



RON KEEL MEDIA TALKING POINTS

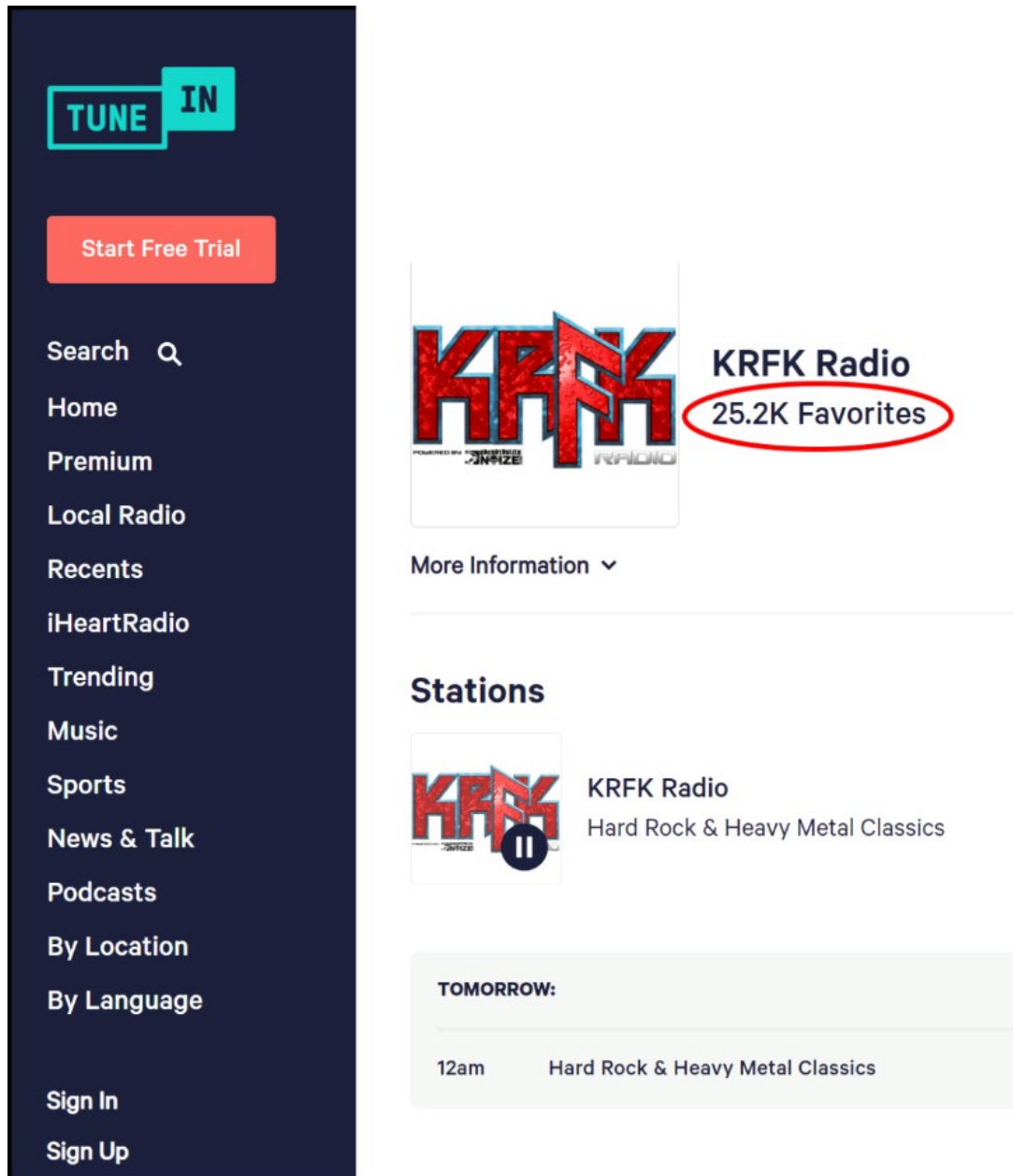
A Helpful Guide For Media Interviews

- 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.
- 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://rfkmedia.com/ronkeel>
- 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 TOPICS:

- **KEELFEST 2:** Saturday March 18. The Official Press Release is on subsequent pages of this document.
- **NEW SINGLE: "American Thunder"** – please refer to the additional press release provided.
- **LIVE THE ROCK Volume One:** The new compilation from album from RFK Media. 15 songs we love by artists we believe in, releasing Friday March 17. The Official Press Release is on subsequent pages of this document.
- **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. Also signed to the label are new rock bands Crashing Wayward (<http://crashingwayward.com>) and THE FIFTH (<http://thefifthmusic.com>)

- **KRFX RADIO:** a state-of-the-art online station broadcasting 24/7 at <http://krfxradio.com>. Home to top-rated syndicated programs “House Of Hair with Dee Snider” and “The Joe Elliott Show,” “Eddie Trunk Rocks,” KRFX Radio also features Ron Keel’s “Streets Of Rock N Roll” show. Already over 25K TuneIn listeners have pegged KRFX as a favorite station.



- **Ron Keel hosts weekly radio show STREETS OF ROCK N ROLL** – premieres each Wednesday at 11 AM Eastern on <http://KRFXradio.com>



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.

2023: STREETS OF ROCK N ROLL reaches over 30,000 listeners weekly on 14 stations worldwide.

- **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/>

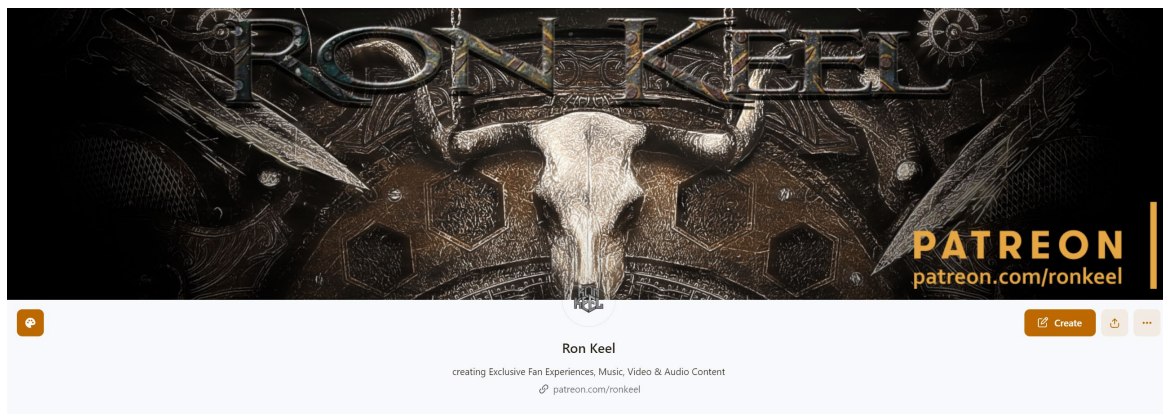
Ron also stars in the new documentary film "Let The Music Play," which draws attention to the impact of the Covid-19 pandemic on the concert industry. This acclaimed film premiered on YouTube and is now going into major syndication worldwide: <https://www.letthemusicplay.org/> and <https://youtu.be/9Hmgbbb31r8>.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

- <http://patreon.com/ronkeel>: "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 do what I was 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 fourth 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 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.



- **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 also co-authored his wife Renée’s book “Anything But Pink: On Becoming A Cancer Survivor” published in 2019.

- **TOUR DATES:** Confirmed tour dates for 2023 include a return tour of Australia, KEELFEST 2 in Nashville, Kick’n Up Kountry (a four-day festival featuring rock & country artists), and the annual Sturgis Rally Residency. A complete list of upcoming tour dates can be found at <http://ronkeel.com/shows>.

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THANK YOU very much for the coverage, we appreciate what you do. On the following pages, please find the latest press releases for KEELFEST and more.



The past, the present, and the future of hard rock come together on stage for one historic concert event when **RFK Media, the Nashville RockNPod Expo, and KRFK Radio** present **KEELFEST 2** March 18th.

The event takes place at Bowie's, Nashville's premiere downtown venue for national hard rock shows, and will feature **KEEL, Steeler, Ron Keel Band**, and the Music City debuts of both **Crashing Wayward** and **THE FIFTH**, two rising rock bands signed to Ron Keel's RFK Media label. The show will serve as the After Party Concert for the 2023 **Nashville RockNPod Expo**.

The common thread on this bill is of course frontman Ron Keel, who created the concept to celebrate 40 years of music with the fans and friends who made it all possible. The first KEELFEST took place in Columbus in 2019, with the intention of establishing it as an annual event, but the pandemic made that impossible – until now.

"KEELFEST is a way to get my entire musical family under one roof, onto one stage, give the fans some special music and moments, while giving myself the ultimate challenge as a frontman and vocalist," Keel explains. At the 2019 KEELFEST, Ron plowed through nearly 40 songs with RKB, Steeler, and KEEL for well over three hours without any break in the action.

Since announcing their reunion in 2008, KEEL (Ron, Marc Ferrari, Bryan Jay, Dwain Miller, Geno Arce) has performed on multiple Monsters Of Rock Cruise events, twice at M3, the Frontiers Festival in Milan, Italy and other festivals across Europe and the USA. They will deliver all the 80's anthems that earned them three albums on Billboard's Hot 100 Chart – "The Right To Rock," "Tears Of Fire," "Because The Night," and more.

Ron's primary musical vehicle for the past eight years has been Ron Keel Band, who scored a Top 40 hit on the Mediabase Classic Rock airplay chart in 2022 with their power ballad, "When This Is Over." In addition to headlining fairs, festivals, and major biker events (including an annual residency at the Full Throttle Saloon during the Sturgis Rally), RKB has toured with/opened for Tesla, Night Ranger, Cinderella's Tom Keifer, and others.

KEELFEST would not be complete without celebrating the 40th anniversary of the historic Steeler album. Nashville was the birthplace of this iconic American metal band in 1981, and bassist Rik Fox and Ron Keel will be joined again on stage by guitarist Mitch Perry (who replaced Yngwie Malmsteen in the band in 1983) and drummer Dwain Miller, with other members of the band making surprise guest appearances.

ROCKNPOD is Nashville's ultimate annual rock n roll convention, which brings together fans, artists, podcasters, radio broadcasters, vendors, and other members of the music community for a weekend celebrating rock n roll. Tickets can be found on the web sites <http://rocknpod.com> and <http://keelfest.com> – there is a Combo Ticket discount available to attend both the convention and the concert. All Access members at <http://patreon.com/ronkeel> can receive an additional discount on their admission.

Las Vegas-based Crashing Wayward (which includes former L.A. Guns guitarist Stacey David Blades) will kick off the festivities with their brand of electrifying modern alternative rock, and THE FIFTH (featuring Cold Sweat vocalist Roy Cathey) will bring their 100-proof high-octane rock n roll to the party.

"These bands are both major national acts waiting to happen," Ron says, "and KEELFEST is a great opportunity to showcase them to the fans and music industry. They'll be tough acts for me to follow, but I'll be ready to give it all I've got."



<http://keelfest.com> <http://rfkmedia.com> <http://rocknpod.com> <http://KRFKradio.com>

Email: contact@rfkmedia.com

Call/Text: (605) 250-2828

Mail: RFK Media LLC – 2601 South Minnesota Avenue, Suite 105-146, Sioux Falls, South Dakota 57105

Interview requests: for Ron Keel and other RFK Media artists - Jody Best, Best Bet Promo – bestbetpromo@yahoo.com

"For nearly 4 hours and 40 songs, Ron Keel and his band of merry misfits from the Ron Keel Band, Keel and the legendary Hollywood Sunset Strip Gods Steeler laid waste to everyone and everything in sight. KEELFEST was a blast - congrats to Ron and all the bands for putting on one hell of a rock n roll show."

HAIRBANDHEAVEN.ROCKS

LIVE THE ROCK - VOLUME ONE

NEW ROCK IS ON THE HORIZON FROM RFK MEDIA



RFK Media To Release Compilation Album Featuring New Music From Multiple Artists

Press Release – February 2023, from the desk of Ron Keel:

New rock is on the horizon from my RFK Media label, with the release of “LIVE THE ROCK – Volume One,” a compilation album showcasing artists from around the world, hitting the streets March 17th in conjunction with the Nashville RockNPod Expo and KEELFEST concert event.

This is a collection of songs we like by artists we believe in. In addition to bands currently signed to the label – THE FIFTH, Crashing Wayward and Ron Keel Band – we’ve gathered the best in the U.S., Europe, Australia, and South America; and like the bands, the music is all over the map. From throwback 80’s rock to progressive metal, from modern alternative to the swampy sounds of Muscle Shoals and beyond, these acts and their songs deserve to be heard and we at RFK Media are going to do what we can to spread the word.

Compilation albums like this were extremely important in the early days of my career. “Metal Massacre,” the first release by the now-legendary Metal Blade Records, became an important catalyst for the 80’s revolution and brought together the likes of Ratt, my band Steeler, Metallica, Armored Saint, and Black N Blue (it was the first album any of those bands were on). My next band KEEL first appeared on one of Mike Varney’s iconic “U.S. Metal” albums, which launched the careers of so many important musicians of that era. Our “Live The Rock” compilation series keeps that tradition alive.

At this stage of the game, I don’t want to spread ourselves too thin by signing a larger stable of artists that we can’t promote properly or devote the required amount of resources – time, energy, money – to develop. In addition to running RFK Media with my partners, I remain hopelessly addicted to the guitar, the microphone, the studio, and the stage, so the “LIVE THE

ROCK” album series allows me the opportunity to share these artists and their tracks with an international audience and still write, record, and contribute my own music into this mix.

We'll be announcing the participating bands/artists starting Wednesday February 1 at 11 AM Eastern time on <http://KRFKradio.com> and all social media platforms. We'll then announce another artist each day on KRFK, play their track, and give fans chances to win some autographed CDs.

I understand people longing for the good old days and the music of their youth. Personally, my windshield is a lot bigger than my rearview mirror, and I'm always excited to seek new treasures that lie just beyond the horizon. I trust you will enjoy exploring the soundscapes provided within these songs and discover some new music to add to the soundtrack of our lives.

The phrase “Live The Rock” was given to me by my dear friend Sheldon Bergenheier, and has become the slogan, the motto, the battle cry of RFK Media. Rock is a big universe, an endless frontier kept alive by the spirit of those who create it and those who take pleasure hearing it, feeling it, and yes...living it.

We are grateful to the fans who keep this music alive, and the rock media that helps us spread the word. Radio promotion and interview requests are being handled by Jody Best at Best Bet Promo – contact bestbetpromo@yahoo.com.

