had the pleasure of working with Griff in the early Thornley days when we were going through a rotation of guitar players. Kinella was in for a while. I remember going out to Vancouver, for our big showcase for 604 Records. And we were fooling around backstage before the show, just being silly, I sort of turned and I caught Griff's hand. It wasn't broken but pretty sore before this massive gig. He was pretty pissed with me.

I remember Griff telling me that his dad played on Dylan's *Blood on the Tracks* (he corrected this it was *Highway 61/Blonde on Blonde*). Griff was actually in the studio, he was brought into one of those sessions as a child. I remember thinking wow this is the closest to working with somebody from Dylan's camp. He is a really cool guy, a great addition to the band.”

Andrew agrees, “He makes us play better by being in the room. He is just a good solid human too. It's an awesome addition, I'm so stoked he is there.”



Present Lineup



Ken was wondering what is on the docket for Born Riot in 2024. Tyler shares, “Now that we have this new camp, we are becoming really familiar with the way each other play and the way we play together. We have been really dialing into writing and seeing what flavour that we can create together. We have been writing some really cool tunes. Still in the wheelhouse of what the old stuff is but definitely with Griff coming in and conducting his energy into it. It's definitely rounding out to be something bigger and more explosive.”

We are going to start recording probably by the end of this month. Definitely want to put out at least another EP this year if not more than that. I feel like we are coming into our own.

We have got a new bass player in the band as well who is actually a bass player. That's been great too, because as you know they just see things from a different angle.”

Are we surprised Ken agrees, “Yes it is good to have a bass player who is actually fundamentally brain locked into playing bass. I know a lot of guitar players can sort of pick up a bass and play along but it is a different way of thinking for sure.”

Tyler continues, “We have a big festival in June, here in town, BorderFest with Bush, Skillet and Saint Asonia which is Adam's new project from Three Days Grace. We have been trying to get on some shows with them. It's just so hard right now. I know when Covid hit agencies dropped 70% of their artists. Not only was it a task then, I feel it is more of a task now to find that support.”



Ken shares, “One of the biggest things that have hit the smaller touring bands is, you used to be able to go out in a van, pick up a couple of hotel rooms for 60 bucks each. Get a cheap meal and do it going from town to town. Now when you are hitting big cities like Toronto and you are looking at 400 to 600 bucks a night. It's killing off a lot of the infrastructure of the smaller touring bands.”

And getting on a major tour is getting tougher and tougher. You either have to be ‘in’ with people or buy your way on tours. That gets to be expensive.

I don't know if you guys do the playlist'ing thing. When you start reaching out to media and even radio station DJs and they will say, ‘oh I can't really do anything but I've got this playlist, you can spend 10 bucks a month and we will put you on’. Then before you know it you are spending 200 bucks a month trying to get on playlists. It's a similar thing, pay to play. It's a very unfortunate mould we have fallen into with all of this.”





Part 2 started with an acoustic performance of *Turn Around...*



Ken asks, “How is it being a modern rock band nowadays trying to get the word out when modern rock has taken a bit of a beating? Are you finding there is still a scene out there for it?”

Tyler shares, “I feel like it is not as big as the standard formula that everything has fallen into now. We grew up on that 90s grunge scene. That has sort of come back. I see it in the late teens early 20 kids dressing grunge, listening to grunge music. It’s nice to kind of see. My oldest daughter is rocking the grunge music now as opposed to the rap scene that she was on. The music is a lot better in my house now.”

Andrew reflects, “I find that when we play shows people are surprised with the style of the music. They are like, ‘oh you guys are just a rock ‘n’ roll band’. They are surprised and stoked about it because there is really not a lot of stripped down rock ‘n’ roll like we do.

We can only create the music that we can create. If we tried to do something else it would be a nightmare to do and it would feel weird. Like if we tried to be a reggae or a ska band. We like it, we may listen to it but that is not at our core the music that we would create as the four of us.”

Tyler contributes, “The music that we write just naturally falls out of us. It’s a lot more enjoyable. The fact that our live show isn’t based around backing tracks. It’s just straight up rock ‘n’ roll, loud amps, loud drums, a punchy bass.”





Ken is wondering, “Who are some of the modern inspirations that you guys are drawing from these days?” After a little bit of clarification on what is modern rock these days. Andrew admits, “I am such a creature of habit I literally don't listen to anything new. I haven't found it and I don't seek it out. In my shop it's all punk rock all day long. That's the lane that I tend to find myself listening to. It's the stuff that hit when you were an impressionable young sponge. You take all that stuff with you and it kind of never leaves I find.”

Ken agrees and then is excited to ask, “Those seminal years of music are pretty important. When you say the younger punk stuff do you mean Sum 41, Blink-182 or are you talking Hüsker Dü, Minor Threat?”

The Clubhouse knew what Ken was hoping the answer would be. Andrew answers, “Yes, Hüsker Dü, Minor Threat, Misfits, Ramones up until Dead Kennedys, H2O, all the hard-core stuff.”

Ken has found a kindred spirit, “Very cool! Similar to me, 77 to 86. Punk turning into hard-core scene, when it turned into speed metal I lost interest. You know when DRI got too fast to listen to.”



Tyler shares his musical influences, “I was like a huge Alice In Chains fan, Soundgarden, STP (Stone Temple Pilots).”

Ken reflects, “That's more of the stuff that I hear in the sound of what you are doing. I pick up on some of the punk rock vibe. I'm really picking up more of the rock vibe.”

You can be influenced by one thing and produce something different. If you imitated all of your idols you would just sound like them. You want to do something original on your own. It sounds like you have taken the accumulative experiences of your histories and you are creating something new which is very cool.”





Andrew agrees, “We can only do what we know how to do. My voice can do lots of stuff but I tend to gravitate towards the big melodies, the big sounds. When I heard Cornell (Soundgarden) for the first time, that was it. ‘Oh he can sing high, I can sing high’ because I was in choirs and all that stuff. He does it really cool, ‘I think I can do something like that’. Way back in my brain when I am writing stuff it just happens. Obviously you can't come close to touching that guy as far as skill and vocal range. It definitely had a massive influence on my vocal performances and how I approach melody writing.”

Ken starts wrapping up with his final question, “Are you guys going to go hard-core on this. Like you are going to get into the van and go out and do it or do you all have jobs and families that you are trying to support as well?”



Andrew explains, “We are bound by all of our full-time jobs. Tyler owns a business, I own two businesses, we all have families and kids. To jump in the van and go down the road so much fun. The four of us get along so well, it would be just such a good time. The downside of it is we would all have to find somebody else to do all of our day-to-day stuff. We are trying to manage the rock 'n' roll dreams with reality. We try to play as much as we can and we try to get out of town as much as we can but it's a challenge.”

Ken's signature gratefulness whatta ya at? closing, “Well ladies and gentlemen we have been chatting with Born Riot out of Sarnia, Ontario. Keep an eye open for them. I have been listening and watching some of their videos, very cool stuff. And of course my old friend Kinella Griffen is in the band too so that is a reason to go see them right there.



We have been speaking with Tyler and Andrew today. Thank you guys for coming on the Show we really appreciate it. I wish you the best of luck with everything, I know it is a hard grind out there. I am always inspired when I see people getting to it and getting it done. And you guys are definitely doing that, so congratulations. We will see you down the road somewhere!”



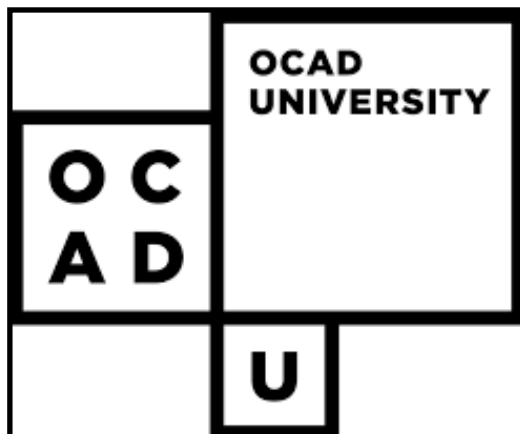
Welcome back, “Brian Sheppard is here for number two on The Whiskey Wednesday Show.

Let's go back a little bit and start when you were at OCAD in Toronto. We were roommates at the time and I remember the one big project was making a foam core building design. Of course when people are going to school we don't know what we're going to turn into. I thought you were going to go down the architecture road.”

Brian shares, “I thought about it, my dad was a building contractor. He had no idea why I wanted to go to art school, that was foreign to him. It wasn't because he wasn't intellectual, he was a smart guy. He was worried, how are you ever going to turn that into a living, that was the concern. I can remember working on his job sites when I was 15, 16, 17 years old. That's actually how I paid for my first keyboard. The architect would come by with the blueprints, have everything laid out and architecture seemed very interesting. I did think really hard about going to architecture school but then I got out of high school and I was lousy at math, lousy at physics, so I thought architecture is not going to happen.

What was so great about art school was the first year at Ontario College of Art, back in the day, I think they still do a version of it now, everybody had to take the same foundation courses. Whether or not you could draw you had to take a life drawing course so you were drawing from a nude model everyday. You had to take a painting course, a materials course, you had to take an experimental course of some kind.

One of the courses we had to take was three dimensional design which you think sculpture, which it was but the instructors we had, had us building stuff too. I was lucky because I used to build model airplanes so I was good with my hands and my ability to manufacture things. Some of the kids in the class who were really good at drawing a painting but they had never built anything in their lives. That was such an amazing part of that school. That first year they kind of you broke down and built you up so that when you got into the subsequent years you had really, really good facilities in all things. You knew colour, two dimensional design, three-dimensional design, you knew how to draw and you started getting a grounding in art history. You get into the school and you figure out what your major is in the second year. I remember those projects and being in the back room of our house working late, late into the night and it was fantastic. It was so good being told to do stuff you have never done before, it was really great learning.”



OCAD University was originally established in Toronto in 1876 by the Ontario Society of Artists. Back then it was called the Ontario School of Art. In 1912, it was incorporated as the Ontario College of Art, becoming the first school in Canada dedicated to exclusively to the education of professional artists in fine and commercial art. In 1996, the name changed to the Ontario College of Art and Design, reflecting the growth of design programs. In 2010, to reflect the institution's status as a university granted in 2002, the school became officially known as OCAD University.

Ken summarizes, “You are creating things, you are building things, learning all these different mediums and approaches to design and then suddenly, or maybe not so suddenly you end up spending majority of your life working with words.”

This inspires Brian to share, “I have said this to many people, it is what a good art school does. A good art school does not teach you necessarily how to paint or how to draw. A good art school shows you your path.

You have been surrounded by creative people your entire life in music and I have been fortunate in the advertising business to be as well. There is something I have discovered and maybe you have as well, the more talented somebody is, the more generous they are to share their talent with you. When you meet an extraordinary killer player, I'm not talking about a rockstar like David Bowie, another great bassist, someone you revere, if you ever get the chance to get one on one, they just want to tell you everything they know. They want to share their passion.

That is what I found when I was in school. I was surrounded by these incredibly creative students, great instructors and nobody was out for themselves. Fundamentally what happened to me was I wanted to be an art director or an illustrator and I was a shitty art director and a shitty illustrator.

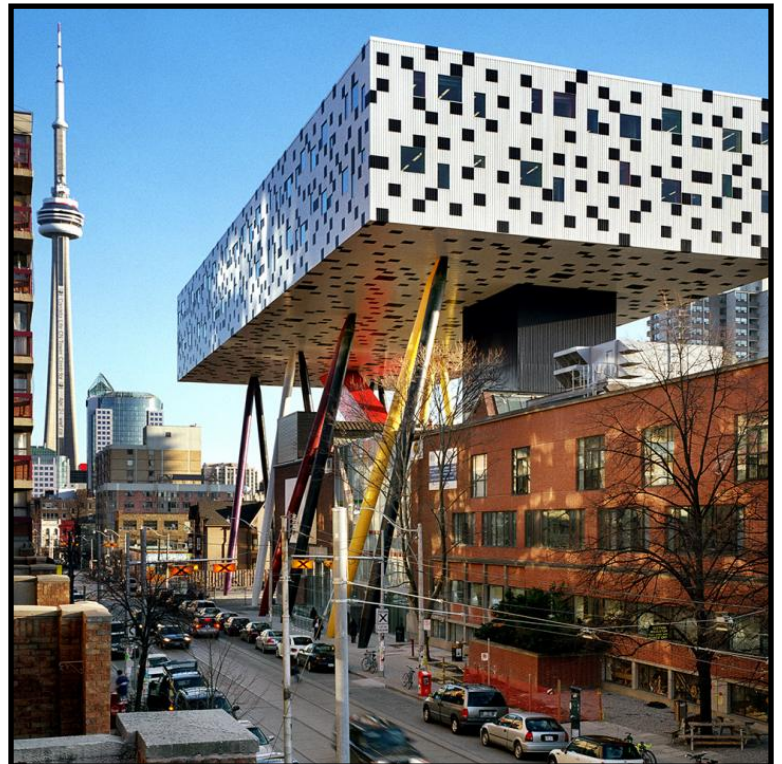
I had this one class, an art direction class, there were 25 of us and when you came in everyday with your assignments the teacher would take them and put them on the chair rail that went all around the room.

He would grade them and put them from best to worst. There was no hiding, you were completely exposed. I just wasn't a great art director but I really wanted to be involved in advertising and I was always on the lower level of the class. I realized after a while instead of worrying about what they looked like, I actually started to think can I write them better, put a better idea into them. And then keep the layouts really simple which is what

OCAD is Canada's oldest and largest university for art, design and media. As a student here, you benefit from hands-on studio learning. You have access to state-of-the-art shops and production facilities for both traditional and digital creation. You also take rich courses in humanities, business and science. The combination is empowering. Through it, you begin to see, make, think and do things differently. You gain incredible insight and skill — everything you need to take on the world.

I started to do. I started to see my work go from this end of the class (lower) around to the other end of class. That was a really big lesson to me. That class was about visual craft but what I realized was if the craft is just up the middle but the writing and the idea are great the instructor couldn't help but go 'oh this is a great ad'.

The unfortunate thing about art school is a lot of the disciplines you learn are discrete. You learn art direction over here, you learn graphic design over here, you learn copyrighting over here, you learn illustration over here, what you don't learn in art school very much is how to lay all those things together to make something great.





In my third year I took a copywriting course. We had this incredible teacher his name was Allan Kazmer who was Creative Director of Doyle Dane Bernbach in Toronto, wonderful agency. He was like a rockstar Creative Director and he would teach us every week. He was super passionate but was also matter-of-fact, 'you just have to learn fundamental skills'. When I think about the path through art school and advertising and the path through music, they are the same path. Bass is the foundation of the sound of a band in so many ways. If your basics aren't there it's going to be all over the place. You have to have that thing to build on. That's what they stressed, 'yeah, if you're going to be a writer you need to know grammar', there's no way around it.



We got this great foundational layer of skills. They also told us how difficult the business would be and how difficult it would be to continually generate ideas. You are going to spend the next 25 to 30 years of your life generating ideas day in and day out. And there is no excuse not to. You don't get to come in one day and go 'yeah I'm kind of empty, I haven't got it today'. There is none of that. Same thing with a musician. You don't get to show up on game day and go 'guys I'm just not feeling it today'.



What that led to was professionalism. It's really weird the idea that you go to an art school, which is very free form in many ways, so many students that I know who came out of that program, they just came out so ready for the world. We had instructors who stressed yes creativity, craft but also being professional in the way that you approach your projects.



Allan told us something really great once do not fall into the trap that people think of when you talk about ideation, coming up with ideas, that there is a bucket of ideas over here and that one day that bucket will go dry. He said that is not the way that it works. You develop a process and you just keep working your process every time. And that allows ideas. It's not about a quantity of ideas over here that you are going to find, it's just a way. It's kind of of Zen'y. I don't know how many times I have said that to students. When meeting young people and they always say, 'what if I run out of ideas'. You are not going to run out of ideas.



I'm rambling a little bit but it's the first time I have thought about that class in a long, long time. If I hadn't taken that class I don't know where I would have wound up. That class led to my first job and that class led to success early in my career.

I can't stress enough, especially for young people going into any program, find that one good professor or one good mentor. It makes all the difference in the world. It changes everything. It's interesting to think about what would have happened if I hadn't been in that class. Things could've been radically different, which is weird."

Ken shares, "I call it the toolbox. When you get your first instrument it comes with an invisible toolbox which is empty. With a bass as soon as you learn to put your fingers on the string and do this (walking his fingers) that's tool #1. Then adding this hand over here is tool #2. And then a scale becomes a tool. Parts of a scale, chords, all these build up. And you can learn all these tools and still not have your voice. There are a million people out there like that, take a look at these YouTube prodigies. Amazing what they are doing skill wise but I find that their voice hasn't activated yet."

Brian agrees, "What you are saying is so true because it goes back to the heart and soul of creativity. Making something valid and that is a little bit transcendent, that's hard to do. What I always used to say when hiring young people when I became Creative Director and was responsible for the hires... I would see these portfolios come in and I made the mistake a couple of times of just hiring somebody because they had a phenomenal portfolio. Then you get them into the department and for whatever reason they don't work out.

What I learned that is more important, it's going to sound like an advertising thing. I used to call it the 3 **P**'s, I know it sounds like something you would hear on a tube of toothpaste. **P**ortfolio, yes you want to see they have baseline ability. **P**ersonality is a huge part of it, I'm going to have you sitting in the desk next to me for years, are we going to have a good time or are you going to be difficult. The biggest one of all was **P**assion. Was this young person coming in super passionate about what they were doing and are they going to actually inspire me. I have been fortunate over the years, I have made some hires where I had some 23, 24 year olds in our department and I would look over to those guys and go 'I'm never going to be as good as they are'. If you can bring people like that into your department that's the greatest joy.

I would often say to people coming in don't make advertising that you think I, the Creative Director wants to buy. Make advertising that is based on your own experiences. If you are interested in Italian neo realist film I expect for you to make an ad like that sometime over the next couple of years. What ends up happening then you really start to see their personality come through the work. When you see that, it means that piece of work is going to be unlike anything else on TV or in a print ad. If there is one great challenge that exists in advertising is that so much of it looks and feels the same. It is easy to fall into the same ways of showing things. When you let the interests shine through the advertising it is actually necessary because that's the only way to make things feel individual. Either that or you have products that you are advertising that are so unusual or singular that by showing them they feel different. That's rare, how often do you get the Walkman or the iPhone come along. So the only way you differentiate is by letting people let some of their own interests show up in the work and that's where you always get the most surprising things."



The Build Up!
(a Seinfeld inspired skit)



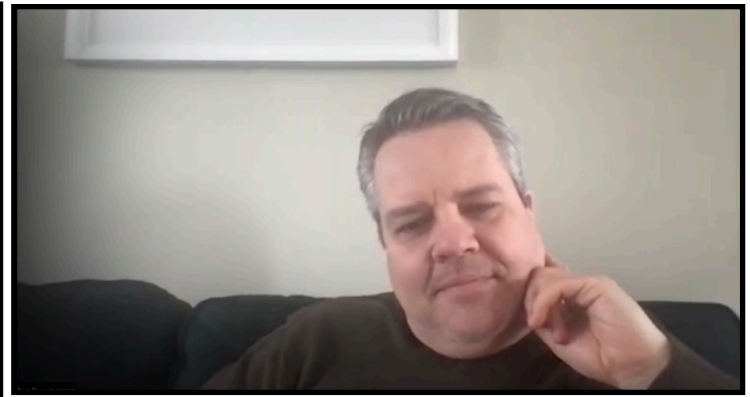
Ken's takes a long dramatic pause as part of the set up to his next question.



"So you have got the artist, the artist gets the tools, the education and then starts to work."



"Then discovers their own voice, then has the opportunity to make 'commercial advertising' (in finger quotes) that will impact the world."



Brian listening intently waiting patiently for the question.

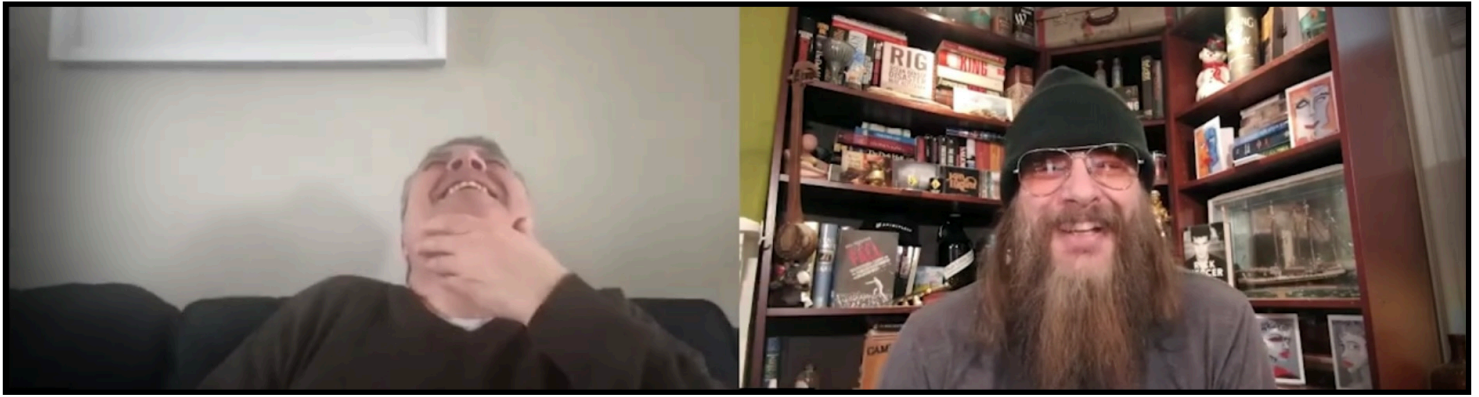


"If that artistic value is in there, this is going to come out negative, and I don't mean to, but it is a valid question."



I'm sure other Clubhouse regulars picked up on Ken's smirk as he finally asks his question, "If that inherent art, passion and all those things you talk about are there, why do we end up with so much bad advertising?"

The exact reaction Ken was hoping for...



Brian shares, "It's a great question. I remember when I was in school one of the professors saying 98% of advertising is awful. And I was like 'no it's not'. It is very rare that I see a terrible piece of advertising where I want to take off my shoe and throw it at the television screen. It is equally rare that I see something and I go 'OMG did you see how wonderful that was'. The unfortunate thing is a lot of advertising exists in the middle where it doesn't transcend anything. It is just informational.

We used to always say this, you don't want to be information telling you want to be storytelling. People remember stories, they don't remember information. When you are spending a lot of money on making an ad and running the ad in media sometimes you start out brave. As you get further and further down the road, 'ok maybe we need to explain this a little more,' maybe you overcompensate on getting all the points across. That is when you cross that bridge, 'now this is turning into something ordinary'. There is nothing wrong with doing advertising that exists at that level because that is where most of it is.

You can't always, either by the nature of the brief you get or the project you are working on, you can't always lift it up to someplace that everybody in the world is talking about it. The very first ad that I ever saw where I went 'what the hell is that' was the Coca-Cola ad 'I would like to teach the world to sing'. That ad came out in 71 or 72 it was still running in 1980. So we would have seen that in the wild as kids.



I'd like to buy the world a home and furnish it with love.
Grow apple trees and honey bees and snow white turtle doves.
I'd like to teach the world to sing (sing with me) in perfect harmony.
I'd like to buy the world a Coke and keep it company. That's the real thing.

I'd like to teach the world to sing (what the world wants today) in perfect harmony. I'd like to buy the world a Coke and keep it company.

It's the real thing. Coke is what the world wants today. Coca-Cola is the real thing. Coke is what the world wants today. Coca-Cola is the real thing





It was just so completely different than anything else on television. Most ads were very blatant and very blunt, like 'oh come on down right now' and get this thing for this price. This ad you had a bunch of kids on the mountain side drinking cokes and singing a kind of a love song about togetherness. We are talking about this ad 50 years after it came out and a part of the reason is because of its memorability. As I said before people remember stories they don't remember information.

'I'd Like to Buy the World a Coke' is considered by many to be 'the world's most famous ad'. When the ad was produced in 1971, it cost \$250,000, making it the world's most expensive commercial at the time. Bill Backer, Creative Director on the Coca-Cola account, came up with the idea when his flight became grounded in Ireland. Backer found himself among frustrated and angry passengers. They were forced to spend the night in Shannon. In the light of morning, some of those passengers appeared happier. Heck, some were even sitting in the airport's cafe and laughing at their shared misfortune, between gulps of bubbly Coca-Cola straight from the bottle. He later wrote of the scene:

In that moment [I] saw a bottle of Coke in a whole new light ... [I] began to see a bottle of Coca-Cola as more than a drink that refreshed a hundred million people a day in almost every corner of the globe. So [I] began to see the familiar words, 'Let's have a Coke,' as more than an invitation to pause for refreshment. They were actually a subtle way of saying, 'Let's keep each other company for a little while.' And [I] knew they were being said all over the world as [I] sat there in Ireland. So that was the basic idea: to see Coke not as it was originally designed to be — a liquid refresher — but as a tiny bit of commonality between all peoples, a universally liked formula that would help to keep them company for a few minutes.



The biggest expense in advertising isn't the physical making of the ad, the biggest expense is running it. Getting it on television, on YouTube, running in the newspaper. This is what I preached my entire career, if you make advertising that is memorable you actually don't have to run it as often. The most important media space that you can own is the one between your ears. Can you get consumers to remember what you have shown them so that when they go to the shelf and they are reaching up for a bottle of shampoo they might remember that message you sent them six months ago that they saw on TV. It doesn't work you see an ad and go 'OMG I got to go buy that now' and then you run out and get it. What you are hoping to do is start a little conversation in people's minds about the thing you are trying to advertise. So when it comes time for them to go buy it and they start having an internal monologue with themselves, 'ok I have to go buy a car now, what am I going to get'. If you could have planted the 'seed' and had left them with something important about the product, or left them with a great impression, or made them laugh, that's the 'seed' of it.

You can research an ad concept ahead of time to get a sense of what it will do when it gets out into the world. I always wished that there was a metric, 'I do this, I do this, I do this and it's successful'. That is never how it worked. The most successful things that I did in my career was when you went along a little bit by feel. An analogy back to music. When writing a song, you could write verse, chorus, verse, verse, chorus, verse, whatever and get a song. But there is no formula for that. There is no formula for a lot of that stuff. I wish there was sometimes because it would've made the job a heck of a lot easier." Ken shares, "That's kind of the magic, the unpredictability, that chaos factor is the beauty of it. You just never know what's going to hit."

Ken sets up his next question, “Me and you have experienced 50+ years of television, radio and print advertising. Radio advertising is annoying at best, I find, it really is just information. It's date, time, place, product. That's kind of what it is, there's not much of a story there. Television advertising, you have a product, you can attach a story to it, you can attach a memory to it, you can attach visual triggers and try to engage people like that. That's what we have become used to seeing, billboards on the side of the road, billboards at hockey games, it's everywhere. Now there is a new type of advertising which I think has a lot to do with what you were talking about using a story. And this is advertising using social media and influencers. Have you had any experience with that and what is your take on it?”



Brian reflects, “We are either in the enviable or unenviable position, I am not sure which it is even after all these years. We are probably the only generation who lived in the analogue and the digital world. We remember what it was to have two television channels (in St. John's, gratefully not the same in Toronto). We remember what it was to have three radio stations. We remember what it was like to only have music on one format. We grew up at a time when the only way you could see a movie was to go to the movies or hopefully see Academy Performance on Saturday nights (a weekly program) on NTV (Newfoundland television channel).” Sounds similar to...who remembers The Wonderful World of Disney on Sunday nights?

“Then the internet came along and suddenly you have access to all kinds of information. Then social media blows up and becomes a thing. Whether you're on Twitter, Snapchat, Facebook, whatever platform it is advertisers could start serving advertising to you based on your specific interests. That has been an amazing change. What I have always said though is the fundamentals of advertising have not changed.

When you talk about influencers, when we were growing up influencers were just spokesmen. You would see a spokesperson on TV going, ‘hey why don't you buy this thing because I am Rich Little’. That was a form of influencing.” Now that is a name from the past. Rich Little is a Canadian (born in Ottawa) -American comedian, impressionist and voice actor.

Brian continues, “The difference now is that a lot of advertising doesn't look like what we expect advertising to be. It doesn't have a product segment, it doesn't have a logo at the end. So you can't identify, ‘oh I was just served an ad’. That's the weird thing to me because what it does is, it tilts the balance of control away from the consumer. So the way that it worked in the good old days, you would make an ad, you would run an ad, people would see it. If they thought the ad stunk your ad failed. Your campaign failed because I didn't like your advertising.

It was a fair fight. You went in there with an ad, they didn't like it, they ignored it, we lost, they won. Next time you do the work to do a great ad, people respond to it, it succeeds. The was the dialect between the advertiser and the consumer. When you showed them advertising they knew they were seeing advertising.

Now it's in everything that we do. You go online to see your friends on Facebook and you get served a ton of things. Some of them look editorial, some look like little pieces of film but there is a message in there if you look long enough.

When I was active in the business we used to ask ourselves are we being fair to the consumer. I have been really fortunate through my entire career to work with nothing but amazing brands. One of the things that heartens me a lot is that the really big companies, they feel the same way. They don't want to mistreat the consumer because the consumer can turn on you on a dime. Really good companies they tend to make their marketing, the way they make their products. They don't want to cut corners, they don't want to do the wrong thing and certainly they don't want to damage their relationship with the consumer.

Happily if we ever felt uneasy about something that we were doing, if we were embarking on a project and we kind of felt like 'this feels like we are not being completely straight up with the way that we are approaching it'. Whenever we raised that, everybody went 'yeah ok, you're right'. And we went and found a way to do it.

I do think there is a strong sense of ethics in the business. I think there is an image, whether it is Mad Men (a fabulous television series 2007 to 2015) or The Man in the Gray Flannel Suit (1956 movie) there are all of these cultural touchstones of advertising as shysters, sharks, men in bad suits. Those are clichés from decades and decades ago.

If you do advertising well, it actually should improve things. Not just in terms of we sold the clients product. There is the larger macro capitalism, more product sold, more manufacturing, leads to more jobs. I also believe if you do advertising right you do add good things to the culture."

It feels like the whatta ya at? ends mid sentence. That's because we're only halfway through their interview. We get to enjoy more nuggets of wisdom from Brian Sheppard in a couple of weeks. I'm sure the teachers in the Clubhouse were taking lots of notes. I think everybody looked like Ken listening very intently to Brian's every carefully chosen word.

I'm going to take this opportunity to research. I thought we have Brian Sheppard both Mr. Advertising and an 80s Music Connoisseur. Why not combine them let's look at advertising in the 80s.



How The 80s Shaped Influencer Marketing

Interestingly I found a couple of articles discussing exactly what Ken was curious about. In the 1980s, we saw the power of popular culture and its effect on brands' bottom lines as it dominated American consciousness. So let's look at some of the most noteworthy marketing campaigns that joined high-impact 1980s celebrities with creative marketing campaigns, shall we? Most of these I remember there's a couple that were unfamiliar.

E.T. was a box office hit in 1982. Any company betting on E.T. would have gained massive exposure. One key scene saw the main character, Elliott, guiding E.T. around his home by laying pieces of candy on the floor.

M&Ms, **Reese's Pieces**, really any small candy would have worked. But for unknown reasons, Mars, the manufacturer behind M&M's, passed on the opportunity. Hershey, their chief competitor, offered \$1 million to the filmmakers and launched a promotional campaign.

Within a few weeks, their sales had jumped 65%. To this day, it's not unusual to hear people say "Reese's Pieces" in their best E.T. voice simply because of the psychological connection between the hit movie and one smartly-positioned product.

Ray-Ban did significant business with **Tom Cruise** throughout the 1980s, especially with their aviators seeing plenty of use in the 1986 hit *Top Gun*.



But it was the 1983 film *Risky Business* that helped rescue Ray-Ban in the first place. Bausch & Lomb in 1981 was ready to discontinue Wayfarers altogether. The sunglasses first came out in 1952, and just a few decades later, they were more a relic than a popular throwback. Then, in 1981, *GQ* featured the sunglasses in their magazine. Sales increased nearly ten-fold by the next year. That was the first shot in the arm.

The second came when Tom Cruise wore Wayfarer sunglasses in the now-iconic *Old Time Rock and Roll* scene in *Risky Business*.

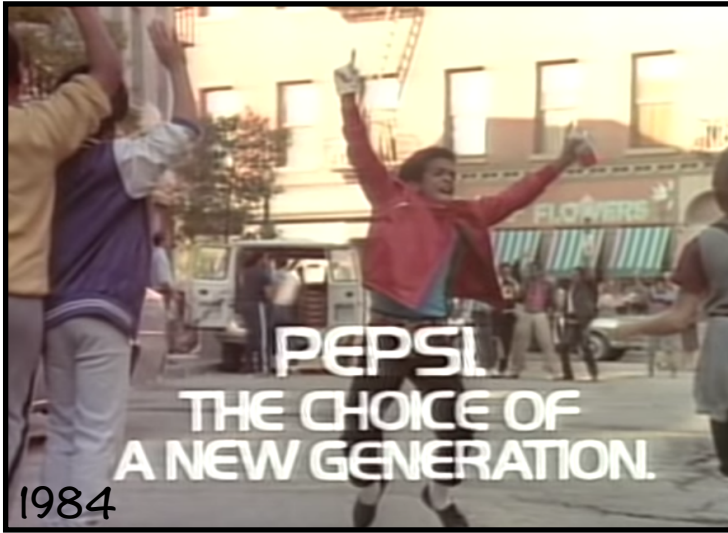


Christie Brinkley puts **CoverGirl** on the map. 1983 was a hallmark year for this supermodel. She had a brief-but-memorable appearance in *National Lampoon's Vacation* as 'The woman in the red Ferrari'. The cameo was memorable enough to reprise it in 1997's *Vegas Vacation* and even DirecTV ads throughout the 2000s. Proving that cameo's have staying power.

Brinkley appeared on the *Today* show on four separate occasions, offering beauty tips. It was the same year as a Cover Girl television spot that helped make Brinkley a household name.

This would prove to be an early example of creator marketing. In offering these beauty tips, Brinkley raised her profile while promoting CoverGirl products. It was a win-win relationship as both Brinkley and CoverGirl extended their influence through the campaign.





In 1984, **Michael Jackson** may have been the most famous person on the planet. Any sponsorship deal with Jackson would come at a premium dollar offer. After Coca-Cola offered a paltry \$1 million, **Pepsi** came in with a \$5 million offer that secured their brand's marketing dominance for a decade.

Michael Jackson's relationship with Pepsi was a complicated one. Jackson reportedly got too close to a pyrotechnics display during one commercial shoot, causing his hair to catch fire. The accident was enough to leave him with second-degree burns.

Pepsi made Jackson the centerpiece of its "new generation" campaign. Jackson reworked the lyrics to his classic *Billie Jean*. The goal was to make Pepsi look young, and Coke look old.

The time-travelling **DeLorean** with the flux capacitor in **Back to the Future** is iconic. It's so iconic; it's hard to imagine any other car or anything else fitting the role. But that was always a possibility. In fact, filmmaker Bob Zemeckis said one original idea was to use a time-travelling refrigerator.

When they came around to the car idea, there was obvious sponsorship potential. They received an offer of \$75,000 to use a Ford Mustang. But nothing quite fit like the DeLorean. Its vertically-opening doors and space-age look were an ideal fit for a time machine movie.

The DeLorean was such an integral part of the *Back to the Future* movies that in 1989, Universal Pictures started giving John DeLorean and his heirs, 5% of earnings from promotions that included the car/logo.

The DeLorean enjoys a lingering nostalgia.



The **Commodore Amiga** isn't a household name in computing these days. But in a promotion in the mid-80s, the company did enlist a few household names to expand its brand.

It was an unusual pairing: **Debbie Harry** of Blondie and renowned artist **Andy Warhol**. Warhol used the Amiga (and its ProPaint software) to create Harry's painting in his signature style at a live event. The event featured an orchestra and technicians in lab coats that ultimately produced a rare print of Debbie Harry. There are only two copies of it now, and Harry owns one of them.

Warhol's enthusiasm was genuine; he went on to create other digital works beyond this advertising campaign. But it was the Amiga event that would demonstrate the power of creator marketing.



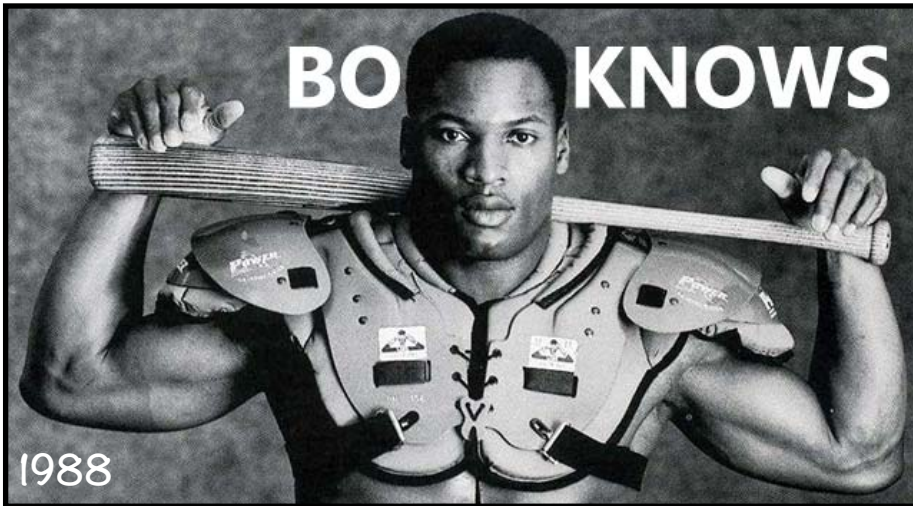
Like, totally... 80's

Mid 80s

The unexpected success of the film **Crocodile Dundee** introduced Australian culture to the American audience. And while product placement in the movie would have made more sense, it was too late.

That didn't stop anyone. **Fosters** capitalized on the movie's success by hiring its star, **Paul Hogan**, as a sponsor.

It was the right decision. The advertising campaign helped launch Foster's from 'local beer to global icon'. After 1988, the Australian beer brand went from one of Australia's most popular brands to one of the most popular beer brands in the entire world, eventually becoming the fourth largest brewing company globally.



Bo Jackson was a two-sport athlete who hit the national stage like a meteor. In the 1980s, **Nike** was on its rise. It had signed basketball superstar Michael Jordan as a sponsor. Nike was still second-fiddle to Reebok.

At the time, a cross-training shoe with sponsorship from tennis legend John McEnroe wasn't making the progress Nike had hoped it would. They had to make inroads in a cross-training shoe, and they needed the right messenger.

It was perfect timing. Bo Jackson's dominance in multiple sports made him the ideal collaborator. The result was the "Bo Knows" campaign. Bo Jackson would talk to himself in TV spots as he tried different sports like tennis, cricket, golf, and even racing. An eventual TV spot featuring music legend Bo Diddley would only enhance the campaign. The sponsorship with Jackson turned out to be just what Nike needed. Nike would capture 80% of the cross-training shoe market, moving its sales there from \$40 million to \$400 million.

Michael Jordan's alliance with Nike had already proven his multimedia power as a sponsor. But did his celebrity power affect outside of the apparent athletic sponsorship deals?

Hanes wanted to find out. In the late 1980s, they kicked off a business relationship that was still going strong 30 years later, well after Jordan retired.

But it was in 1989 that Jordan and Hanes produced a television spot that would launch the campaign. The Chicago Tribune eventually rated it his third most memorable commercial.



Classic 80s Jingles

"The taste is going to move you!"



"Gimme a break
Break me off a piece of
that Kit Kat Bar"

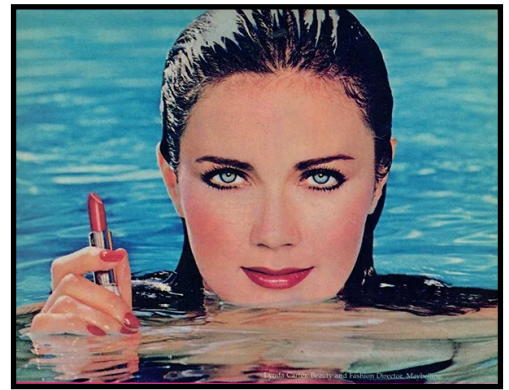


EMPIRE TODAY
800-588-2300
www.empiretoday.com

"800-588-2300, Em-pire!"

I bet you remember this one. Now, here is a jingle that can still be seen on TV to this day! In what remains a true stroke of genius, this Chicago flooring and home improvement company chose to incorporate their telephone number into a catchy tune sung by a legitimate local a cappella group.

TOYS 'R' US



"I don't wanna grow up,
I'm a Toys R Us kid"
Geoffrey has changed over
the years, this is what he
looked like in the 80s.

"I'm At My Best With Maybelline"

Lynda Carter featured prominently in many ads during this decade, ushering in the era of the actress as spokesmodel.

Nair
HAIR REMOVER



"We wear
short shorts
If you dare wear
short shorts.
Nair for short
shorts"



"So kiss a little longer.
Hold hands a little longer.
Hold tight a little longer"

A moment of Calm

There are thousands of books, blogs and videos focussed on how to become successful. They delineate the strategies you should employ, the mindset that you should evoke and the routines you should incorporate. But they rarely discuss what success actually looks like in the first place. This meditation is about broadening your definition of success and appreciating all of your accomplishments.

Today I would like to tell the tale of two rappers, two brilliant performers who burst onto the scene at roughly the same time. One went on to become a hit machine cranking out album after album. Releasing more than 140 singles, including 11 number one hits. The other dropped about half as many singles with only 2 number ones. So who is more successful? By sheer numbers the answer is obvious. Yet when I tell you the artists in question are Drake and Kendrick Lamar it's no longer so clear. Without a doubt both are among the most acclaimed rappers of all time. Now this is not an excuse to talk about hip-hop. I do have a point.

Success has many stripes. Too often our idea of achievement is arriving at the pinnacle or being the best, biggest, most. When we look around at who we consider has made it, it's pretty much always people who are in the top spot or making the most money. Those who have racked up the most awards or won the most championships.

When we view achievement in such a limited way it becomes something that only a few can attain. And we reckon we're unlikely to be one of those few. Instead I believe there are loads of other ways to experience success. We just don't recognize them because we are locked into that rigid definition.



Sure you could be Drake or Kendrick or you could also be a local favourite who always draw a crowd at open mic night. And beyond that we can consider an even wider approach like we often undervalue the success of doing consistent, steady work or the private satisfaction of reaching a meaningful personal goal. There is also the triumph of having a happy family or being a genuine, kind and caring person on this earth.

So when we categorize success more broadly we realize that we actually encounter it more often than we tend to think. However you frame it though, one thing success is not is static. It is not an endpoint, it is an experience so we want to relish it whenever it happens, whatever it looks like. Even the best climbers only stand on the summit for a brief time but you can be sure they soak in the view. And on top of that success is not one and done. A climber takes aim at other peaks to conquer.

It comes down to this if we can expand our perception of what it means to succeed then we'll notice that it happens all the time. It's not just a space for an elite few, there's room for everyone, including you!

Btw, it's Drake who has released more singles!

From Ken's Record's Collection

Do you ever wonder what your favourite bands sounded like before they became the household name that you have come to love. Hüsker Dü is one of those bands for me. Watching the three members develop into one of the world's best hardcore bands, break up and reinvent themselves time and time again has been amazing. Hearing famous icons such as Dave Grohl speak on their influence in modern music really shows their impact.



But what were they like before they 'became' who we loved... Now you can have a glimpse or should I say listen. This double album "Tonite Longhorn" features 4 concerts from 1979 and 1980. At times I wouldn't have even guessed who I was listening to as this record captures a slightly more pre-hardcore version of the band we came to love. The recordings are great, well produced and a great capture of a moment in time. Liner notes from Thurston Moore also make for an interesting read. Love this record, must have for Hüsker Dü fans..... *Ken*

Sneak Peek

Wednesday, May 1st - All Request Night

Wednesday, May 8th

Guest: **Brian Sheppard** (Copywriter/Artistic Director)
Part 3-Brian is back again generously sharing his knowledge. Teachers get your notepads ready.

Wednesday, May 15th

Guest: **Anna Ruddick** (Bass Guitar Player)
One of those bass players who stops other bass players in their tracks. Ken had the opportunity to chat with her last month on all things low end.

Wednesday, May 22nd

The Clubhouse will enjoy a pre-recorded video as Ken and his entourage, me included, head to Niagara Falls for a Watchmen Show

Wednesday, May 29th -Road trip to Niagara Falls

Tune in for a full recap!

The Secret Garden is opening for the season...



Exciting times! My Christmas presents are out, bistro table and chairs, outdoor rug and burgundy umbrella fit my vision perfectly... an old Italian Garden.

The chair in front of my bedroom window will be hung on the brick wall above the table. Easy to access and I also think it will look great. My wheelchair fits perfectly in this spot. Tea for two or three!

Soon it will be time to fill with soil and flowers. I have lots of ideas of how I want to add plants in pots around the space. It really is a blank canvas! Hoping hummingbirds visit me this summer.

Yabba Dabba Do!
See you at the next Whiskey Wednesday Show



