



RON KEEL MEDIA TALKING POINTS

A Helpful Guide For Media Interviews

- Please understand that some of these talking points may be **confidential** – we’re letting you know what’s happening in advance so you can prepare for the interview. We trust in your journalistic integrity to keep these topics confidential until your interview becomes public.
- 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.
- 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, we will not share or otherwise publicize the interview/feature. All artist-approved assets (photos, logos, music, videos, documentation) can be found at <http://rfkmedia.com/ronkeel2022>
- 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.
- We understand that some interviewers/sites like to send transcripts or cherry-picked topics to sites such as Blabbermouth.com to increase the perception of credibility. For this reason, we supply sites of that type with our press releases in advance. Ron’s not doing an interview with you because he wants to be front page news on another site, he’s doing the interview for YOUR site or outlet and because you requested a personal interview.

EXCITING NEWS FOR SUMMER 2022:

- **THE NEW RELEASE FROM RFK MEDIA:** “When This Is Over” the new Ron Keel Band 2022 summer single. Official release date on all digital outlets & streaming platforms June 24th; also available as a limited-edition 3-track CD single.
- **RON KEEL BAND at the ROCKTEMBER MUSIC FESTIVAL:** Saturday September 9th & 10th - Ron Keel Band, Tom Kiefer, Winger, Jackyl, Stephen Pearcy, Quiet Riot, and more. Grand Casino, Hinckley Minnesota (just north of Minneapolis). <https://rocktember.net>

- **ALSO NEW FROM RFK MEDIA:** “KEELED” the new Ron Keel Band EP. Six songs/five tracks – new versions of some of the 80’s KEEL classics, reborn & re-energized. Official release date on all digital outlets & streaming platforms June 24th; also available as a limited-edition 3-track CD single.
- **RFK MEDIA LLC – a new record label/multi-media company.** From now on, everything Ron Keel does will be controlled and released by this new business.
- **KRFK RADIO:** Launched February 1, 2022 – a state-of-the-art online station broadcasting 24/7 at <http://krfkradio.com>. The only exclusively online station with broadcast rights to top-rated syndicated programs “House Of Hair with Dee Snider” and “The Joe Elliott Show,” KRFK Radio also features Ron Keel’s “Streets Of Rock N Roll” show, a strong roster of additional syndicated programs, special “rock blocks” of everything from death metal to southern rock, and a massive playlist of all rock from all eras.
- **NEW ARTIST SIGNINGS:** RFK Media has signed THE FIFTH (<http://thefifthmusic.com>) to the label, and Ron’s excited to discuss their music, tours, and future with the company.
- **NEW ALBUM:** “KeelWorld:” featuring ALL-NEW music from **Keel – Steeler – Ron Keel Band – Fair Game – IronHorse – Metal Cowboy – The Rat’lers - Ron Keel** solo and more – coming in 2023: <http://keelworld.com>
- **NEW MOVIES:** Ron Keel recently landed a lead role as “Russell Tate” in the paranormal thriller “Anomaly,” from award winning director Terry Reid Wickham (MantaRay Pictures), shooting on location: <http://wordpress.mantaraypictures.com/anomaly/>

Ron also stars in the new documentary film “Let The Music Play,” which draws attention to the impact of the Covid-19 pandemic on the concert industry. This acclaimed film premiered on YouTube and is now going into major syndication worldwide: <https://www.letthemusicplay.org/> and <https://youtu.be/9Hmgbbb31r8>. Just announced: the sequel, shooting now for a late Summer release.

- <http://patreon.com/ronkeel>: “Nearly four years ago, Renee’s cancer diagnosis changed everything for me. We were quarantined before quarantine was cool – she was wearing a mask everywhere, we were washing our hands every five minutes and wiping down the doorknobs, light switches and remote controls. And any long-distance concerts for me were absolutely out of the question. I HAD to find a way to work from home.

“I found this platform called Patreon for creators to generate revenue from their work and I built <http://patreon.com/ronkeel>. I began to (and continue to) load this page up with all manner of content – rare and unreleased music, vintage and new audio & video, merch discounts, VIP access at shows, live online chat, streaming concerts, and lots more.

“It quickly became more than just a ‘page’ for my content – it became 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 and do what I was **wake up** born to do – entertain people I like, and who like what I do. The money I’ve received from subscriptions has been reinvested into cool new merch items, broadcast and

computer gear to improve the quality of the experience, and events like the Ron Keel Band LiveStream Concert, which was financed entirely with funds from Patreon member subscriptions (it's \$6.99 for All Access).

"Now into our third year, I've got a long way to go and a lot more good times, music and content to share. I'm always going to over-deliver: when you join for only \$6.99, I send you a welcome package with your #Keelaholic patch, Keelahol Koozie, an autographed photo and an automatic 20% merch discount."

- **THE RADIO SHOW:** Ron Keel hosts the weekly STREETS OF ROCK N ROLL syndicated rock 'n talk radio show on multiple affiliate stations: <http://ronkeel.com/radio-show>. The show has been in syndication worldwide since 2012 and was on hiatus while Ron was doing live radio. For three consecutive ratings periods, he was the #1 voice on rock radio in Sioux Falls on KBAD 94.5 FM.
- **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.
- **BLACK SABBATH TRIBUTE:** Ron is featured on the "Emerald Sabbath" album, a tribute project that unites many former members of Black Sabbath for new versions of classic songs. RK contributes three vocals to this release ("Die Young," "Hole In The Sky," and "Trashed") accompanied by luminaries such as Vinny Appice and Rudy Sarzo. Volume 2 is now in production, with Ron contributing lead vocals to the Dio-era classic "Heaven & Hell."

This appearance, combined with the well-known fact of Ron's involvement with Black Sabbath in 1984, led him to form KEEL/SABBATH and perform a live show built around the song list that Tony Iommi handed him when he joined the band. The debut KEEL/SABBATH show was opening for Drowning Pool at the Smokin' Country Saloon Biker Rally in May 2021. <http://ronkeel.com/keel-sabbath>

- **BOOKS:** Ron is currently revising and adding additional content to his 2014 autobiography "EVEN KEEL: Life On The Streets Of Rock n Roll" for 2023 publication by RFK Media.

Ron is featured in the recent NY Times bestselling book "Nothin' But A Good Time: The Uncensored History Of The 80's Hard Rock Explosion."

Ron is featured in the recent book "Power Ballads & The Stories Behind Them," telling the story behind the Keel hit "Tears Of Fire."

Ron also co-authored his wife Renée's book "Anything But Pink: On Becoming A Cancer Survivor" published in 2019.

- **TOUR DATES:** In 2022, Ron Keel Band will return as the Official House Band at the 82nd Annual Sturgis Motorcycle Rally at the world's largest biker bar, the Full Throttle Saloon. 2018-2021 shows included

opening slots for Tesla, Night Ranger, Dwight Yoakam and BlackHawk plus headline dates at the Sturgis Rally, fairs, festivals and clubs in 12 states. In 2020, he was back on board the Monsters Of Rock Cruise to Belize and Cozumel, as well as his first ever-tour of Australia (climaxing with an appearance at the Melodic Rock Fest). A complete list of upcoming tour dates can be found at <http://ronkeel.com/shows>.

ADDITIONAL NOTES FOR MEDIA:

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