



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.
- 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 at SleazeRox.com, he’s doing the interview for YOUR site or outlet and because you requested a personal interview.

EXCITING NEWS FOR 2022:

- **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.
- **THE FIRST RELEASE 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 January 28th, 2022 – on all digital outlets & streaming platforms February 4th.
- **KRFK RADIO:** Launching 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 will also feature Ron Keel’s “Streets Of Rock N Roll” show and a massive playlist of all rock from all eras.
- **NEW ARTIST SIGNINGS:** RFK Media has signed a couple of other exciting artists to the label, and Ron’s excited to discuss these acts and their future with the label.

- **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 2022: <http://keelworld.com>

- **NEW MOVIES:** Ron Keel has just landed a lead role as “Russell Tate” in the paranormal thriller “Anomaly,” from award winning director Terry Reid Wickham (MantaRay Pictures), shooting on location in 2022: <http://wordpress.mantaraypictures.com/anomaly/>

Ron is also extensively featured 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>

- <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 2022 publication by RFK Media.

Ron is featured in the new NY Times bestselling book “Nothin’ But A Good Time: The Uncensored History Of The 80’s Hard Rock Explosion.”

Ron is featured in the new 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:

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://ronkeel.com/mediakit>.

If the interview is not recorded and Ron is misquoted, we will not share or otherwise publicize the interview/feature.