



RON KEEL MEDIA TALKING POINTS

A Helpful Guide For Media Interviews

- Please don't begin the interview with "Let's go back to the beginning," and then retrace Ron's 40 + year career path. Questions about the history are great, however we request starting with current news and then regressing into previous accomplishments. Please do not take your audience/readers down memory lane and then wait until last to ask about current events and activities. We're here to promote KEELWORLD, the present and the future.
- Please limit the length of your interview to 36 minutes unless we have made prior arrangements to go longer.
- If your feature includes photos/images not included in the Artist-Approved Assets, please let us know what images you're using so we can either approve your choices or get you the good stuff. All artist-approved assets (photos, logos, music, videos, documentation) can be found in the private online EPK <http://ronkeel.com/booking>.
- If the interview is not recorded and Ron is misquoted, we will not share or otherwise publicize the interview/feature.
- No video or ZOOM interviews unless you have at least 1000 viewers or subscribers, unless we have made prior arrangements.

CURRENT HOT TOPICS

THE NEW RON KEEL ALBUM: KEELWORLD

KEELWORLD features entirely all-new brand-new music from Keel's notable projects Ron Keel Band, Steeler, Keel, IronHorse, Emerald Sabbath, and solo material. RFK Media emphasizes that these are not leftovers from the vault or previously unreleased tracks – KEELWORLD consists totally of fresh songs (except for the Black Sabbath cover) and new recordings that capture the original style and spirit of the bands on the track list.

PLEASE REFER TO THE OFFICIAL PRESS RELEASE/ANNOUNCEMENT (at the end of this document) for all the details.

NEW SINGLE: STEELER – “GIVE ME GUITARS (OR GIVE ME DEATH)”

The first new song in 40 years from this iconic LA Metal band is supported by a world-class music video which has already surpassed 50,000 verified views: <http://steelerband.com>

THE “KEELWORLD” TOUR

The two-year trek began in Ron’s adopted hometown of Sioux Falls March 16th. Highlights so far have include included Ron’s triumphant return to his former hometowns Hollywood (at the Whisky), Las Vegas, and Phoenix (where he grew up), plus his first-ever tour of Latin America with stops in Colombia and Brazil. Confirmations for 2025 include the Kickin’ Up Kountry Festival in Minnesota as direct support to KISS guitarist Ace Frehley and Music For Vets in Green River, Wyoming.

AMERICAN METAL: THE LEGEND OF STEELER

THE NEW DOCUMENTARY FILM: Directed/produced by David Pear, this world class documentary film tells the story of Steeler, Ron’s first internationally recognized band. Releasing worldwide in 2025.

RFK MEDIA LLC: the record label/multi-media company

Everything Ron Keel does is now controlled and released by RFK Media, a record label/multimedia company formed by Ron Keel and trusted partners.

Recent charting releases include:

- KEELED – an EP of 80’s KEEL classics rerecorded and re-energized. Peak: #34 on Amped Top Sellers chart.
- “When This Is Over” – single by Ron Keel band- #3 on the Mediabase Classic Rock chart.
- “American Thunder” – single by Ron Keel & the RFK All Stars (members of Y&T, Steeler, THE FIFTH, Crashing Wayward, Ron Keel band) – from the RFK Media compilation album “LIVE THE ROCK Volume One” - #7 on the Mediabase Daily Classic Rock Chart

Also signed to RFK Media:

- Crashing Wayward – alternative modern rock: <http://RFKmedia.com/crashingwayward>
- Cold Sweat – former MCA commercial hard rockers featuring KEEL guitarist Marc Ferrari: <http://rfkmedia.com/coldsweat> - album “Unburied Alive” releasing in conjunction with their 2024 performances at M3, Monsters On The Mountain, and the 2025 Monsters Of Rock Cruise
- THE FIFTH – classic high-octane arena rock featuring vocalist Roy Cathey: <http://rfkmedia.com/thefifth>

RFK MEDIA ON THE CHARTS

WHEN THIS IS OVER - #3 (RON KEEL BAND)

MEDIABASE		
Daily/Realtime > Chart > Daily Chart		
Panel: Mediabase - All Stations (U.S.) · Format: Classic Rock · GRC:		
Currents and Recurrents		
Settings Maximize Export		
	ARTIST	TITLE
1	METALLICA	Master Of Puppets
2	OSBOURNE, OZZY	Patient Number 9 f/f
3	RON KEEL BAND	When This Is Over
4	BLACK KEYS	Wild Child
5	GRETA VAN FLEET	Highway Tune
6	IDOL, BILLY	Cage
7	DISTURBED	Hey You
8	RED HOT CHILI PEPPERS	Black Summer
9	RED HOT CHILI PEPPERS	Tippa My Tongue

JULY 2022 - "When This Is Over," the power ballad from Ron Keel Band, hits the Top 5 on the Mediabase daily Classic Rock chart.

KEELED - #34 (RON KEEL BAND)

TOP SELLERS		
INDEPENDENT TOP SELLERS		
1	Beth Hart	1
2	Beach House	2
3	Judy Collins	3
AMPEL VINYL		
1	Mitski	1
AMPEL DVD		
1	Easter Party	1
AMPEL BLU-RAY		
1	Mitski	1

MARCH 2022 - "KEELED," the Ron Keel Band EP featuring re-energized versions of the 80's KEEL classics, is the #34 selling CD in the Amplified Distribution catalog.

HARD ON THE OUTSIDE - #1 (RON KEEL BAND)

w Music Playlist for May 13, 2024

A	TW	Track	Artist	Album
1	1	Hard On The Outside	Ron Keel	Keelworld
2	2	Dirty Rhythm	Kobin Valentine	Dirty Rhythm
3	3	Wrecking Machine	Babylon A.D.	Rome Wasn't Built In A Day
4	4	Fever	Breaker	Single
5	5	Flakeland	Accept	Humanoid
6	6	Falling From The Sun	Evergrey	Theories Of Emptiness
7	7	Company Of Wolves	Kyl Brewer	Single
8	8	All For All	Invasion	All For All
9	9	Out On The City	Stone Whiskey	Rebels Of The Sun
10	10	Dogs Of War	Motley Crue	Single
MEDIUM ROTATION				
On The Long Road			Collateral	Should've Known Better
Humanoid			Accept	Humanoid
Apocalypse Blues			Eclipse	Apocalypse Blues
When Thunder & Lightning Strikes			The Treatment	When Thunder & Lightning Strikes
Broody Mary			Maverick	Silver Tongue
Sweet Summer			Maverick	Single
Backdrop			The Rattlebacks	Backdrop
Cheap Shots			Rachel Kotzen	Single
Beautiful You			Stonepunk	Beautiful You
Witches Of Salem			Savon	Hell, Fire And Damnation
LIGHT ROTATION				
Horses			Wildflower	IV
The Same Gutter			Hell of Fame	Single
(Hold On) To The Dream			Sebastian Bach	Child Within The Man
Love Lies			King Delira	Between The Shadows
Unbreakable			Sunbamb	Light Up The Sky
Jeremiah			Holy Mother	Rise
Higher Power			Scott Stapp	Higher Power
Invincible Shield			Judas Priest	Invincible Shield
ADDS				
The Silence Of Prescience			Voice	Holy Or Damned
Red White And Blue			Stonebored	Single
Let's Wake Up This Town			The Treatment	Wake Up The Neighbourhood
1987			American Jesus	1987
Electrify			Knights	Decimator
Lifetime			The Almas	Single

MAY 2024: Ron Keel Band rockets to #1 on legendary station 97Underground's weekly chart with "Hard On The Outside."

LUMINATE CURRENT HARD MUSIC ALBUMS

76	Digital Apocalypse	A Night In Texas	THE ORCHARD	ORCH
76	Dark Superstition	Gatecreeper	NUCLEAR BLAST	NUB
78	Cometh The Storm	High On Fire	MNRK	MNRK
79	Phantoma	Unleash The Archers	THE ORCHARD	ORCH
80	Child Within The Man	Sebastian Bach	Reigning Phoenix Music LLC	RPMR
80	Paper Hearts	Sleep Theory	Epitaph	EPI
82	Can'T Find The Brakes	Dirty Honey	THE ORCHARD	ORCH
83	Guardian Of The Universe	Oxygen Destroyer	THE ORCHARD	ORCH
84	The Mandrake Project	Bruce Dickinson	BMG DISTRIBUTION	BMG
84	The Very Best Of Seether, Volume 2 (Wal	Seether	FANTASY RECORDS	FAN
84	Umbilical	Thou	Sacred Bones Records	SBR
87	Confessions Of The Fallen	Staind	BMG DISTRIBUTION	BMG
87	Living Proof	Drain	Epitaph	EPI
89	Keelworld	Ron Keel	RFK MEDIA	
90	Wormwitch	Wormwitch		
90	Road	Alice Cooper	EAR MUSIC	EAR
92	Ghost Stories	Blue Oyster Cult	THE ORCHARD	ORCH
93	Mammoth li	Mammoth WVH	BMG DISTRIBUTION	BMG

AMERICAN THUNDER - #7 (RFK ALL STARS)

MEDIABASE™

Weekly Chart

Parent: Mediabase - All Stations (3-2) Parent: Classic Rock SRC: Corporate and Noncorporate

Day-By-Day Rank							Artist	Title
Fr	Sa	Su	Mo	Tu	We	Th		
--	--	--	--	--	--	1	QUEEN + ADAM LAMBERT	Under Pressure (Live '19)
--	--	--	--	--	--	2	QUEEN + ADAM LAMBERT	We Are The Champions (Lv '20)
--	--	--	--	--	--	3	QUEEN + ADAM LAMBERT	We Will Rock You (Live '20)
--	--	--	--	--	--	4	METALLICA	72 Seasons
1	1	1	1	1	1	5	METALLICA	Master Of Puppets
--	--	--	--	--	--	6	BEASTO BLANCO	Feed My Frankenstein
--	120	153	--	--	--	7	RFX ALL STARS	American Thunder
--	65	--	--	34	--	8	BLUE OYSTER CULT	Godzilla '20
--	--	--	--	--	--	9	SQUIER, BILLY	Harder On A Woman
3	5	15	2	2	5	10	METALLICA	Lux Aeterna

MARCH 2023 - "American Thunder" by RFK ALL STARS, the lead track from the new "LIVE THE ROCK Volume One" compilation, explodes into the Top 10 on the Mediabase daily Classic Rock chart.

RAIN DOWN - #60 (COLD SWEAT)



CLASSIC ROCK CHART APRIL 26 2024

1	54	56	Yes	ROLLING STONES	Angry	Geffen/ICLG
19	52	57		GRETA VAN FLEET	Meeting The Master	Lava/Republic
23	43	58		BLACK COUNTRY COMMUNION	Stay Free	J&R Enterprises
8	34	59		DISTURBED	Hey You	Reprise/Warner
165	237	40	Yes	COLD SWEAT	Rain Down	RFK
3	61	61	Yes	FOO FIGHTERS	Under You	Roswell/RCA
20	55	62		GODSMACK	Surrender	BMG









APRIL 2024 - "Rain Down," the first single from Cold Sweat's *Unburied Alive* album, break's into the Top 60 on the Mediabase Classic Rock chart.

BREATHE - #1 (CRASHING WAYWARD)

THE PATH RADIO <u>TOP 10</u> <u>PLAY</u> CHARTS FEB 26, 2023				
CHART	LW	TW	TRACK	ARTIST
1	1	5	Breathe	Crashing Wayward
2	4	4	Flowers	Miley Cyrus
3	2	10	This Ain't The End	Franklin McKay
4	--	1	Unholy	Sam Smith & Kim Petras
5	3	9	Breathe	The Whyhouse
6	6	8	Made You Look	Meghan Trainor
7	8	4	Lift Me Up	Rihanna
8	7	4	Running For Gold	Sarah Tolle
9	9	3	Bloody Mary	Lady Gaga
10	--	1	Love Songs	GottaBe Alee

thepathradio.com | LW=Last Week | TW=Total Weeks Top 10

FEBRUARY 2023: Crashing Wayward hits #1 on Canada's mainstream online station THE PATH.

AMERICAN THUNDER - #7 (RFK ALL STARS)

MEDIABASE™

Weekly Chart

Period: Mediabase - All Stations (3-22) Format: Classic Rock SRC: Corporate and Noncorporate

Day-By-Day Rank							Artist	Title
Fr	Sa	Su	Mo	Tu	We	Th		
---	---	---	---	---	---	1	QUEEN + ADAM LAMBERT	Under Pressure (Live '19)
---	---	---	---	---	---	2	QUEEN + ADAM LAMBERT	We Are The Champions (Lv '20)
---	---	---	---	---	---	3	QUEEN + ADAM LAMBERT	We Will Rock You (Live '20)
---	---	---	---	---	---	4	METALLICA	72 Seasons
1	1	1	1	1	1	5	METALLICA	Master Of Puppets
---	---	---	---	---	---	6	BEASTO BLANCO	Feed My Frankenstein
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RAIN DOWN - #60 (COLD SWEAT)


MEDIABASE


CLASSIC ROCK CHART


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COLD SWEAT


COLD SWEAT

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BREATHE - #1 (CRASHING WAYWARD)

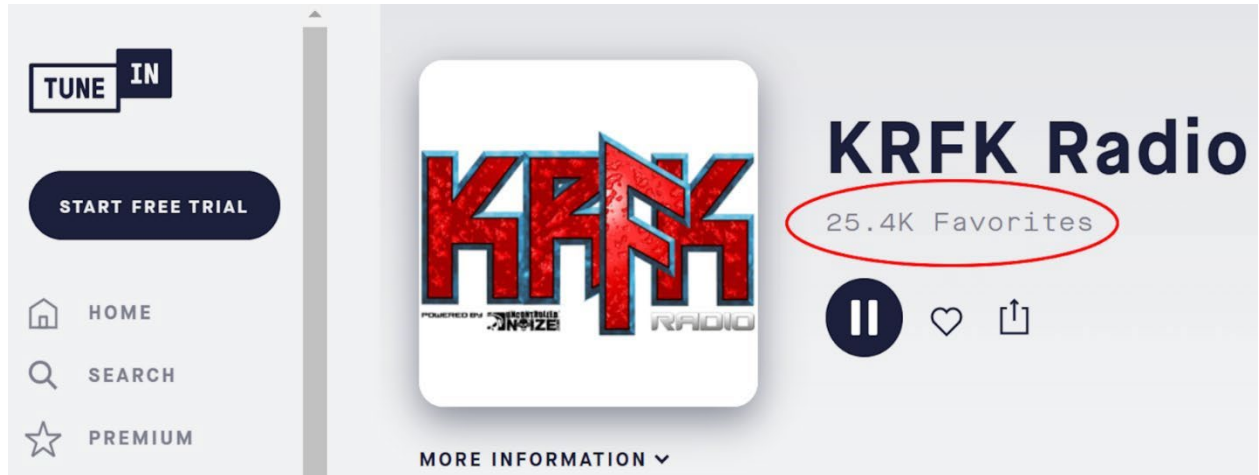
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CHART	LW	TW	TRACK	ARTIST
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10	--	1	Love Songs	GottaBe Alee

thepathradio.com | LW=Last Week | TW=Total Weeks Top 10

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KRFR Radio: The Streaming 24/7 Audio Entertainment Alternative

KRFR RADIO is a division of RFK Media – a state-of-the-art 24/7 radio station streaming worldwide at <http://krfradio.com>. Home to top-rated syndicated programs “House Of Hair with Dee Snider,” “Charlie Kendall’s METALSHOP, and “The Joe Elliott Show,” “Eddie Trunk Rocks,” KRFR Radio also features Ron Keel’s “Streets Of Rock N Roll” show. Already over 25K TuneIn listeners have pegged KRFR as a favorite station.



STREETS OF ROCK N ROLL – the radio show hosted by Ron Keel

Ron Keel hosts the weekly radio show STREETS OF ROCK N ROLL – premiering each Wednesday at 2:00 pm Eastern on <http://KRFRradio.com> and re-broadcasting daily on multiple affiliate stations.



Ron Keel Radio Broadcast History:

2012 - 2014: Million-selling rocker Ron Keel's STREETS OF ROCK N ROLL syndicated radio show airs for 144 consecutive weeks on up to 50 FM/AM/online stations worldwide. Built on a solid but diverse foundation of all styles of rock music and highlighted by compelling exclusive interviews with multi-platinum rock stars, TV celebrities, and industry insiders.

2014: Keel is handpicked to spearhead the launch of a revolutionary new Midwest rock station, KBAD 94.5 FM (Sioux Falls).

2015 - 2017: Keel hosts "Mid-Day Mayhem" (10 AM to 2 PM weekdays) and spends three Nielsen ratings periods as the #1 voice on the #1 rock station in the market.

September 23rd, 2017: despite maintaining the top spot in the ratings, the station owner abruptly pulls the plug without warning. Within four weeks, Keel partnered with fellow KBAD announcers to create and manage KBACK Radio online, rallying rock listeners to embrace the product and generate 50,000 total listener hours monthly for the following year.

2019: Ron Keel re-launches STREETS OF ROCK N ROLL weekly, combining the passion that initially ignited his radio career with the years of experience listed above.

2020: STREETS OF ROCK N ROLL celebrates Episode #200 with an exclusive interview with the show's fourth Rock N Roll Hall Of Fame inductee, Glenn Hughes.

2024: STREETS OF ROCK N ROLL reaches over 30,000 listeners weekly on 11 stations worldwide.

The Ron Keel PATREON Experience

<http://patreon.com/ronkeel>

It's more than just a 'page' for my content – it's a community, a tribe, a family. The loyalty and support I've experienced has been humbling and very gratifying, because every day I get to do what I was born to do – entertain people I like, and who like what I do.

ALL-ACCESS unlocks tons of content - hundreds of posts containing exclusive audio, video, a 20% merch discount on all items, interactive experiences and more. All Access members also receive a welcome package in the mail, which includes: a KEELAHOLIC patch, autographed 8x10 photos, KEEL guitar pick, KEELAHOL Koozie and more.

A **BASIC** membership unlocks an automatic 10% merch discount on all items, streaming audio on demand, access to live online chat and other interactive experiences, breaking news and announcements, and more.

- Exclusive Audio: full album downloads, the radio show on demand, rare/unreleased audio & video (concerts, exclusive music videos, behind the scenes, so much more)

- Direct personal messaging straight to my inbox
- VIP Access At Shows, merch discounts, guitar/vocal/songwriting workshops

Home
Collections
Shop
Membership
About

MESSAGE BOARD/ONLINE CHAT
Updated on September 23
A great way for us to connect online. Leave a comment or photo in the Online Chat, and check here for updates about live...

MERCH DISCOUNTS
Updated on September 22
Merch discount codes - BASIC (10%) and ALL ACCESS (20%)

SONGWRITING
Updated on September 20
Ins and outs, songwriting workshops and insights. I don't tell you how to do it, but I enjoy sharing how I do it.

THE LOST PROJECTS
Updated on September 20
Side projects, transition projects, other bands/duos (and even a TV show!) that have played a part in my long musical...

COMPLETE ALBUM DOWNLOADS
Updated on September 20
Albums & EPs available for download - exclusively for ALL ACCESS Patreon members.

BONUS TRACKS (MUSIC)
Updated on September 20
Some downloads, some streaming - some are songs you won't hear anywhere else - unreleased or "not yet released"...

ISOLATED VOCAL TRACKS
Updated on September 20
Solo/isolated vocal tracks from various albums/sessions, all alone and naked...

CASSETTE ROULETTE
Updated on September 20
As I transfer old tapes to the digital realm, I am sharing some of these special rare moments with you. Concerts, demos,...

CONCERT VIDEOS
Updated on September 16
Ron Keel Band, Keel, Alone/Acoustic, IronHorse, Fair Game & more. Complete shows & highlight clips.

AUDIO BOOK: "TALKING SINGING"
Updated on September 22
One chapter at a time, for Patreon members only - the audiobook that screams to be heard. Ron Keel discusses...

GEAR
Updated on September 23
Or, TOY TALK if you will - behind the pedal boards, mics, guitars, cases and other gear I use.

The KEEL/KISS Konnection
Updated on September 6
Music, memories and more - celebrating my treasured association with the hottest band in history. Inside access behind the...

IN STUDIO/BEHIND THE SCENES
Updated on September 22
Join us behind the scenes in the recording studio as we continue to create and record new music.

ASSORTED VIDEO CLIPS
Updated on September 20
Exclusive Official Music Videos, rehearsals, TV appearances, bloopers, interviews, acoustic songs from the FairCave, and oth...

BLACK SABBATH
Updated on September 20
Stuff related to my brief (but apparently never-ending) association with Black Sabbath.

MORE TO COME

RADIO SHOW
Updated on September 20
STREETS OF ROCK N ROLL - the Radio Show, hosted by Ron Keel, streaming on demand in high quality audio. Over 100...

THE VOICE
Updated on September 20
Vocal tips, studio sessions, the "TALKING SINGING" audio book, isolated vocal tracks & anything else I have to offer.

PATREON
patreon.com/RonKeel

The Ron Keel Podcast

THE PODCAST: Ron Keel hosts "The Ron Keel Podcast" on Spotify, iTunes, Amazon, Google and other platforms – the podcast features unedited interviews with rock stars, authors and music industry insiders. <http://ronkeelpodcast.com>

RON KEEL STARS IN "BEGINNING OF THE END"

RON KEEL secures starring role in the new horror thriller "BEGINNING OF THE END:" A new horror-thriller classic from writer/director/producer Terry R. Wickham, filming in August 2024 for a 2025 release. Ron portrays "Ray" – the guy next door...

FROM THE DIRECTOR OF DOUBLE VISION / DEVIL'S FIVE / ABANDONED

BEGINNING OF THE END

there's no place like home

MANTARAY PICTURES LLC PRESENTS TERRY R. WICKHAM'S BEGINNING OF THE END
STARRING RON KEEL KAITLYN JAYNNE MATTHEW DALTON LYNCH MELODY PORTNOY
SPECIAL MAKE-UP EFFECTS SAMANTHA MILESKE REEM ELSHOREBAGY
MUSIC BY MICHAEL JAMES ROMEO DIRECTOR OF PHOTOGRAPHY ROBERT CAMPBELL
WRITTEN, PRODUCED AND DIRECTED BY TERRY R. WICKHAM

MANTA RAY
PICTURES

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R RESTRICTED
PARENTS STRONGLY CAUTIONED
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN
UNDER 17 REQUIRES ACCOMPANIMENT
OF PARENT OR ADULT GUARDIAN



presents



KEELWORLD



RFK Media presents: "KEELWORLD," featuring all-new brand-new music from Ron Keel Band, Keel, Steeler, IronHorse, Emerald Sabbath, Ronnie Lee Keel and more

"This is the album of a lifetime." Ron Keel

KEELWORLD, the new album from veteran music warrior Ron Keel, collided with planet Earth on August 2nd 2024, in both digital and CD formats, with the blue vinyl release scheduled for Black Friday (November 29th). All physical versions include a 12-page "comic book" style booklet containing comic-ized versions of iconic photos from all eras.

TRACK LISTING:

1. HOLLYWOOD – Ron Keel
2. HARD ON THE OUTSIDE (HEART ON THE INSIDE) – Ron Keel Band
3. MOVING TARGET – Keel
4. 5 O'CLOCK SHADOWS – Ron Keel Band
5. GIVE ME GUITARS (OR GIVE ME DEATH) – Steeler
6. WEEKEND WITH MY FRIENDS – Ron Keel Band
7. GUITAR IN THE GRAVE – IronHorse
8. NEON CIRCUS – Ronnie Lee Keel
9. FASTER HORSES – Ronnie Lee Keel
10. TAKING ME BACK – Ron Keel Band
11. EMBRYO – Emerald Sabbath
12. CHILDREN OF THE GRAVE – Emerald Sabbath
13. THE LAST BOTTLE ON EARTH – Ron Keel (Alone/Acoustic)

This ambitious project features entirely all-new brand-new music from Keel's notable projects Ron Keel Band, Steeler, Keel, IronHorse, Emerald Sabbath, and solo material. RFK Media emphasizes that these are *not* leftovers from the vault or previously unreleased tracks – KEELWORLD consists totally of fresh songs (except for the Black Sabbath cover) and new recordings that capture the original style and spirit of the bands on the track list.

The album debuted on the Luminate "Current Hard Music Albums" chart at #89, and several tracks have skyrocketed to #1 on multiple independent radio charts. The first new Steeler track in over 40 years, "Give Me Guitars (Or Give

Me Death),” is accompanied by a big-budget music video directed by David Pear (The Dead Daisies), with over 50,000 views in the first several weeks since its release.

ALSO AVAILABLE: the Limited Edition “Director’s Cuts” DigiPak which includes the same comic booklet plus two bonus tracks. The DigiPak version is offered free exclusively to All Access members at <http://patreon.com/ronkeel>.

“KEELWORLD is a unique ride across all the musical landscapes I’ve called home the past five decades – from the heavy metal jungle to the red dirt roads of country music,” Ron explains. “As diverse as the songs are, even with the stark contrast between styles, the album has a cohesive sonic identity, and the pieces fit together just as I hoped they would.”

Produced by Ron Keel and Mike Dresch, mixed and mastered by Mike Dresch. In addition to Ron Keel (all lead vocals, acoustic and electric guitars, keyboards) musicians include:

Ron Keel Band features: Dave “DC” Cothorn & Jason Haven, guitars; Geno Arce, bass; Jeff “The Rev” Koller, drums

Keel features: Marc Ferrari & Bryan Jay, guitars; Dwain Miller, drums; Geno Arce, bass

Steeler features: Rik Fox, bass; Mitch Perry, guitar; Dwain Miller (session drummer), Mark Edwards (video drummer)

IronHorse features: Gaetano Nicolosi, drums; Geno Arce, bass; Jay Rusnak, guitar

Emerald Sabbath features: Bobby Rondinelli (Black Sabbath, Rainbow), drums; Neil Murray (Black Sabbath, Whitesnake), bass; Dave “DC” Cothorn (Ron Keel Band) & Mike Dresch, guitar

Radio promotion/interview requests: Jody Best/Best Bet Promo - bestbetpromo@yahoo.com

Booking and other inquiries - contact@RFKmedia.com

<http://RFKmedia.com>

<http://ronkeel.com>

<http://patreon.com/ronkeel>

<http://facebook.com/ronkeel>

<http://youtube.com/@ronkeelrfkmedia>

<http://instagram.com/ronkeel>

<http://x.com/ronkeel>



<https://amplifieddistribution.com>