

◆ Send news to [sepeditorial@performermag.com](mailto:sepeditorial@performermag.com) ◆

## REPORT

## Packaging Your Band with Aleven

With so much music being thrown at listeners via MySpace, internet radio and blogs galore, making your band stand out from the crowd is becoming increasingly difficult. Having a seamless image that is well-represented in all aspects of your marketing campaign can help make you memorable, and having the same company create everything from your website to press kit does just that.

Aleven is run by Tony Rodono and Neal Reddy, two University of North Carolina grads who moved to Atlanta in 2002 and 2003, respectively, and fell in love with the local music scene.

"It made sense for us to kind of come

"I think the biggest mistake that a lot of artists make right now is that they split up all their different marketing beats," says Rodono. "They'll have one guy do a website, have another guy help them with a press kit, and someone else help them with album art. And what happens, it creates a disjointed look across all these different people. Every time their digital image is presented, it can look like a completely different band. I think the way we approach projects is consistent branding is super, super important. Consistent branding allows artists to be more memorable."

The guys love working with their local bands,



together doing something we both love, which is design and music," says Rodono. "We're both loosely musicians. It was kind of a love for live music and working with other creative people that I think drove us to spend lives in the entertainment industry."

This understanding and love for local music is what drives the company. The pair have an ability to work with an artist, on whatever scale, to make the project work and get the artist what he needs with whatever budget.

"We have the ability to listen," says Reddy. "We're not here to sell them our designs, we're here to come up with something together with them."

For Reddy and Rodono, the main aim is to figure out what a band really needs based on an act's goals and ambitions, and then present it in a seamless manner to make sure the band is recognized consistently.

preferring to work with lower budgets on a more personal level.

"I enjoy working with local artists more than someone who we can't connect with as personally on a daily basis," explains Rodono. "We go to their shows. We'll call them at two in the morning with a question or vice versa. If their car breaks, we'll give them a ride. That's what we kind of enjoy, because it's much more of a full creative process, we're really understanding who they are."

And as far as budgets go, Rodono and Reddy are always willing to work with what a band can do if it's an act that is inspiring for them.

"A lot of times it's just figuring out what their goals are, and also being very laid-back and straight-forward about the budget stuff," says Rodono. "We're flexible, because we love working with creative people, and we don't want budget to be the deal breaker."

[www.aleven.com](http://www.aleven.com)



► Part-time Atlanta resident **Butch Walker** fell victim to the California wildfires November 24, when his Malibu home was burned while he was away on tour in New York. The family lost all their possessions, including all of Walker's masters, after recently consolidating their residence completely to the Malibu home. [www.butchwalker.com](http://www.butchwalker.com)

► **Tentonic** has been recording material for their upcoming EP with John Brigrivich at Sonica Recording. [www.tentonic.com](http://www.tentonic.com)

► **The N.E.C.** released their first full-length in December, entitled *Million Minks*. They began recording the record in August, and celebrated the release with a party at the Drunken Unicorn Dec. 8. [www.myspace.com/thenec](http://www.myspace.com/thenec)

► De. 7-9 in Reynoldstown saw the **Nophest** festival, three days of local music and film screenings at the Parkgrounds. Performers included Swank Sinatra, Nerd Parade, Feeding Fingers, Contraverse, Wednesday If Not Before, and R. Garcia, among many others. [www.nophest.com](http://www.nophest.com)

► **Morning State** played their last show of 2007 at the 99X Sunday School on the Road show at Lenny's Bar December 6, with an opening performance by **Warm In The Wake**. The band parted ways with Livewire Recordings in Dec. [www.myspace.com/morningstate](http://www.myspace.com/morningstate)

► Savannah's **Baroness** saw the worldwide premier of the band's "Wanderlust" video in December through [Headbangersblog.com](http://Headbangersblog.com). It aired on MTV2's "Headbanger's Ball" December 12. The band's September full-length debut, *Red Album*, has prompted a wave of touring for the band, who headed to Europe in late January. [www.myspace.com/yourbaroness](http://www.myspace.com/yourbaroness)