

TOR HYAMS BIOGRAPHY

Grammy® nominated producer Tor Hyams has over 20 years of experience in the music and film industries, from writing and performing his own material to producing world-class recording artists, live music festivals for children, short films and digital programming, and composing dozens of scores for both film and television.

Hyams founded [HyLo Entertainment](#) in 2002 as an umbrella company for his broadening activities. He wrote and produced an award-winning, star-studded children's CD called "[A World of Happiness](#)," which he licensed to Disney's Buena Vista Records. It featured performances from Samuel L. Jackson, Magic Johnson, Lou Rawls, Isaac Hayes, Debbie Harry, Gary Oldman, Perry Farrell, and many others. He also produced a music video for that release called [The Patience Bossa](#), directed by Gary Oldman. It featured an unprecedented duet by rock icons Perry Farrell and Deborah Harry.

With Farrell, Hyams then conceived and developed [Kidzapalooza](#) as a family festival nested within the [Lollapalooza](#) Festival, produced by C3 Presents. Kidzapalooza, now in its sixth successful year with Hyams as Producer and Emcee, has been contracted through 2015. Ancillary properties already include Kidzapalooza Radio on Sirius/XM and a new compilation album. Continuing his live music work with C3, Hyams now produces The "[Kiddie Limits](#)" stage for Austin City Limits and a number of other regional festivals.

His success in the world of live children's music has brought other opportunities to the fore including the formation of [Happiness Entertainment](#), a full service children's music label with distribution through Koch. In its inaugural year, Happiness has already released three albums, including a bonus track filled reissue of "[A World of Happiness](#)," The "[Kidzapalooza Compilation](#)" CD and newly signed family hip hop act, [Secret Agent 23 Skidoo](#).

For the past several years, Tor has led the family music efforts at the [SXSW](#) Music festival and, seeing the interest that this category draws, co-founded [KindieFest](#)—the first ever family music conference featuring panels and performances with the most influential personalities in the world of children's music. The first KindieFest was sold out and held in Brooklyn, NY this past May. The sophomore was a HUGE success.

He has also recently been named a judge for the [NAPPA awards](#), the world's most prestigious award for children's audio product.

As a music producer, Hyams' star has been rising, with albums for Joan Osborne, Vivian Campbell, Edwin McCain, Broadway Star Rachel York, Jewish rappers Chutzpah, and the late Lou Rawls already under his belt. He has continued to work with Lisa Loeb, Perry Farrell, Edwin McCain and more.

"Tor Hyams, the Richard Branson of Kid's music" – Zooglobber

"Tor Hyams' inspired writing for kids merits grown-up buzz" – Amazon

"...the positive, kid-celebrating messages and sunny spirit of Hyams' family albums can't be beat."-Los Angeles Times

Tor Hyams
Composer/Music Supervisor
<http://www.tor.net>

Television

Kimora Simmons Baby Special
Music Supervisor/ Composer

Bromance
Music Supervisor/Composer

Mayday! Bering Sea
Composer

Viva Hollywood
Composer/Music Supervisor

Wrestling My Family
Composer/Music Supervisor – Pilot

Las Vegas: Garden of Love
Composer/Music Supervisor – Series

He's A Lady
Music Supervisor – Series

Faking the Video
Composer/Music Supervisor – Series

Street Time
Composer- Series

Wife Swap
Composer – Pilot

DVD ON TV
Composer/series

Scratch & Burn
Composer/Music Supervisor – Series

FM Nation
Main Title Theme/packaging

Global Tribe Series
Main Title Theme/Underscore

Los Angeles Emmy Awards
Main Title Theme/Packaging/Music Director

Independent Spirit Awards (2001/2)
Main Title Theme/Packaging

Pure Oxygen
Main Title Theme/Packaging

**Hidden addictions:
Celebrity Stories**
Documentary Underscore

Style Network
Producer Ruth Rafidi

MTV
Exec. Prod. Jason Henry

Discovery Network
Producer Scott Gurney

VH1
Exec. Prod. Danny Salles

A&E
Exec. Prod. Marcus Fox

ABC Family
Exec. Prod. Brent Travers

TBS
Exec. Prod. Douglas Ross

MTV
Exec. Prod. Danny Salles

Showtime
Exec. Prod. Mark Levin

ABC
Exec. Prod. Laurie Girion

FX
Exec. Prod. Brian Johnson

MTV
Exec. Prod. Danny Salles

MTV
Exec. Prod. Brad Kuhlman

PBS
Producer Kathy Eldon

KCBS
Exec. Prod. Hal Eisner

Bravo/IFC
Producer: Diana Zahn

Oxygen Network
Exec. Prod.: Roni Selig

USA Network
Exec. Prod. Stephen Kroopnick

Italian American Internment:

A Secret Story

Documentary Underscore

Getting High: The History of LSD

Carlos The jackal

Life on Mars

Mind Control

Japan's Mysterious Islands

FBI Secret Files

Silent Witnesses:

The Kitty Genovese Story

Documentary Underscore

Getting High: The History of LSD

Documentary Underscore

New Attitudes

Title Theme/Packaging

Featured Songs

Homicide

"Hazy Shade of Blue"

Seventeen: The Faces of Fall

"The Girl Next Door" Producer:

Love American style

"She Must Be..."

"Funny That Way"

"Sleepwalkin"

History Channel

Producer: Richard Schmidt

(same as above)

(same as above)

(same as above)

(same as above)

(same as above)

(same as above)

History Channel

Producer: Melody Shafir

Director: Cynthia Compton

History Channel

Producer: Jonathan Gerald

Lifetime Television

Producer: Eric Schutz

NBC

WB Network/Telepictures

Susie Arnet

ABC/Paramount Television

Feature Films

Cathedral City

Composer/Music Supervisor

Director: Brent Huff

Cast: Brian Dennehy, Julian Sands, Rebecca Pidgeon

Out of Pocket Pictures

Joe Buck

Composer/Music Supervisor

Director: Gary Oldman

Cast: Rosanna Arquette

Section 8 Films

Welcome To Paradise

Composer/Music Supervisor

Director: Brent Huff

Producer: Patrick Stack

Cast: Brian Dennehy, Crystal Bernard

Focus/Out of Pocket Pictures

Bratz (Livin' it Up With...) PT 1 & 2

Lil' Bratz the movie

Composer/Music Supervisor

Director: Scott Kennedy

Producer: David Koenig

Extra Large Tech/MGA

Club Dread

Songs

Director: Jay Chandrasekhar

Cast: Bill Paxton

Fox Searchlight

100 Mile Rule

Original score/Title Song /Music Supervision

Exec. Prod: John Nelson

Director: Brent Huff

Cast: Michael McKean

Road Rules Productions

The Substitute 3

Original score/Title Song

Exec. Prod: Andrew Golov

Director: Robert Radler

Cast: Treat Williams

Artisan Entertainment

The Perfumed Garden

Original score/Title Song/Music Supervision

Producer: Gregory & Cori Cascante

Director: Jag Mhundra

August Entertainment/CEO Films

Niagara, Niagara

Partial Score

Producer: David Bushell

Director: Bob Gosse

Cast: Robin Tunney, Henry Thomas

The Shooting Gallery Productions

Minus Man

Arranger

Producer: David Bushell

Director: Hampton Fancher

Cast: Owen Wilson, Janeane Garofalo

The Shooting Gallery Productions

Daddy & Them

song

Exec. Prod:

Producers:

Director:

Cast:

Larry Meistrich

Robert Salerno, Geyer Kosinski

Billy Bob Thornton

Laura Dern

Miramax**Free Hazel Films/Gun For Hire****Held Up**

Trailer Packaging

Cast:

Jamie Fox

Trimark Pictures**Julie Johnson**

Songs

Director:

Cast:

Bob Gosse

Lili Taylor, Courtney Love

The Shooting Gallery Productions**Hudson River Blues**

Partial Score

Producer:

Director:

Cast:

Jennifer Manocherian

Nell Cox

Jeremy Piven

The Shooting Gallery Productions**SOS Planet**

IMAX TRAILER

Title Theme

Producer:

Ken Cosci

nWave Pictures

Live Production

Kidzapalooza (Lollapalooza)
Creator & Producer
2005 - 2013

Austin Kiddie Limits (Austin City Limits)
Producer
2007 – 2013

KindieFest. The Family Music Conference
Producer
2008 - 2010

West Beach Music Festival
Producer, The "Sandbox"
2008 - 2010

South By Southwest (SXSW)
Kid's music panel
2008 - panelist
2009 - organizer and moderator
2010 - organizer and moderator

Awards/Honorary Positions

- Grammy Nomination 2010
- Golden Quill Award Best Short form Documentary Score 2010

ASCAP Publishing
Popular songwriting award
1995 – 2010

- * National Parenting Publications Award (Gold) (“A World of Happiness,” Disney/Buena Vista 2004)
- * Parent’s Choice Award (“A World of Happiness,” Disney/Buena Vista 2004)
- * Parent’s Choice Award (“Lucy’s Parade,” HyLo Entertainment 2007)
- International Songwriting Competition 2005 for “Don’tcha Wanna Know?”

NARAS Children’s Music Committee
ATAS (Academy of Television Arts & Sciences) – Digital Media Peer Group
Advisory Board of California Music Project
IADAS (International Academy of Digital Arts & Sciences) founding member
Advisory Board Project Peace on Earth

Featured in the book “The Reel Truth” by Reed Martin
Featured in the book “I Don’t Need A Record Deal” by Daylle Schwartz
Featured in the book “Cool Jew...” by Lisa Klug

Tor Hyams: The Richard Branson of Kids Music

When I interviewed Tor Hyams a couple years ago at the Austin Kiddie Limits stage at the Austin City Limits Festival, it was clear he was thinking about how kids music could expand. And now, just like Richard Branson turned his Virgin empire into a fairly wide-ranging affair, Hyams is now doing lots of different kids music-related stuff.

First, he's going to host an hour of radio on Kids Place Live, featuring "America's best indie rock for kids and families." Hyams will be joined by Ziggy Marley "as they talk about life, family, Ziggy's brand-new kids CD and offer a special tribute to everyone's Mother Earth!" (Yeah, that's PR language for you.) Anyways, it airs Friday 4/17 at 11pm ET/8pm PT, Saturday 4/18 at 9am & 5pm ET (6am & 2pm PT), and Sunday at noon ET/9am PT.

But there are a couple more interesting aspects...

First, his website says he's going to be a judge for the NAPPA awards. Seeing as John Wood has done those awards for what seems like forever (I think he basically founded the music awards), this is a fairly tectonic shift, akin to replacing Johnny Carson with Dave Letterman. (Oh, wait, that didn't actually happen. But you get my point.) Nothing is official on the NAPPA website (they don't have their 2009 judges list posted), but that's a big deal.

And an even bigger deal is his newly-created label Happiness Records, which features a distribution deal with E1 Entertainment. Besides re-releasing the A World of Happiness compilation Hyams produced, his new "Kidzapalooza Kollection" will feature songs from folks who've played the Kidzapalooza and Austin Kiddie Limits stages (the Kidzapalooza Collection Vol. 1), and new albums from the School of Rock All Stars and Secret Agent 23 Skidoo.

Now, I must say that I don't quite see the market for a collection of songs from (comparatively) unheard bands slapped with a Kidzapalooza label. Don't get me wrong -- it'll be a fine compilation. I just don't think it'll sell well. (And spelling "Collection" with a "K" is almost as bad as pluralizing with a "Z," though the Kidzapalooza name has a relatively long-lived history.) But releasing an album by Secret Agent 23 Skidoo and hopefully giving it better distribution? That is first-rate.

If Hyams starts ballooning around the world, though, then I think it may be time to stage an intervention.



Worn Free @ the Grammys: Tor Meets Elvis



With all the **Grammy** postmortems about **Taylor Swift's** flat notes, **Lady GaGa's** smudges or **Pink's** high-wire act, we're delighted to show you a red-carpet clip from another corner of the awards show.

That's producer [Tor Hyams](#), Grammy nominee for Best Musical Album for Children (*Great Day* by Milkshake), on the left; he sports our **John Lennon** [Working Class Hero](#) tee.

And on the right? None other than one of the greatest songwriters alive, the legendary **Elvis Costello**. In case you haven't been keeping track, Elvis has been hosting a wonderful Sundance Channel series called [Spectacle: Elvis Costello With ...](#), " in which he chats and sings with music legends like **Elton John**, **Bono** and **the Edge**, **Bruce Springsteen**, **Smokey Robinson**, **John Prine** and many more. He's also been delving into every kind of roots music you can imagine.

They may not be working class, but these two dudes are doing the kind of work we can get behind. Even if it doesn't involve a trapeze.



TOMORROW HAPPENS HERE.

Music Speaker Spotlight: Grammy Nominee Tor Hyams



SXSW 2010 Music Panelist [Tor Hyams](#) can now add *Grammy Nominee* to his long list of accomplishments.

[Milkshake](#)'s album *Great Day* has been nominated for a [2010 GRAMMY® Award](#) in the **Best Musical Album for Children** category, so Milkshake and Tor Hyams as a producer eagerly await the Sunday night results. Good luck to you!

Tor created [Kidzapalooza](#) as a family music fest within Lollapalooza, produces [Austin Kiddie Limits](#), co-founded [Kindiefest](#) The Family Music Conference, and launched his family music label [Happiness Records](#) with E1 Entertainment last year.

Tor is moderating the SXSW Music Panel [Jumping into the Kiddie Pool: Diving for Dollars by Playing for Kids](#) on Friday March 19th, 2:00pm at the Austin Convention Center. He will be joined by **Daniel Brindley** (pictured left), owner of [Go Team! Music](#), and a few other experts at the forefront of this niche. With a good marketing plan, frequent touring, and merchandise, musicians and venues can dive for dollars in the kiddie pool. Come on in. The water's warm!

Photo: Tor Hyams, Founder, Kidzapalooza.

Kids Music: Back at SXSW 2010

Well, it's been a presence at the [last couple](#) SXSW conferences, and it'll be there again this year, as a set of panels for the [2010 South By Southwest Music Conference](#) was [announced today](#), officially confirming "[Jumping into the Kiddie Pool: Diving for Dollars](#)" as being in the mix. [Tor Hyams](#) is heading up the panel, which will answer questions such as... What venues are booking kids acts during the day and grown up acts at night? What sponsors are paying for the kid's venues? What are the Imagination Movers *really* like on tour?

OK, maybe not that last one. In any case, I'm expecting Tor and Karen Rappaport McHugh (who's also helping put together the panel) to assemble a good list of panelists. Should be fun.

(Also kids-music-related to that list of panels: Andy Adelewitz, who does PR for the Sippy Cups, will lead a panel on "The Future of Music PR." And Holly George-Warren, noted rock journalist who happens to be the wife of Robert Burke Warren AKA Uncle Rock -- does that make her Aunt Rock? -- will lead a panel on "Women Write Women's Experiences in Music.")

That's What He Said...

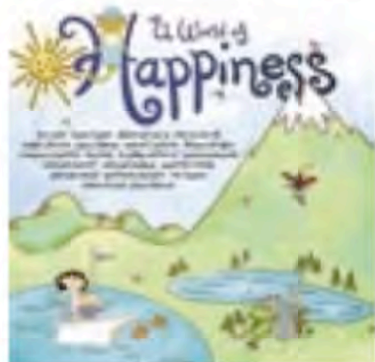
Tor Hyams is the creator of Kidzapalooza (the family stage to the Lollapalooza Festival), a prolific record producer (Joan Osborne, Edwin McCain, Perry Farrell) and has scored dozens of feature films and television shows. Tor offers his take on the current trends in family music.



Our generation is witnessing a movement ... the birth of a genre. Call it a revolution similar to the punk rebellion of the 1970s. Family music is where it's at. At the movement's core is an overwhelming desire for families to buy music filled with positive non-patronizing messages, great hooks, and rockin' guitars! The Beatles were probably the best kids' band ever, simply because they sang about love. As a dad, if my children have love, my job is done. What better message than love would you want for your children?

With acts like Dan Zanes (Formerly of the Del Fuegos), Jack Johnson (see Curious George), and artists that play on our Kidzapalooza stage like Slash, Ben Harper and Jane's Addiction front man Perry Farrell (my BFF), family music is taking over. The reason is simple: Rock stars are parents, too. It seems like they're all having kids. The first thing a rock star wants to do after having a child is make music for his child. It's just natural. More so, now it's cool. Family music is not about hairy-legged women with acoustic guitars, weirdly named folk singers or purple dinosaurs. It's about sonically sophisticated, high quality musicianship and thoughtful lyrics – as all music should be.

If Perry Farrell can play Porno for Pyro's songs (yes, he took out the inappropriate language) at Kidzapalooza, anything goes! It's the summer of love, just without the sex and drugs. More so, it's something your whole family can experience together. What could be better than that?



◀ **A World of Happiness is an award-winning, star-studded album of original music and amazing performances produced by Tor, himself. It is available everywhere CDs are sold, so stop reading this and go buy it! www.aworldofhappiness.com**

[Twista meets ladies who lunch at Happiness Club fundraiser](#)

Posted by Shia K. at 3/16/2010 7:19 AM CDT on Chicago Business

A benefit for the [Happiness Club](#), a Chicago non-profit that trains kids in the arts, was as eclectic charity gala as you're ever going to see — think rapper **Twista** meets ladies who lunch.

A silent auction with all the usual sports memorabilia like baseballs signed by **Ryan Dempster** (Cubs) and **Gordon Beckham** (Sox) and a Winter Classic framed photo signed by **Patrick Kane** and **Jonathan Toews** of the Blackhawks. But it also had "Panty of the Month Club from G Boutique."



Twista

Tor Hyams, a music producer, songwriter and co-founder of [Kidzapalooza](#), the children's section of the annual Lalapalooza summer mega-concert, was the honoree.

"I like what they stand for. It's about putting differences aside and realizing we have so much in common," he said before performing "Blackbird" on a keyboard.

The menu for Sunday evening's family-friendly party included Vienna Beef hot dogs, Lou Malnati's pizza and Eli's cheesecake.

And the entertainment came in a performance by Happiness Club members themselves.

"It's just a great time every year," said **Doug Wertheimer**, whose Wertheimer Box packaging company was among the sponsors.

Other guests included **Charles Guengerich**, president of Wright College; **John Wozniak**, president of Harold Washington College; **Jill Takiff Hirsh**, chairman of the board of First Bank of Highland Park (and daughter of the late Sandy Takiff, vice-chairman of the Bulls); and **Howard Tullman**, president and CEO of Flashpoint Academy.

Most memorable, though, was seeing Twista pose for pictures with author **Sherrill Bodine**, a regular with the ladies-who-lunch crowd, and **Laurie Davis**, owner of LuLu's at the Belle Kay boutique.



Producing Music for Families (Tor Hyams / Dean Jones)

I can't remember when I first realized that producing kids music was a new sub-specialty I wanted to investigate, though it couldn't have been hurt by the kids music production panel at this year's [Kindiefest](#). But more significantly, it just seemed to me like in the past year, more artists were securing help in recording their albums, and I was curious why that might be happening.

I spoke with a couple of the producers on the panel, [Tor Hyams](#) and [Dean Jones](#), last month, prior to their panel in Brooklyn about producing albums. Hyams has produced kids albums by Frances England, the Okee Dokee Brothers, and Lunch Money as well as Milkshake's Grammy-nominated **Great Day** and his **A World of Happiness** compilation. (He's also produced albums for Lou Rawls and Joan Osborne, among others.) Jones' producing credits include 5 albums for his band Dog on Fleas, 2 solo disk, Uncle Rock's **The Big Picture**, and the forthcoming benefit compilation **Many Hands: Family Music for Haiti**. He's also done work for various film, stage, and TV projects -- "an awful lot of awful work for awful TV shows," as Jones jokingly puts it. They have as much broad background as any as producing albums for families these days.

Zoogobble: What do you actually do as a producer? Does that differ from project to project?

There is no single answer, and, yes, that varies from project to project. Jones notes that "the term 'producer' is a loose one - I might do exactly the same thing for 2 different artists and be called a producer on one of the records and engineer on the other."

Hyams says,

"I typically do everything from helping to finesse the songwriting, advising on song arrangements, sitting in on band rehearsals to determine sounds and arrangements, booking the recording studio, hiring musicians (if needed), planning out the recording (the order of tracking based on number of days, overdubs, etc). Once in the recording studio, I acquire all the right sounds, from getting the right amp sounds for guitar and bass to choosing the right microphones for acoustic based instruments and vocals. During the actual recording or 'getting takes,' I will often comment and advise on performance (suggest a better or different way to play a part, come up with parts on the spot and work with the musician to execute those parts), all the while making sure the recording is sonically rich and, ideally, doesn't sound like anyone else. All in all, I like to help create the sound of a band/artist or, at least, bring something new to the table the artist has not produced before. The ultimate goal of producing for me, though, is to serve the singer and the song, to make the best sounding recording available given the performers.

While Jones' response isn't as technical, he makes the same point -- he serves the artist:

"I think ultimately a producer should have the overall vision of a recording project in mind, and help the artist make a great record. It really can differ from project to project. A producer may be making decisions as to what songs an artist records, or have no say in that at all. Some producers have their own "sound" that they apply to every record they do, and others try to make themselves go unnoticed.

In the producer role, I like to hear what songs an artist wants to record, and try to hone in on an overall mood and sound for the record. Should it sound loose and homey or full and layered with lots of instruments and sounds? I try to find what will make each song reach its full potential."

Hyams notes that because he's been a professional recording artist, he's "been on both sides. Musicians seem to like that I can hear when they play a wrong note or chord or comment on intonation issues (maybe not the tenth time, but certainly at first!).

And Jones' work on compilation disks such as **Many Hands** is another beast entirely: "It's more about emailing and waiting for emails than making music. I can see why I don't like very many compilation CDs. It's easy to be

lead away from one's original vision. You have very little control. But I must say, with the **Many Hands** CD, I held on to a belief that the musicians would come through and be on the mark, and I was pleasantly rewarded!"

Is there a difference between producing kids' albums and albums for adults?

Yes and no, Jones and Hyams differ a bit here. Jones says, yes, that the main thing for him is "keeping them short and exciting -- kids are very receptive listeners, and they don't need to be hit over the head with tons of aural information. Too many layers of instruments and not enough breathing room will tire kids' ears out. (Mine too!!)" Hyams initially says no -- "I only know how to produce a great album to the best of my abilities and the capabilities of the act/artist" -- but subsequently notes that he is "somewhat more careful to bring out the lyric in a kindie-oriented album since kids really like to hear the lyrics so they can sing along." Another difference Hyams points out is that he's "not usually faced with issues of being or sounding 'cool' when it comes to a kids' album. Everyone on those projects just seem to want it to be pure and have good energy."

What was your favorite producing experience -- not your favorite album, just what was the best experience (kids or adult)?

Hyams recalls producing Lou Rawls, describing it as a "huge high" in his career, but also surreal: "I remember sitting at the recording console when I was producing his vocals and, for the first time in my career, I wasn't concentrating on sound or gear or anything. I was just having a great time listening to this magical performer. Then, as if I was separated from myself, I looked over at the engineer and exclaimed 'Wow, that guy sounds exactly like Lou Rawls!'"

Hyams also credits producing Edwin McCain with changing him as a producer:

I went in, as I used to do with every album project, ultra prepared. The arrangements were done, the players were hired (including Ivan Neville!), and the studio was set. I had never been this well planned to that point. Then, Edwin said 'let's just try some stuff and see how it goes.' Basically, he threw out all my plans and only said 'I want this to be a dirty southern soul album. I want to feel like I need a shower after listening to this album.' That statement changed my life. I tossed all my preconceptions and just went along for the ride. It was a great ride! I truly learned the lesson of open-mindedness on that album. It's one of the best albums I've ever worked on."

Jones mentions Uncle Rock's recent release, **The Big Picture**, "banging around ideas and being really open and creative with the process." Jones did a lot of the mixing by himself and then had Uncle Rock come in to listen. Says Jones, "I like the freedom of experimenting on my own, and then having the reality check come later."

What is some of the advice you give to the artists you work with?

The producers offer advice both practical and philosophical. Practically speaking, Jones suggests that artists "find 3 or 4 songs that work really well together and build an album around them; if the other songs you have don't work with them, write more." Hyams advises that artists "practice [their] ass off before [they] even book the recording. When a musician knows their material inside and out to the point where they don't have to think about it anymore, it makes for the best recording because the artist becomes detached from their creation. They approach it in a way that is free from any previous precious feeling they had about their song or their performance."

As for the philosophical side, both producers have similar takes. Jones notes, "Stay loose. Have fun. It won't sound fun unless you're having fun." Hyams seeks energy in performances that translates to listeners -- "Savant musical talent is great, but honesty and authenticity of a performer is much more desirable. Ideally, you get both!"

Also, Jones comments on the difficulty of working with others. "I think it's good to ask yourself if you will want to hear the music you are making in 5 years, or 10 years. I find that it's easy to be butting heads with people over ideas that have no relevance to you a month or more later." In some way, this advice echoes Hyams when he says that the artists should "only concentrate on the process of performing and recording, not on the end goal or what happens after."

Has producing become easier for you over time?

It's amusing to me to see how the answers from Hyams and Jones echo each other here. They both talk technology, with Hyams saying that since "technology is constantly in flux and evolving, there is always a new piece of gear to consider and a different way to make something sound good, weird or beautiful." Jones admits to missing his tape machines, which he hasn't used for a couple of years -- "they make recording easier in some ways... or maybe not." Jones also says he enjoys mixing now, which he used to "struggle" with.

But both producers say that it's philosophical approach to producing that has made things easier. Hyams says that because he loves producing music, "it's never difficult -- challenging, yes, but difficult, no." He notes that the greatest part of his job is he gets to learn on every project: "When I feel like I've been through it all, something happens that proves I still have so much left to learn. So, in a sense, it does get easier, but it's less the 'job' and more the 'letting go' that gets easier." Jones feels like

"it's gotten easier to look at the big picture and not get caught up in ideas and tools that just clutter up the vision, and things that don't stand the test of time. I really, honestly try not to think. Just let everything be spontaneous and inspired. Sometimes a brilliant idea doesn't hold up the next day, but I try to go with the feeling in the moment."

That's about as serendipitous a set of responses you'll probably hear about this subject...

OREGON MUSIC NEWS

[No more purple dinosaurs...](#)

by [Dot Rust](#) on June 19, 2010



Kindie artist Brady Rymer and the Little Band that Could

When you say “kids’ music” you think...what? Boring? Insipid? Dumbed-down? Annoying? Simplistic? Uncool? Excruciating? Annoying? Embarrassing? Really – no, **SERIOUSLY** *annoying*. Right?

Well, a decade ago you wouldn’t have been far off the mark unless you were a *very* hip parent who happened to have stumbled upon some of the early innovators now enjoying the large-scale emergence of some of the coolest music for families you’ll hear anywhere.

That’s why Oregon Music News is changing this section from “Kids” to “Family” music. It’s not about the annoying stuff any more.

Right now in the US, there’s a movement going on. Haven’t heard of it? You will. And not from the likes of the house with mouse ears or a big purple dinosaur.

I’m talking about the Kindie music movement happening all over the US, whose adherents are independent artists who have gotten together and formed a loose coalition in order to support each other and foster greater support for their art.

Their art just happens to be music for families. Not just kids – the whole family. This is music that everyone in the family can enjoy and which becomes part of the fabric of the shared experiences of the family, just like the music we as adults listen to becomes the personal soundtrack for our lives.

And what if our soundtracks are as diverse as we are? No problem. Kindie music is that diverse, too. This movement spans all musical genres: Rock, Hip-Hop, Jazz, Pop, Soul, R&B, Folk, Roots music, Classical and all the alt variations thereof.

It's not just about learning to count or learning the alphabet, or simplified nursery rhymes with 15 verses and no bridge (and really – how annoying is *that?*). It's about life all around you, growing up today, not 50 years ago, with all that entails, in the musical style we adults and older siblings like.

I'm talking about artists who you actually might know as something other than children's artists, too. Artists like Barenaked Ladies and Jack Johnson and They Might Be Giants to name a few. But they're mainstream artists with major labels and national distribution. These artists grab a lot of attention because they have the backing of deep-pocketed labels and distributors, or they're featured in a major movie soundtrack or on a kids TV network.

The artists whom you might not know about are doing family music and mostly going it on their own (making them indie), which gives rise to the moniker "Kindie" (Kids + indie = Kindie). Some have better distribution than many, like [Dan Zanes](#) (who used to front a band you may know about called the Del Fuegos); Ralph Covert, who's known by kids and their families as [Ralph's World](#), who came to attention originally with the band The Bad Examples, and who sells out at the Ravinnia Festival in Chicago on a regular basis. Guys like [Brady Rymer](#), who toured for 13 years with the Roots/Rock band From Good Homes and shared the stage with the likes of Bob Dylan and Dave Matthews, and tours now as Brady Rymer and the Little Band That Could.

Watch "Dance Around" by Ralph Covert:

Then there are the artists who still have their feet firmly planted in the grownup side of things but who see the value of adding family-friendly titles to their labels – artists whom you might be surprised to find have a family album, like Indie Jazz greats Medeski, Martin and Wood, whose album *Let's Go Everywhere* is one of my personal favorites, or Verve Pipe, whose *A Family Album* is one I listen to just for fun. These fall into the category of "Who Knew?". And more artists are finding out what I've known for the last five years or so: currently family music is the *only* genre enjoying growth in a treacherous and ever-changing music business.

There are literally hundreds of other artists, like Northwest favorites [Johnny Bregar](#), [Recess Monkey](#), and [The Harmonica Pocket](#), newcomer [Matt Clark](#), whose album *Funny Little Fella* is reviewed [here](#), as well as [Lunch Money](#), [Elizabeth Mitchell](#), [Secret Agent 23 Skidoo](#), [Robbert Bobbert and the Bubble Machine](#) (Robert Schneider of Apples In Stereo), [Debbie Cavalier](#), [Jim Cosgrove](#) (better known to kids as [Mr. Stinky Feet](#)), [Trout Fishing In America](#), [Bill Harley](#) (a frequent visitor to Portland), [Frances England](#), [Daddy A Go Go](#), [Key Wilde and Mr. Clarke](#) – I could go on for days – whose work over the years and most recently, are capturing the ears and hearts of families everywhere.

In short, the music they make appeals to parents and older siblings and is also age-appropriate for the youngest family members. This music isn't any of the words in the first paragraph of this article. This stuff rocks.

The music business being what it is, which is nothing resembling what major labels and distributors wish it continued to be in the good old days, and which they've resisted with heels-dug-in, kicking-and-screaming alacrity, forces Indie artists of all stripes to go it on their own.

Enter: Tor Hyams, Bill Childs and Stephanie Mayers. This powerhouse trio has taken it upon themselves to alter the landscape and change the game. Tor Hyams, who has produced albums with artists like Lou Rawls and Joan Osborne, is the driving force and head protagonist of [Kindiefest](#), Austin Kiddie Limits (which runs concurrent with the Austin City Limits Festival), [Kidzapalooza](#) (the family music festival running concurrent with Lollapalooza) and is a major force for the inclusion of family music panels and performances at SXSW.

Watch the video preview of Kizapalooze 2010

Kindiefest is a coalition of indie artists, kids radio hosts, influential family music bloggers, publicists and PR types (Portland's own Beth Blenz-Clucas is a member), booking agents, producers, promoters, venues, festival organizers, managers, labels, and much more.

The mission of Kindiefest is quite unique in the music business. It exists to support and promote family music throughout the US in a non-competitive, mutually supportive way. It accomplishes this for most of the year via a social network online. Members can interact, share, discuss issues and topics like marketing, tour routing, fees, etc., plan gigs, encourage each other and meet up in the virtual and real worlds, much like any other social network like Facebook, LinkedIn and others. Except it is specific to their niche, which is one that presents challenges that no other genre encounters.



And it's truly a love-fest when they get together in the real world, as they have done in Brooklyn for the last couple years at the annual Kindiefest conference.

Kindiefest is a few days of panel discussions, covering everything relevant to being an independent artist in a niche genre in the biggest, most competitive music market on the planet (that would be the U.S.). Most of the discussion deals with the same thing that non-family artists deal with: Marketing, booking, recording, promotion, getting found by wider audiences, touring. But family music has special considerations to take into account: namely, it's a struggle to be taken seriously. Luckily, the quality of music coming out usually changes the hearts and minds of even the staunchest critics and naysayers of family music.

Attendance at the first Kindiefest (at which I participated as a panelist) in 2009 was standing-room-only in a small venue in Brooklyn, which prompted Hyams, et al to transfer to a larger venue for this year's Kindiefest. I didn't attend this year, but I understand it was also near capacity and very well received. Dan Zanes, a pioneer promoter of family music and a major artist in the genre gave the keynote address.

A trade-only showcase and a public concert were huge successes this year, as well.

Check out some clips from last year's conference:

[Kindiefest 2009](#)

Check out Recess Monkey at Kindiefest 2010:

[Recess Monkey at Kindiefest 2010](#)

Next year's conference will no doubt be even bigger, given the avalanche of new members to the Kindiefest social network just after the conference.

Which bodes well for Kindie music overall. As society in general evolves around the new power of social networking – instead of just being a hobby and a way to stay in touch with distant friends and relatives, businesses and artists are finding the enormous reach and leveraging power of them – so too will so many niche artists find and create their tribes.

If you want to check out some great resources for kindie music, start with a few of the most influential bloggers about kids music:

Warren Truitt has a blog on About.com, the [Kid's Music Guide](#), as well as his own blog, [Kid's Music That Rocks](#).

Stephan Shepherd's popular, hugely influential and up-to-the-minute-current [Zooglobber](#).

Bill Childs' [Spare the Rock Spoil The Child](#), which is a blog associated with his family music radio show on 93.9 The River in Brattleboro, Vermont.

And Jeff Bogle's [Out With The Kids](#) blog and [website](#).

Check it out, then go to your favorite local retailer and support these artists. If they don't carry what you want, ask for it. Failing that, get involved directly with the artists – and let them know you want to see them live. It's easier than ever to contact and support these artists directly – and they'll absolutely love hearing from you. Portland is a notoriously hard town to book, but if artists know there are audiences waiting for them to come to town, venues will take notice and take kids and family music seriously.

Go ahead – check it out – believe me, annoyed is the last thing you'll be. More like delighted and inspired. Just sayin'.

New Milkshake Album Will Arrive. Once They Start Working On It.

It's been awhile since the 2007 release of *Play!* the last full-length from Baltimore band Milkshake. Which isn't to say they haven't been keeping busy doing various things (I, for one, was amused by the Milkshake comic book they put out), but, y'know, living on the other side of the country as I do, I tend to be less interested in the live shows.

But in their latest newsletter the band says they've been "hard at work writing and rehearsing as we prepare to record our fourth CD next month." They say that the CD will focus on and be "inspired by all kinds of things 6 - 9 year-old kids might find themselves thinking about." Most intriguingly is the news that the CD will be produced by music veteran Tor Hyams. The selection of Hyams, who we recently noted was working on producing the Paul Green School of Rock album promises to give the release a little bit of an edge. Although the band has many charms, few would accuse them of being particularly far along the "edgy" spectrum.

For those of you interested in one of their songs for the under-6 crowd, here's what might be my favorite video off their *Screen Play* DVD:

MARCH 20, 2009: MUSIC

SXSW panels

BY DAN OK

Photo by Sandy Carson

The Underdogs: Living Large on Kids Music

Austin Convention Center, Friday, March 20



While Disney dominates the retail market for kids music with properties including *They Might Be Giants*, hipster parents are creating a new genre of "family music" that should look to punk as a model for attacking the establishment. That's according to Tor Hyams, who founded *Kidzapalooza* and schedules *Austin Kiddie Limits* at the *Austin City Limits Music Festival*.

"It's music parents can listen to 17 times in the car," Hyams explained, swerving to build a more inclusive message. "In my opinion, the best kids band ever was the Beatles, because they sang about love. And what else would you want to teach your family?"

According to panelists, who included veteran Disney A&R man Ted Kryczko, with retail sales crashing and the Web allowing those same hipsters to access entertainment, it's touring acts as much as television stars that make money in the brave new economy. "After 15 years struggling as a serious songwriter in bands, it surprises me how quickly this has taken off," said musician Adam Levy, whose children's act *Bunny Clogs* is a study in contrast to the soul band he plays in called *Hookers & Blow*. (He was also a SXSW showcasing artist with the psychedelic folk-jazz of the *Honeydogs*.) "I'm going to have to change that name if I am going to have any credibility in kids music," he joked.



[Interview with Tor Hyams, co-founder of Kidzapalooza – Part 1](#)

Sun, Sep 26, 2010



Last month, I met up with record producer, [Tor Hyams](#) to talk about his ingenious idea of “[Kidzapalooza](#)“, the family stage at [Lollapalooza](#).

This is Part 1 of our interview. Tor’s daughter and “Co-Emcee” of Kidza, Sydnie, joins us (did I really call her a “secretary”?). I love getting the perspective of someone who gets to experience this awesome festival (Lollapalooza) from behind the scenes, like Sydnie does. Let’s hear it for cool kids and cool parents!

In part 1 of our interview, Tor talks about how the production of the [The Patience Bossa](#)* video (directed by Gary Oldman), which stars Perry Farrell (of Jane’s Addiction and Porno for Pyros fame) and Deborah Harry (of Blondie fame), lead up to his random thought of Kidzapalooza and how he made it a reality.

Perry and Deborah’s collaboration of The Patience Bossa is on the album “[A World of Happiness](#)“, produced by Tor.

Note: I have had the most ridiculous time with this video. I have tried program after program to edit out the goofy interviewer (eh-eghm...that’d be “me”) but haven’t had much success after computer’s crashing and software programs not doing what I want them to do. Here’s hoping for more creativity with parts 2 and 3.



Keith Spera *The Times-Picayune*



AUSTIN--During a South By Southwest Music Conference panel on kids' music -- the preferred term is "family music" -- the Wiggles were often cited as an example of how to succeed.

But New Orleans' own Imagination Movers also factored into the discussion.

The panel's moderator prompted Walt Disney Records' Ted Kryczko to plug the

Movers, an act on the label. Kryczko described the Movers as "four guys out of New Orleans that survived Hurricane Katrina. A fireman, a teacher, an architect." He left out the fourth profession represented by the Movers, former journalist. Even a company with Disney's vast resources has a tough time securing display space in Wal-Mart and other retail outlets, Kryczko said. Since the Movers' TV show premiered on Disney Channel last fall, it has boosted record sales. "It's not a large number," Kryczko said, "but that number has doubled."

Overall, the market for kids', or family, music has blown up in recent years as "hipster parents" steer their kids away from the likes of Barney and Raffi. Panel moderator Tor Hyams founded the Kiddie Limits stage at the Austin City Limits Festival and the "Kidzapalooza" area of the Lollapalooza Festival in Chicago. In its first year, Kidzapalooza drew around 500 people a day. Five years later, in 2008, Hyams said, between 9,000 and 12,000 turned out daily. One day, Kidzapalooza closed out with former Guns 'n Roses guitarist Slash jamming on classic rock covers with Lollapalooza founder Perry Farrell. "The kids didn't know who Slash was," Hyams said, "but they knew Guitar Hero. When you told them, 'This is the guy on the box with the hat,' they freaked out."

Kids' music: the newest rock frontier

By CHRIS RIEMENSCHNEIDER, Star Tribune

Last update: March 21, 2009 - 9:45 PM

AUSTIN, TEXAS

He once landed a major record deal at the South by Southwest Music Conference, but Honeydogs frontman Adam Levy returned to the music industry's biggest bash last week with a new goal: To get the attention of 6-year-olds instead of the six-digit deals of old.

In an era when nearly everything in the music industry is dimming in value, kids' music is seen as a rare bright spot -- even at South by Southwest (SXSW), which is still a trend-setting bastion of cool for musicians and recording industry people despite the tumultuous economy.

This year, the Minneapolis rocker arrived with his first children's music CD, recorded under the Honeydogs-mocking pseudonym, "Bunny Clogs." Part of a wave of grown-up musicians retooling their sound for kids, the Bunny Clogs album might be a more promising commercial venture than the excellent six-song collection that Levy's old band also put out this month.

The Honeydogs landed a deal at the 23rd annual music conference in 1996 and returned on the company's dime with a hit album in 1997.

"We had the whole deal: Labels buying us fancy meals and throwing cocktail parties for us," Levy recalled of SXSW's bygone era, when corporate record labels ruled the scene.

Now kids are one audience that Levy and many others are wooing.

"The way the Sex Pistols and punk-rock rejected classic rock, today's indie kids' music is rejecting the Barneys and the Wiggles of the world," Los Angeles-based children's music producer Tor Hyams declared at a Friday discussion panel for SXSW's industry attendees, titled "The Underdogs: Living Large on Kids Music." Hyams talked about how kids' stages at the giant music festivals Lollapalooza and Austin City Limits have become big attractions. SXSW even put on a large

children's music event Saturday led by Austin's own Biscuit Brothers, who have a hit PBS TV show.

"A generation of cool musical people like [Levy] are having children, and they want to have cool music to share with their kids," Hyams said.

Referring to Levy's other rock group -- the infamously named one -- Hyams added, "How cool is it that a guy with a band called Hookers & Blow also now has a kids' CD?"

Hanging out on Austin's hip drag South Congress Avenue before the panel, Levy said he had started toying around with kid-friendly music six years ago simply as a fun activity with his two daughters, Esther and Eva, now 10 and 8.

"It's as much my kids' project as mine," said Levy, who also had his son, Daniel, 18, design the artwork for the CD.

As the bottom fell out on the recording industry over the past five years, Levy grew to admire the success that his Chicago-based friend Ralph Covert enjoyed with his popular Ralph's World CDs.

One other Twin Cities musician, singer/songwriter Haley Bonar, also had discussions at SXSW about producing a kids' CD -- and she's not even a parent. Like Levy, she said she finds that writing children's music offers a different kind of creative satisfaction.

"It's fun to kind of let go and write songs from the perspective of what the world was like before it was poisoned by adulthood," Bonar said, poking fun at her plethora of downer songs.

Other well-known rock and pop musicians who have enjoyed recent success with kid's music CDs include St. Louis Park native Peter Himmelman, Jewel, Lisa Loeb, They Might Be Giants and Del Fuegos singer Dan Zanes. Himmelman even won his first Grammy last year with one of his discs, "Green Kite."

Not only are these acts selling a lot of CDs this way -- tens of thousands, which is profitable for independent albums -- they're also enjoying success on the road, oftentimes playing afternoon kids shows along with their usual evening sets.

"The kids crowds are tough, because you have to keep them thoroughly entertained or else," said Levy, who performs again as Bunny Clogs at the Cedar Cultural Center on April 18.



Rockin' in the Wee World

What does the kids' music market look like these days? What is kids' music? This was the central question of the Rockin' in the Wee World panel Friday afternoon, featuring local kids' music maven (and solid folkie in her own right) Sara Hickman; the Trachtenburg Family Slideshow Players; Tor Hyams, the mastermind behind the

Kidsapalooza and Austin Kiddie Limits stages at Lollapalooza and Austin City Limits festivals, respectively; and Karen Rappaport McHugh, who organizes the kids' stage at the Stagecoach country-music festival in California.

The answer? Everything from Syd Barrett's "Effervescing Elephant" to the Beatles to, gulp, Hannah Montana (jury's still out on that one). What we do know is that there are artists out there, like Hickman, who are "interested in making the world a joyful, peaceful place" and feel "responsible for what we put out and what we want to say to our children and our neighbors' children." The goal, ultimately, is to engage the parents and children together and inspire them to make music as a family unit. "It's about being together," said Tina Trachtenburg, "especially families." "And that's a family value," continued Hyams, "contrary to what our president considers a family value."

Happy Spring

From Milkshake!



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Hi, Friends!

Milkshake has spring fever, and we're feverishly busy with lots of new and exciting projects. We're also very excited about a new award from Parents' Choice, an upcoming radio interview on WYPR and one of our biggest hometown shows ever. Read on to find out more, and enjoy the blossoming new season :)

xo,

Lisa, Mikel, Cord, Tom, Brian & Shepp...

The Milkshake Band

A New CDI

We've been hard at work writing and rehearsing as we prepare to record our fourth CD next month. In keeping with our Milkshake philosophy of growing with our children, many of the songs on CD#4 will skew a little older, inspired by all kinds of things 6 - 9 year-old kids might find themselves thinking about. The CD will be produced by music veteran Tor Hyams (Joan Osbourne, Disco Biscuits, Edwin McCain), and recorded in our beloved Baltimore. Stay tuned :)

The State

ROAD TRIP:Lunch Money, the indie-pop kids band, will be packing lunches and hitting the road this summer. Recently the band announced it will play Kidzapalooza, the Lollapalooza kids stage. Lollapalooza will be held Aug. 7-9 in Chicago.

It gets better: Tor Hyams, the kids stage organizer and a producer who has worked with Joan Osborne and Lou Rawls, wants to work with Lunch Money.

“He wants to produce our next CD,” said Molly Ledford, the band’s singer and guitarist. “He’s going to come to Columbia and record us.”

Lunch Money, which will perform on the Austin City Limits kids stage in October, has been on a roll since being featured on NPR’s “All Things Considered” in March.

Interview: Molly Ledford (Lunch Money)



What's next for the band?

Well, thanks to this crazy thing where this guy reviewed us on NPR, we got some good momentum that we are trying to maintain. Luckily we were already lined up for Kidzapalooza and The Austin City Limits Festival, so that helped the look of the ol' Lunch Money timeline, and our new friend Tor Hyams is coming to visit in November to produce our next album. I have booked the studio time. The gauntlet has been thrown down.

Family picks

BY SARAH LINDENFELD HALL - Staff Writer

Plenty has happened since Lunch Money, the South Carolina-based indie-pop kids music group, was in the Triangle in winter 2008.

The trio released its second CD, "Dizzy," in January. Stefan Shepherd, a UNC-Chapel Hill graduate and dad who runs the popular kids' music Web site zooglobber.com, plugged "Dizzy" on NPR in March, launching it to the No. 1 children's CD on iTunes and No. 37 on Amazon.com for a time.

A third CD is scheduled to come out next year. L.A.-based producer Tor Hyams, who is behind Kidzapalooza and Austin Kiddie Limits, has signed on to produce it.

And the group is scheduled to play across the country at some major festivals, including Kidzapalooza, part of Lollapalooza in Chicago, in August and the Austin City Limits Festival in October.



Kidza Rock!

Wednesday, June 17

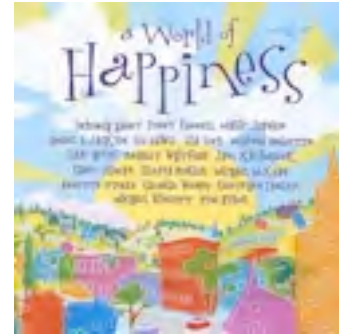
Kidza rock yet again at the annual 3 day summer music festival, Kidzapalooza, in Chicago at Grant Park Aug. 7, 8 and 9.

This year's festival debuts several new events, including skateboarding and comedy workshops, and reinstates stalwart activities like hip hop and breakdancing.

To hear about this unbelievably fun, hands-on multi-palooza music experience, MommaJam turned to Kidzapalooza co-founder Tor Hyams. Tune into the podcast above to get buzz on the show and a full listing of the cool musical acts you'll see. For more information, go to Kidzapalooza.com.

If you've been following Kidzapalooza or always wished you were there, you can now buy the first-ever Kidzapalooza Vol. 1 music CD, which features some of the

songs sung by the family acts and indie superstars at the event. And, bonus: at the end of this podcast, you hear “In the Details” by Lisa Loeb, which is a track on this new CD available on Amazon.com, iTunes and bricks and mortar CD stores nationwide for about \$11.



Tor also gives an update on his ultra-creative music CD, World of Happiness, which is available with more songs and an activity book through Amazon.com for about \$24. World of Happiness blends colorful, sometimes wacky voices and characters with messages that kids embrace and will want to listen to again and again. Celebrities you'll recognize, like Lisa Loeb, Samuel L. Jackson, and Debbie Harry, sing the songs that make kids laugh and smile.

Tor Hyams is a joy, and this podcast is packed with kidz stuff with an edge. Life with kids is an adventure, and it's much more memorable with music.

Thanks for listening to MommaJam. Rock on!

Bonus Music: "In the Details" by Lisa Loeb from new Kidzapalooza Vol. 1 CD at the end of this MommaJam Podcast

Interview: Tor Hyams

I've been sitting on a bunch of interviews from my trips to Austin last September. With the music world once again congregating in Austin for SXSW, it's high time I transcribed and shared them with you.

Given the South By Southwest connection, I thought it appropriate to kick things off with [Tor Hyams](#), who will be speaking at a [kids music panel](#) at SXSW Friday.

Among the many roles that California-based Hyams has is producing the [Kidzapalooza](#) stage at Lollapalooza and the [Austin Kiddie Limits](#) stage at the Austin City Limits Festival, not to mention the [Little State](#) stage at the Big State Festival. It was backstage at ACL 2007 that I caught up with Hyams and talked about producing those events and his thoughts about the future of kids music festivals.

Zoogobble: What's been the best part about the Austin Kiddie Limits stage?

Tor Hyams: The best part about the Austin Kiddie Limits is, I have to say, Austin. People are really different. There's no airs about anybody, they're very open and honest and willing to have a good time, and that makes what we do a lot easier.

You produce Kidzapalooza, Austin Kiddie Limits, and the kids stage at the Big State Festival. Big State is more country, while the other two are more rock. How did you decide who you would try to get for Kidzapalooza as opposed to Austin Kiddie Limits?

In Kidzapalooza, we go a little harder-edged. It's just a different energy to that place than here. This is more of a roots-rock kind of energy, where Kidzapalooza is more of a hard-rock kind of energy. Some bands fit into both, like the Sippy Cups. Some bands don't work in both. For example, we had the Blisters, Jeff Tweedy's son's band, at Kidzapalooza, but they're from Chicago, and they're kids. It would've been hard to get them out here. I think they would've done well here, but it's just a different thing. So it's really who fits more the roots-rock mold or even country crossover acts do well, but Austin's such a dynamic city that I think you could any kind of act on stage here and it would work.

I saw a quote from Charles Attal, the head of C3 Productions who sort of described the festival circuit as a land grab -- there are a lot of opportunities in a lot of other places to establish these festivals. Do you think a kids stage is something C3 or other entities would be looking towards doing?

Yeah, it's something I'm looking towards doing right away, especially with the Kidzapalooza brand, if not both. Obviously, Kidzapalooza would be a little easier to transport because it doesn't have a city's name in it, but Austin Kiddie Limits is a great brand and it could easily travel. In fact, in a way the kids idea could move even faster than the grown-up idea. There's less at stake, the ticket prices aren't as high -- parents just like going out and seeing great music.

Interview: Tor Hyams

The difference in what we do here and at Chicago is that we have legitimate recording acts on stage. Whether they're signed or not, it doesn't matter, but are they playing real music for the whole family as opposed to dumbing it down. So if you're dumbing it down, you're talking to the wrong people. We believe children are much more in tune and intelligent than grown-ups are because as grown-ups we forget a lot of this stuff, the purity of why we're here and what we're supposed to be doing.

James Murphy from LCD Soundsystem at his set on Friday said Austin Kiddie Limits was great because nobody in the audience is reading the blogs saying, 'That guy is over.' They're either crying and asking mommy to go home or they love it. Yeah, that's right, there's no hip factor to contend with. "Oh, they didn't play all their songs from their first album that we loved." It's really a pure place where it's really just about the music. The other thing about kids watching as opposed to teenagers or grown-ups watching is that you really have to be good. Kids don't care about who you are, what you're wearing, what the image is. They feel that stuff, the energy of the performer, and if you're not good, they'll walk away, they don't care. They get nothing out of it besides the purity of the music. Some of the main stage performers who come over here get a little nervous because they know that, just because they are whoever they are does not guarantee them an audience.

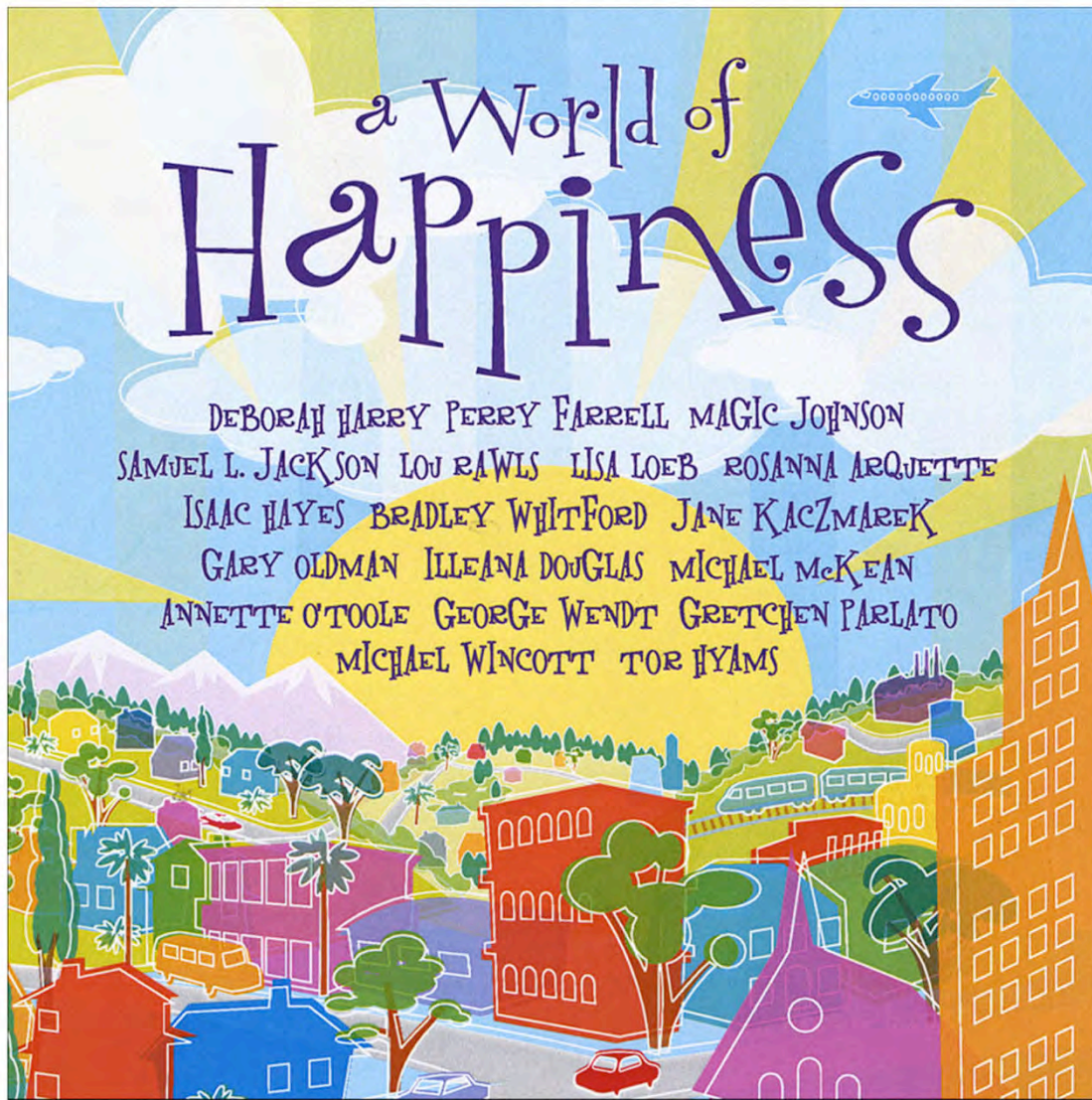
Do you go out to solicit the special guests, or do they come to you?

Both, really. This year, I went out to Big Sam's Funky Nation from New Orleans. I love them, and they agreed to play. But then you have Ziggy Marley, who asked us. It's really just got to be like that, because they're not getting extra money, we don't pay them. It's really got to be a labor of love. We're not as well funded as the other stages, obviously, and so if they want to do it, we let them do it, and we're happy to have them. It's wonderful for the kids and obviously it gives the parents something extra, too.

Any future plans, anything you're looking forward to doing?

I want to take Kidzpalooza on the road to several different cities, not the whole country, but several different major cities. This year is the biggest year we've done for Austin Kiddie Limits yet and I want next year to be better. Every year I think there's no way we can top that, but there's always a way. Whether it's just making parents more comfortable or whatever. Which is why I like working these things so much because it's always a challenge and that's what gets me going.

Spreading kindness ...one smile at a time



DEBORAH HARRY PERRY FARRELL MAGIC JOHNSON
SAMUEL L. JACKSON LOU RAWLS LISA LOEB ROSANNA ARQUETTE
ISAAC HAYES BRADLEY WHITFORD JANE KACZMAREK
GARY OLDMAN ILLEANA DOUGLAS MICHAEL MCKEAN
ANNETTE O'TOOLE GEORGE WENDT GRETCHEN PARLATO
MICHAEL WINCOTT TOR HYAMS

"the positive, kid-celebrating
messages and sunny spirit
...can't be beat."

- L.A. Times

"...quality children's music."

- NY Magazine

"A World of Happiness will
lift many children's spirits."

-Big Apple Parent

"...a CD that kids and their
hipster parents can both appreciate."

-Hollywood Reporter

"...loaded with wisdom
...much to love"

-Amazon.com

"This album is a gift filled
with surprises, love and
respect for children."

-South Florida Parent

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The 10 Best Children's CDs of 2004



7. [A World of Happiness](#) by Various Artists **Avg. Customer Review:** ★★★★★

Usually ships in 24 hours (March 9, 2004) **List Price:** \$12.98
Audio CD **Price:** \$11.99
You Save: \$0.99 (8%)

Amazon.com

Once a year (twice if we're lucky) a kids' record that merits grown-up buzz reaches the bins--in 2004 it comes early. *A World of Happiness* is star-studded (Deborah Harry, Isaac Hayes, Samuel L. Jackson), loaded with wisdom, and follows a can't-miss formula established by its legendary 1970s forebear *Free to Be You and Me*. Simply put, there is much here to love: Lou Rawls' dreamy, soul-drenched title track, Illeana Douglas and Gary Oldman's cut-up "Just Ask," and Magic Johnson's ironic, perfectly paced tale of trumping the odds in "Little Me." These lessons land softly on growing ears--5- to 10-year-olds are the perfect targets, but older and younger kids will latch onto certain tracks too--and, like the 70s set it was modeled after, the CD leaves listeners in a place that feels safe and lit by inspiration. Count on it sounding right to more than a single generation, and to be among the few in your collection you try to protect when an over-eager handler has just put down her peanut-butter sandwich. --*Tammy La Gorce*



a World of Happiness

Debuts on iTunes as the #3 downloaded Children's Album

Today's Top Albums

1. Dora the Explorer
Dora The Explorer
2. Yummy Yummy
The Wiggles
3. A World of Happiness
Various Artists

Today's Top Songs

1. The Rainbow Connection
Sarah McLachlan
2. Mahna Mahna
Cake
3. Electric Boogie (Slide)
Various Artists
4. Macarena
Various Artists
5. Fruit Salad
The Wiggles
6. Doggy (Who Let the Dogs O...
Raggs Kids Club Band
7. The Pirates Who Don't Do A...
Relient K
8. La La La Lemon
Barenaked Ladies
9. Twist and Shout
Various Artists
10. Shout
Various Artists

For Grown-Ups Too!

- A World of Happiness
Various Artists
- Catch the Moon
Elizabeth Mitchell & Lisa Loeb
- House Party
Dan Zanes
- For the Kids
Various Artists

Featured

- The Incredibles
- The Incredibles - The Remix EP
- The SpongeBob SquarePants Movie
- Shrek 2
- Shark Tale
- Finding Nemo
- Finding Nemo - Ocean Favorites
- Monsters, Inc.
- Toy Story 2
- Woody's Roundup
- Toy Story (Soundtrack from the Mo...)
- A Bug's Life (Soundtrack from the ...)
- Raven Music Mix
- Aladdin (Soundtrack from the Moti...)
- The Lion King
- Beauty and the Beast (Soundtrack f...)
- The Little Mermaid
- Tarzan
- Pocahontas (Soundtrack from the ...)

and 7 of our songs were in the Top 100 downloaded songs

Today's Top Songs

1. For the Kids
Various Artists
Partial Album
\$0.99 BUY SONG
2. Good Tunes for Good Ti...
Various Artists
\$9.99 BUY ALBUM
3. Unleashed
Raggs Kids Club Band
\$9.99 BUY ALBUM
4. Yummy Yummy
The Wiggles
\$9.99 BUY ALBUM
5. Veggie Tales: Veggie Ro...
Various Artists
\$9.99 BUY ALBUM
6. Dora the Explorer
Dora The Explorer
\$9.99 BUY ALBUM

Song Name	Time	Artist	Album	Genre	Price
52 Child of Mine	3:29	Emmylou Harris	'Til Their Eyes S...	Children's ...	\$0.99 BUY SONG
98 The Hokey Pokey	3:41	Various Artists	101 Toddler Fav...	Children's ...	\$0.99 BUY SONG
69 A World of Happiness	4:53	Lou Rawls	A World of Happ...	Children's ...	\$0.99 BUY SONG
79 In the Details	3:14	Lisa Loeb	A World of Happ...	Children's ...	\$0.99 BUY SONG
77 The Grumps	3:30	Isaac Hayes	A World of Happ...	Children's ...	\$0.99 BUY SONG
41 Don'tcha Wanna Know	3:37	Deborah Harry	A World of Happ...	Children's ...	\$0.99 BUY SONG
100 The Jiggles	3:35	Bradley Whitford...	A World of Happ...	Children's ...	\$0.99 BUY SONG
97 The Patience Bossa	3:13	Perry Farrell and...	A World of Happ...	Children's ...	\$0.99 BUY SONG
73 Knowa' the Cat	4:42	Samuel L. Jackson	A World of Happ...	Children's ...	\$0.99 BUY SONG
54 Birthday	3:37	Various Artists	All You Need Is ...	Children's ...	\$0.99 BUY SONG

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POP EYE

Grammy bids by the little guys

By STEVE HOCHMAN
Special to The Times

FOR your consideration, the people who oversee the Grammy Awards don't like the phrase "for your consideration."

The National Academy of Recording Arts & Sciences has long had a policy against the kind of lobbying and campaigning that is standard for the movie world's Academy Awards and television's Emmys. Unlike the governing bodies in those realms, the Recording Academy tightly guards its membership roster to prevent mass mailings to voters. By and large, record labels have honored this policy.

But something seems to be happening at a grass-roots level. In a span of just several days recently, four e-mails have been circulated drawing attention to Grammy-eligible albums. They were either personal pleas to voters or requests to the recipient to forward the e-mail to any potential voters.

None were for high-profile albums but for independent projects in side categories (alternative, comedy, children's music, folk). All were aimed at the Wednesday deadline for nomination ballots to be returned. Nominations will be announced Dec. 7.



JONATHAN WOOD Getty Images



PETER KRAMER Getty Images

ON THE ROSTER: Deborah Harry and Perry Farrell are among contributors to children's album "A World of Happiness."

"We do not support that," says Recording Academy spokesman Ron Roecker. "We have our policy of no 'for your consideration' efforts to protect the independent labels and art-

That sentiment won't deter Tor Hyams, producer of the benefit children's album "A World of Happiness" and the author of one of the e-mails in question.

"The way it works now really hurts me," says Hyams, who is upset that the album is credited on the ballot to a generic "various artists" with no mention of any of the name-value roster that includes Perry Farrell, Deborah Harry, Magic Johnson, Samuel L. Jackson and Lou Rawls.

"In the big picture of campaigning, the major labels who have the money to market the product, regardless of whether they say 'for your consideration' or not, will be in the eyes and minds of the voters," Hyams says.

Steve Martin, president of the New York-based music publicity firm Nasty Little Man, says it's common for clients to look for extra exposure as Grammy voting time approaches.

"Sometimes clients know they're going to be up for something and say, 'Can you get any press or TV appearances that might be influential?'" says Martin, whose clients include major-label acts such as the Beastie Boys and Beck as well as independent artists. "But actual lobbying for Grammy votes, we've never done that. I don't like that."

The aim of the efforts can get a little fuzzy this time of year, when promotions are also targeting holiday-season buyers and journalists working on year-end roundups. A current Green Day promotion by Warner Bros. Records, for example, takes advantage of the political theme of the band's new album "American Idiot" by reminding people to vote, a message aimed both

at the past week's presidential election and the Grammy balloting. Capitol Records just sent out a special "thank you" box re-packaging the debut album by Van Hunt, who is eligible for a best new artist Grammy.

For Carrie Borzillo-Vrenna, though, a much more direct message seems fitting to remind people about "2 A.M. Wakeup Call" by Tweaker, the recording alias of her husband, Chris Vrenna. She's e-mailing people to highlight the small-label release as one of 64 entries vying for the five nomination slots in the Grammys' alternative category.

"I'm just e-mailing my list of people I know and who know me, mostly industry friends, colleagues and co-workers, people I know are fans of Chris — just to say we're so excited he's on the long list," says Borzillo-Vrenna, a veteran music and pop-culture journalist.

Roecker notes that the stakes are less in the Grammy world than in the Oscars, where a nomination can mean tens of millions of dollars in business. The scale is smaller in music, especially for the more obscure categories that don't get exposure on the awards telecast.

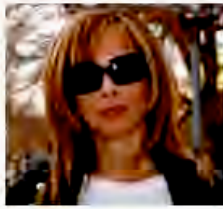
"Normally people see a little sales bump with a nomination, but it's a big win and especially a performance that skyrockets," he says.

But Hyams maintains that for a project such as his, even a little bump can mean a lot.

"If I get a nomination, more people will buy it and the 12 charities represented on the album get more money for children who are autistic or have AIDS or can't afford a proper education," he says. "And it maybe makes small labels more likely to do more projects like this."

RADAR REPORT

Summer 2004



Pictured above, The Grumps, an illustration from the liner notes and, left, (l-r) are Rosanna Arquette, Michael McKean, Tor Hyams and Annette O'Toole, Samuel Jackson, Deborah Harry and Gary Oldman.

A World of Good

Tor Hyams and celebrities from the worlds of music, film, TV, and sports create a children's album that speaks to our times

"After the birth of my daughter, I went out and bought all of the really cool kids' music that I loved as a kid," says singer/songwriter/composer/producer Tor Hyams. "I bought *Willie Wonka and the Chocolate Factory*, *The Wizard of Oz*, *Carole King's Really Rosie* and, of course, Marlo Thomas' *Free to Be You and Me*. The quality of that music is so great for kids. I just knew I had to create something like that."

Hyam's idea simply simmered until his daughter's pre-school held a fund-raiser and he found himself brought together with actor Gary Oldman (another parent) to form a Beatles cover band to perform at the event. The performance was a success and, strangely enough, it led to a meeting with Buena Vista Records, who asked Hyams if he wanted to do a children's record with Oldman and other celebrities.

Skip ahead many months, many phone calls and many recording sessions later and Hyams is now a proud songwriter and producer of *A World of Happiness*, featuring performances by a wonderful group of celebrities from music, television, stage and sports, including Deborah Harry, Perry Farrell, Magic Johnson, Samuel Jackson, Lisa Loeb, Rosanna Arquette, Isaac Hayes, Bradley Whitford, Jane Kaczmarek, Gary Oldman, Tilleana Douglas, Michael McKean and Annette O'Toole, George Wendt, Gretchen Parlato, Michael Wincott and Hyams himself.

The album picks up where *Free to Be You and Me* left off. Says Hyams, "What I loved about that album is the purity of it. The inherent messaging through just plain fun. I looked around and realized that here we are today killing each other, with bombs dropping and so much hate. I wanted to focus on kindness, not as a political statement, but just because it's getting ridiculous. Once you have a kid, these things really hit home."

On tracks such as "Just Ask," "The Patience Bossa," "The Possibilities," "Use Your Words" and "The Same Ground" and others, Hyams and his co-writers have crafted songs that are smart and fun, but also convey messages of kindness, respect, politeness and compassion.

A World of Happiness played a starring role on Capitol Hill in March as part of Music in Our Schools Month. Rosanna Arquette took the stage with Isaac Hayes to sing "A World of Happiness" with a group of children. The project is also supported by the American Music Conference, SupportMusic.com and the National Association for Music Education (MENC).

All of the artists involved donated their time and talent and some even pitched in to help market the album. Gary Oldman even directed a video of "The Patience Bossa" starring Perry Farrell and Deborah Harry. Rosanna Arquette became the project's spokeswoman. A percentage of proceeds from the sale of *A World of Happiness* will be donated to children's charities chosen by each of the performers on the album. Among those are the St. Jude's Foundation and Pediatric: AIDS.

Hyams founded HyLo Productions, a multimedia company, with fellow ASCAP members, producer Vincenzo LoRusso and composer Jonathan Elias, in 2001. Now that he has seen this dream through to fruition, he hopes to create more projects like *A World of Happiness*, perhaps even a sequel.

"The good news," says Hyams, is that now we have talent coming to us saying, 'are you doing another one? We want to be a part of it.' They all want to be a part of something good for kids."

Mayor Clinton: A 2010 Best-Seller • Mariano Rivera, Baseball's Ice-Cold Closer
What Your Weekend Says About You • Sleeping in Central Park

Summer Paradise NEW YORK

33 Ways
To Keep
Your Cool

KIDS

EDITED BY SUSAN AVERY

TRAVELIN' TUNES

For that endless cross-country road trip, or even the two-hour ride to the summer house, downplay the commercial stuff in favor of quality children's music. Producer Tor Hyams recently released *A World of Happiness*, a CD collection of fun tunes by folks like Lou Rawls, Isaac Hayes, and Deborah Harry. We especially loved Lisa Loeb's rendition of "In the Details," a song about the little things in life. From Buena Vista Records. • \$10.99, available at record stores and amazon.com.

What Does
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Want to Be When
He Grows Up?
By Vanessa Grigoriadis

JUNE 28-JULY 5, 2004

\$3.99 (CANADA \$4.99)



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Gary Oldman (pictured left), Lisa Loeb, George Wendt, Jane Kaczmarek and Bradley Whitford mingled with the half-pint set Saturday at children's bookstore Storyopolis in Los Angeles for the unveiling of "A World of Happiness," a CD with where they, along with other celebs, sing kids songs. "I'm old-fashioned," said Oldman, a father of two. "I still call them records." — Borys Kit

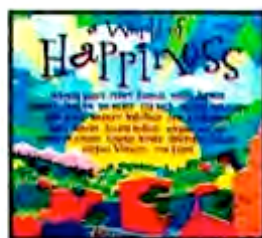
WITH THE KIDS

CD REVIEW

Happiness is ...
celebrity voices

The positive, kid-celebrating messages and sunny spirit in Buena Vista Records' star-studded CD "A World of Happiness" can't be beat.

The collection (\$18.98; www.DisneyRecords.com) of original pieces from HyLo Productions, subtitled "Fun Songs & Poems of Joy Performed by Favorite Celebrities" (reminiscent of the feel-good 1970s soundtrack "Free to Be . . . You and Me"), is



Buena Vista Records



KEVIN WINTER/Getty Images



MARK MAINZ/Getty Images

CHARITABLE: Celebs Jane Kaczmarek, top, and Lisa Loeb perform on "A World of Happiness."

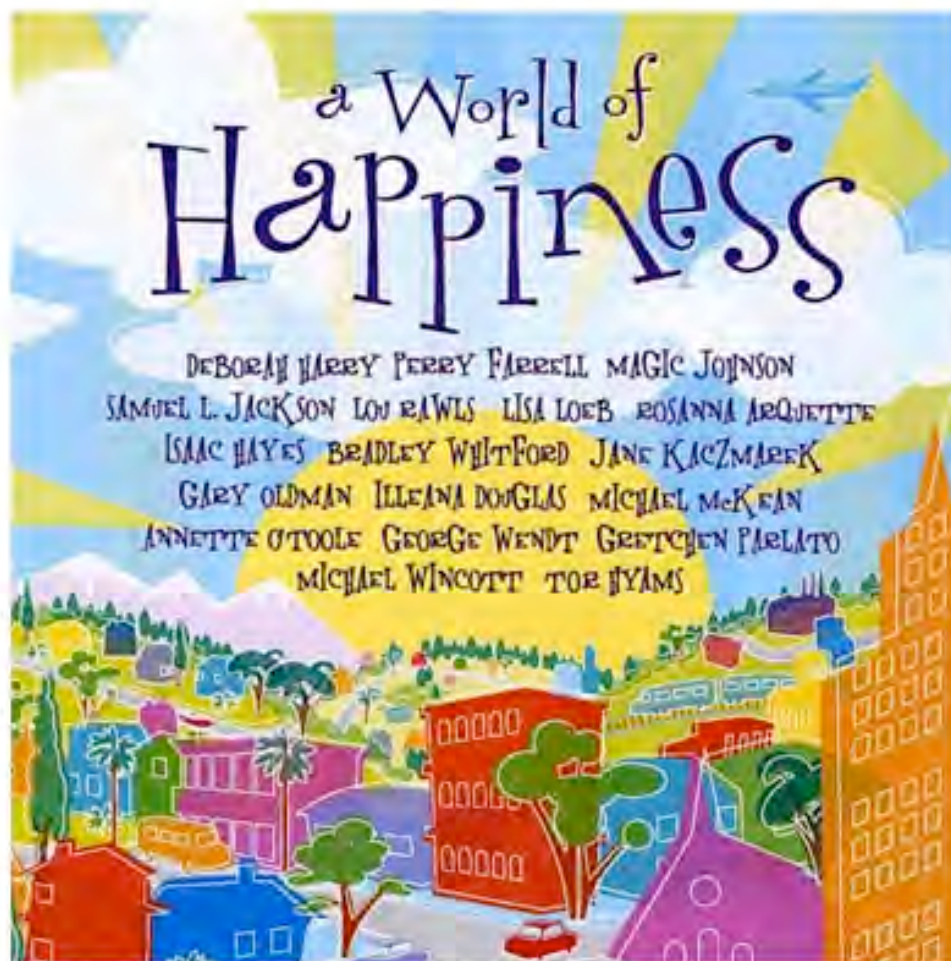
music video from the CD, "The Patience Bossa," directed by Gary Oldman and starring Perry Farrell and Deborah Harry.

written to be adult-friendly too, and its celeb factor is high indeed: Lou Rawls, Deborah Harry, Isaac Hayes, Samuel L. Jackson, Jane Kaczmarek, Rosanna Arquette and Magic Johnson, to name a few. (Net proceeds of CD sales will benefit multiple charities.)

Participants Kaczmarek ("Malcolm in the Middle"), hubby Bradley Whitford ("The West Wing"), Grammy-nominated Lisa Loeb and George Wendt ("Cheers") will appear at the CD launch party on Saturday at Storyopolis, which will include poetry readings, a sing-along, a "Jiggles" dance lesson and a screening of the

— LYNNE HEFFLEY

"A World of Happiness" CD launch party, Storyopolis, Plaza A, 116 N. Robertson Blvd., L.A., Saturday, 1-3 p.m. Free; reservations suggested. (310) 358-2512.



Editorial Reviews

Amazon.com

amazon.com.

Once a year (twice if we're lucky) a kids' record that merits grown-up buzz reaches the bins--in 2004 it comes early. *A World of Happiness* is star-studded (Deborah Harry, Isaac Hayes, Samuel L. Jackson), loaded with wisdom, and follows a can't-miss formula established by its legendary 1970s forebear *Free to Be You and Me*. Simply put, there is much here to love: Lou Rawls' dreamy, soul-drenched title track, Illeana Douglas and Gary Oldman's cut-up "Just Ask," and Magic Johnson's ironic, perfectly paced tale of trumping the odds in "Little Me." These lessons land softly on growing ears--5- to 10-year-olds are the perfect targets, but older and younger kids will latch onto certain tracks too--and, like the 70s set it was modeled after, the CD leaves listeners in a place that feels safe and lit by inspiration. Count on it sounding right to more than a single generation, and to be among the few in your collection you try to protect when an over-eager handler has just put down her peanut-butter sandwich. --Tammy La Gorce

HITS



CHILLING WITH WALT AT DISNEY: Rockers **Perry Farrell** and **Deborah Harry** joined actor **Gary Oldman** at Hollywood's Cherokee Studios to shoot the video for "The Patience Bossa," the single from the new Buena Vista Records children's CD, *A World of Happiness*. What those three know about being happy is anybody's guess, but they were all thrilled to get free passes to Disneyland and several shares of Comcast stock. On hand to make sure Michael Eisner was still signing the checks were (l-r): HyLo Prods.' **Tor Hyams**, Farrell, Oldman, Harry and HyLo's Prods.' **David Scharff**.

18

**KATZ PURRS
AT BMG**
BOULOS TO TOWER

POP EYE

Farrell, Harry are up to kids' stuff

THE world has pretty much been Perry Farrell's playground, but the singer will be romping on a real playground for a new project. Farrell and Blondie's Deborah Harry will be at a Griffith Park kiddie facility Feb. 11 and 12 shooting a video for a duet they've done for a new children's album.

The song, "Patience Bossa," will be the first single from "A World of Happiness," a collection of new kids' songs that also includes performances by Samuel L. Jackson, Gary Oldman, Magic Johnson, Rosanna Arquette, Lou Rawls, Ileana Douglas and other singers and actors. The album is due from Disney's Buena Vista Records on March 9.

The project was initiated by composer Tor Hyams, who after the birth of his daughter four years ago bought copies of his own favorite childhood albums — Carole King's "Really Rosie" and Marlo Thomas' "Free to Be (You and Me)" — and found himself wishing there were more of that nature. Hyams had recently become friends with Oldman, who quickly signed up to participate. After four months of phone work, Hyams had his impressive roster set.

The video, which will be directed by Oldman, has Harry chastising a hyperkinetic Farrell to slow down and enjoy life.

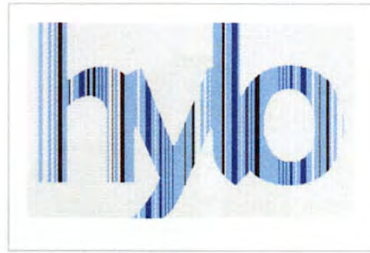
"They're grown-up kids," Hyams says. "He cannot calm down. And we have their doppelgangers, a 5-year-old boy and 6-year-old girl who look like them. . . . The little version of Perry is going to be played by his own son. But by the end of the song, Perry gets it."

MUSIC
CONNECTION
M A G A Z I N E

GETTING HAPPY AT CHEROKEE



Deborah Harry and Perry Farrell joined forces with HyLo Production executives to shoot the video for "The Patience Bossa," the first single from the new children's CD A World of Happiness. Actor/director Gary Oldman, who also contributes on several tracks of the CD, directed the video. The CD was just released on Buena Vista Records. Pictured (L-R): Tor Hyams, Perry Farrell, Gary Oldman, Deborah Harry and David Scharff.



PRODUCTIONS

BUENA VISTA RECORDS



L to R: Joe Lamond, Representative Duke Cunningham (R-CA), Isaac Hayes, NAMM Chairman Paul Heid, and **Tor Hyams** celebrate the *World of Happiness* CD launch for music education on Capitol Hill.



L to R: **Tor Hyams**, actress, director and producer Rosanna Arquette, *A World of Happiness* co-writer **David Scharff**, Isaac Hayes, the Anne Beers Boy Choir, a VH1 Save the Music School, and Paul Heid help AMC celebrate the *A World of Happiness* CD launch on Capitol Hill.



L to R: Joe Lamond joins Isaac Hayes and members of the Truesdell Elementary School Band, a VH1 Save the Music School, on Capitol Hill.



L to R: Maria Kleinman, Walt Disney Records' VP Media Relations, **David Scharff**, Walt Disney Records VP Marketing Damon Whiteside, Rosanna Arquette, Walt Disney Records' VP Product Development Ted Kryczko, **Tor Hyams**, Isaac Hayes, and Dasha Smith, Walt Disney Records' Director of Product Development at the *A World of Happiness* celebration

Music

EDUCATORS

JOURNAL

MENC TODAY

March Brings Music and "Happiness" to Capitol Hill

On March 11, the American Music Conference hosted an event in the Rayburn House Office Building in Washington, DC. The party celebrated Music In Our Schools Month and carried the message of keeping music in schools to Capitol Hill staffers and their children. MENC helped stage the party.

A new CD of 16 original songs and poems that offer positive life lessons for children was a focal point for the party. *A World of Happiness* features the talents of Deborah Harry, Samuel L. Jackson, Isaac Hayes, Rosanna Arquette, and others. Arquette, an actress, and Hayes, a composer and singer, attended the party.

Buena Vista Records and HyLo Productions produced the CD, and MENC has written lesson plans for *A World of Happiness* that parents, teachers, and caregivers can use in class for preschool and K-4 students.

To read the lesson plans, visit www.menc.org/networks/earlyc/happiness/woh_START.html.

Tor Hyams, co-producer of the CD, said he wrote songs with specific per-



Photo by Rosalind C. Fehr

Tor Hyams, (left) Isaac Hayes and MENC Executive Director John J. Mahlmann share a moment on Capitol Hill shortly after the Anne Beers Boys' Choir performed.

formers in mind and then persuaded them to join the project. Singing along and clapping, he listened as a boys' choir from Anne Beers Elementary in Washington, DC performed a rousing version of the title song at the party.

Bridgette C. Anderson, a music teacher at the school, started the choir a year ago. She was pleased that a District of Columbia Public Schools official invited them to perform.

"I hope that it draws some attention to our music program. We could use some financial support."

Arquette discussed her love of music, adding, "I couldn't live without it." Hayes told the gathering that finding music as a young man gave his life purpose. "When I joined band, joined glee club in high school, I found a family," Hayes said. "I had a vision, and I fulfilled that vision through music."

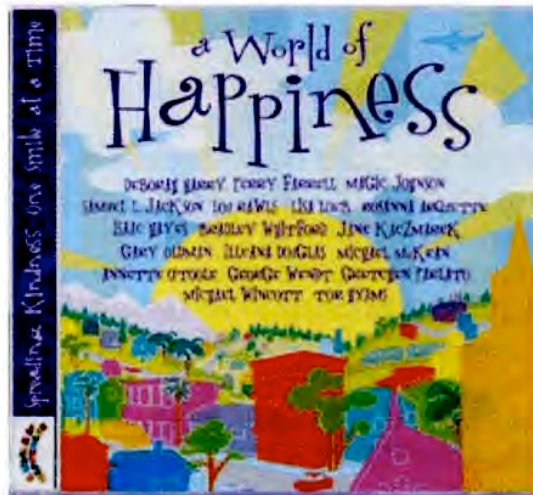
Educating Advocates Students with Dyslexia Adult Community Chorus

MENC
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MENC: THE NATIONAL ASSOCIATION FOR MUSIC EDUCATION

Sharing *A World of Happiness* with Children

A guide for parents, teachers, and caregivers to leading music activities for children using the songs of *A World of Happiness*.



As parents and teachers, you know that young children grow and thrive in a rich musical environment. The years before children enter kindergarten are critical for their musical development, as are the first few years in elementary school.

Experts in early-childhood development emphasize the importance of making music an integral part of young children's earliest experiences. Among the many benefits of music:

1. Music is among the first and most important methods of communication experienced by infants.
2. As young children grow and develop, music becomes not only self-expression but also cultural expression.
3. When young children listen to music and learn to make music by singing together and playing instruments, they create important contexts for life skills such as cooperation, collaboration, and group effort.
4. Music helps children gain "school readiness," a basic educational aim.
5. Making music helps children develop the cognitive, social, and motor skills necessary for success in school and in life.

As children proceed through schooling, they need and deserve education in the discrete discipline of music. They arrive in elementary school with ears, minds, and hearts full of music from their homes and communities. During

these years, children continue to learn about music through their experiences both in school and outside of school. As their cognitive abilities develop, children learn to read notation and use music vocabulary to talk about the music they hear. The National Standards for Music Education reflect a broad-based national consensus about what students should know and be able to do in music. Children learn by doing. The National Standards for Music Education for those students in grades K–4 are organized around three areas: performing, creating, and responding to music.

Using the Guide

As parents, teachers, or caregivers, you can help children grow and develop through music. The preschool activities and primary-grade lessons found in this guide offer ideas for sharing the joys of music with children and introducing some musical concepts to preschoolers. **The sixteen original songs and poems on *A World of Happiness* offer positive messages appealing to children and adults alike.**

You'll find five activities appropriate for preschool-age children that use selected songs from *A World of Happiness*. One activity encourages children to respond to the music's style and mood through movement. With another activity, children identify the difference between their speaking voices and chanting voices using the fun words of the chorus from "Knowa' the Cat." In another activity, children develop small-motor coordination as they also learn to listen to and identify sections in the music, or form. Use them to have musical fun with one child or with small groups of children—independent and collaborative play are both appropriate for preschoolers.

The lessons for kindergarten through grade four help teachers effectively reach objectives related to the National Standards for Music Education, including improvisation and composing. The children will improvise with the song "Just Ask," and begin to compose using a lesson built around the song "What Could Be Better." And they'll think about many different places and occasions where they sing, play, or hear music, increasing their understanding of music in relation to culture.

As you look through these activities and lessons, **use them as idea starters with all the *A World of Happiness* songs as well as other favorite songs your children enjoy.** Music educators work from the belief that all children have musical potential and that very young children are capable of developing critical thinking skills through musical ideas. And educators and parents alike agree that a strong education in music is an essential component of every child's upbringing. With a variety of music experiences, you can nurture children's positive growth through music making.

Sharing *A World of Happiness* with Children



Show Me How This Music Sounds

With the songs on *A World of Happiness CD*, you can encourage children to respond to music through gross motor movements, reflecting the music's style and mood. Choose any of the selections, for example "A World of Happiness," "The Jiggles," "Knowa' the Cat," "Kassandra the Snake" or "Syd & Lou Lullaby."

PreK Music Education Standards

III. Content Standard: Responding to Music

Achievement Standards: b. children respond through movement to music of various tempos, meters, dynamics, modes, genres, and styles to express what they hear and feel in works of music

Steps:

1. Ask the children to find their own space in the room where they are not touching anything or anybody. Establish rules for movement: "When the music starts, we start; and when the music stops, we stop."
2. Remind children to move when they hear the music and freeze when it stops. Ask them to pretend that they are being watched through a big window, but the watcher can't hear the music, and their job is to show the watcher what the music sounds like by the way they move.
3. Model some movements for the children. For example, smooth sliding movements for "Kassandra the Snake," bouncy, peppy movements for "A World of Happiness," and sneaky movements close to the floor for "Knowa' the Cat."
4. Next, ask children what kind of movements they could make up for the selected song. Have everyone try those movements.
5. Begin the CD player on the selected song and model the movements the children and you have created.
6. Stop the CD player periodically to keep the children focused on the sound stimulation. Start the music again when all the children are still.

Adapted from *Strategies for Teaching Prekindergarten Music*. Compiled and edited by Wendy L. Sims. Copyright 1995, Music Educators National Conference.

Sharing A World of Happiness with Children



“The Patience Bossa”

Use this song to develop small-motor coordination, to serve as a classroom management tool, and to explore the idea of sound patterns. It works well as a second or third song during a circle time with preschoolers. It can also be used as an effective classroom management tool signaling a transition from large motor movements to smaller movements. The sound pattern of this tune is ABA—the verses follow the first pattern, “A” and the chorus is the second pattern, “B.”

PreK Music Education Standards

III Content Standard: Responding to Music

Achievement Standards: b. children respond through movement to music of various tempos, meters, dynamics, modes, genres, and styles to express what they hear and feel in works of music

Steps:

1. Children are in a circle. Have children find enough space so they are not touching anything or anybody.
2. Demonstrate opening and shutting your fingers at chest level for the “A” sound pattern. Then raise your arms over your head and wave your arms back and forth to the beat for the “B” sound pattern. Invite children to do the same motions with you when the music begins.
3. Start CD player on song 9, “The Patience Bossanova.” Open and shut your fingers to the beat at chest level when the verse begins “Hey settle down.” When the chorus begins with “There’s a lot of things I wanna get a lot of things...” raise your arms over your head and wave your arms back and forth to the beat. When the verse begins, “There is no race...,” lower your arms and place hands at chest level again, opening and shutting your fingers.
4. Optional: Make up another movement for the bridge section that follows the chorus after verse 2 and starts with “Suddenly it seems that I understand just what you said...” You may also guide children to make up their own movement for this section. As is appropriate, encourage the children to make up additional movements for the “A” and “B” sections.

Adapted from *Start the Music Strategies*. Compiled by Linda Page Neely, Susan Kenney, and Jan Wolf. Copyright 2000, Music Educators National Conference.

Sharing A World of Happiness with Children



Music for All Occasions

Primary-level teachers lead students to think about where and when they sing or hear music. The steps in this lesson will lead students to make decisions about what kind of music is appropriate in different settings.

Objectives: Students will identify how music is used in their daily lives.

National Standard 9: Understanding music in relation to history and culture

Materials:

- CD player
- A variety of music including marches, waltzes, jazz, symphonic, opera, and *A World of Happiness* CD
- chalkboard, whiteboard, or overhead projector
- one class session to introduce idea and one session for the class to complete a music log.

Steps:

1. Have the students brainstorm a list of special events or occasions at which they might sing, play, or hear music. (Some idea starters include parades, football games, weddings, etc.)
2. Write the events on the board.
3. Next to each event, list the kind of music or the title of a song the students might hear, sing, or play.
4. Then together as a class, create a second list of day-to-day events or circumstances during which they might sing, hear, or play music. (Idea starters: at a friend's house after school, in band rehearsal, at the mall, at a birthday party.) List the kinds of music or titles of songs for each.
5. Read aloud the titles of the songs on *A World of Happiness* CD. Ask the students to decide, judging from the song title only, in what situation the songs would best be sung. Write the situation next to the song title on the board.
6. For one day, help the students keep a "Music in Our Lives" log. List the times they sang, played, or listened to music and the kind of music or title of the song or composition, if possible. Also, list times they wanted to listen to music or sing, but did not have the chance.
7. The next class period, ask students what music they sang, played, or listened to after school the previous class day. List their answers on the class log. Discuss the class music log with students. Ask questions like "Who selected the radio station?," "Does other music fit at dinnertime?," or "When you heard other people singing, were they happy or sad?"

Extension: If children are reading and writing, have them write their own "Music in My Life" log. After 2 class periods, lead students in a discussion about when they sang or listened to music and how each student had different experiences.

Indicators of Success: The students frequently and increasingly recognize opportunities to sing, play, or listen to music.

Adapted from *Teaching Examples: Ideas for Music Educators*. Copyright 1994, Music Educators National Conference

Sharing *A World of Happiness* with Children



Improvisation: “Just Ask”

Primary-level teachers can lead their students in improvisation or making up music. Here, with classroom percussion instruments, students can create different rhythmic accompaniments to the lyrics of the song “Just Ask.”

Objectives: Students will create a musical accompaniment.

National Standard 3: Improvising melodies, variations, and accompaniments

Materials:

- CD Player
- *A World of Happiness* CD
- chalkboard, whiteboard, or overhead projector
- classroom percussion instruments like wooden sticks, finger cymbals, tambourines, hand drums, etc.
- two or three class periods

Prior Knowledge:

- Students are familiar with the song “Just Ask,” having heard the recorded version a few times previously.
- Students have learned the lyrics to the first verse of the song.
- Students are familiar with steady beat and a few different rhythm patterns.

Steps:

1. Play the song “Just Ask” from *A World of Happiness* CD.
2. Have the following lyrics to the song “Just Ask” where everyone can see. Tell students that the class will read the words and make up a musical background.

If you want bubbles in your bath, or your bread cut in half, just ask. Just ask.
If you want to ride your bike around or dress up like a clown just ask. Just ask.
If you wanna squish mud in your toes, or put stickers on your nose, just ask. Just ask.
If you wanna read your favorite book or just stop and take a look, just ask. Just ask.

3. Say the four lines together with the students. Have students talk about each activity and which ones they like. Repeat, but this time, chant the lines.
4. Help students determine the number of syllables in each line. Write the number at the end of each line.
5. Chant the lines two or three times.
6. Show students an assortment of unpitched percussion instruments and elicit suggestions for which instrument fits best with each phrase.
7. Have children choose an instrument or pass them out yourself. While you chant the lyrics, the children try out rhythm patterns that fit the chant.
8. Ask the students what they thought of the sound. Do they want to make it sound different? Should they make parts softer? What about louder? Faster? Slower?
9. Have the students chant and play along with the phrases again, making the changes they discussed.
10. Have students play their rhythmic improvisations with the recording of “Just Ask.” Repeat with different improvisations.

Indicators of Success: Students can improvise and perform music to accompany chanted lyrics and song recording.

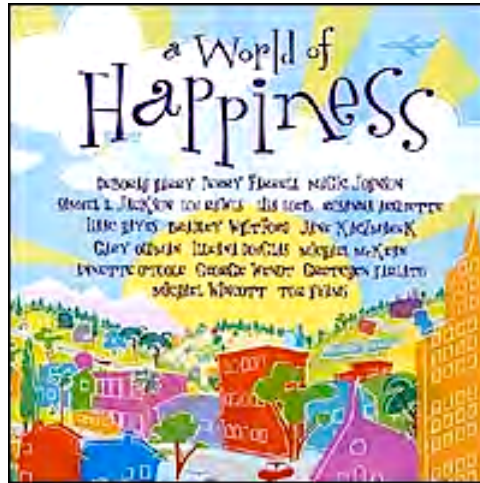
Adapted from *Strategies for Teaching K–4 General Music*. Compiled and edited by Sandra L. Stauffer and Jennifer Davidson. Copyright 1996. Music Educators National Conference.



Happiness Happenings!

Here's what's been going on:

- **Parent's Choice** (the only non profit consumer guide to children's products) has awarded "**A World of Happiness**" its "Approved" status!
- **ISC Songwriting Award** (The International Songwriting Contest) has awarded third place to Tor Hyams, David Scharff and Vincenzo LoRusso for the song, "**Don'tcha Wanna Know?**" for the 2005 award year.
- **NAPPA** (The National Parenting Publication Awards) has given "**A World of Happiness**" its highest honor; the Gold Award!
- **Music For Little People**, the largest catalogue distributor of children's product picked up the **AWOH** CD for distribution
- **ASCAP Playback Magazine** ran a full-page article on **AWOH**, in the Radar Report for the Summer of 2004. (<http://www.ascap.com/playback/2004/summer/radar-good.html>)
- **Grammy Magazine** also recently wrote a feature article about **AWOH**.
- **Tor Hyams** was featured on **ASCAP's** "Audio Portraits" (<http://www.ascap.com/audioportraits/torhyams.html>)
- **MTV2** debuted the first video from the album this spring on their premiere alternative video show "**Subterranean.**" "The Patience Bossa" with **Debby Harry** and **Perry Farrell**, was directed by **Gary Oldman**.
- **KPFK** (NPR Affiliate) featured an in-studio interview with **Lisa Loeb** and **Tor Hyams**. **AWOH** became a part of the station's fund drive this summer.
- **KOL**, the Kids section of AOL will be featuring the album this summer.
- **iTunes** will soon be featuring the songs from "A World of Happiness"
- **United Airlines** featured the entire album on their onboard entertainment programming for children throughout the summer.
- **XMKids** radio station recently charted "Don'tcha Wanna Know," sung by **Debbie Harry**, at **#1**. **XM** also created a **two hour-long feature** on the album, which has been being replayed all throughout the summer and fall.
- **AOL @ School** (Teacher-Associations & Organizations) is currently featuring the album
- The **MENC** (National Association for Music Education) has developed lesson plans based around songs from the album for pre-school and k-4th grade kids, which are being used by teachers around the country. (http://www.menc.org/networks/earlyc/happiness/woh_START.html)



QUOTE SHEET FOR “A WORLD OF HAPPINESS”

MUSIC FOR LITTLE PEOPLE

“A magical recording created with heart and hope. Each artist performing on this innovative CD is sending a message that serves to enlighten the spirits of children everywhere. They challenge this and the next generation to be kinder to each other and to know that we each are building the world of our future with every deed we do, word we speak and thought we have. Parents and children alike will benefit from these messages.”

AMAZON.COM

“Once a year (twice if we’re lucky) a kid’s record that merits grown-up buzz reaches the bins—in 2004 it comes early. *A World of Happiness* is star-studded (Deborah Harry, Isaac Hayes, Samuel L. Jackson), loaded with wisdom, and follows a can’t miss formula established by its legendary 1970s forebear *Free to Be You and Me*. Simply put, there is much to love.”

LOS ANGELES TIMES

“...the positive, kid-celebrating messages and sunny spirit in Buena Vista Records’ star-studded CD “A World of Happiness” can’t be beat.”

ASCAP

“It features upbeat, smart songs across all genres performed by a long list of notables, proving there’s more to children’s music than first meets the ear.”

GRAMMY.COM

“With partial proceed from its sale directly supporting music education, the album has several music education tie-ins, celebrates the importance of music-making, and spans several genres of contemporary music.”

HOLLYWOOD REPORTER

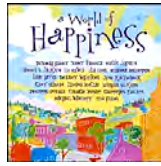
“...A World of Happiness, a CD that kids and their hipster parents can both appreciate, has finally become a reality.”

PARENTING

“Actors like (who knew?) Samuel Jackson and Jane Kaczmarek, along with veteran singers, lend vocal talent to a feel-good line-up – and it’s one cool production.”

DAILY CANDY

The challenge for parents? Coming up with ways to keep their [kids] tastes innocent without boring them to tears. A new CD called A World of Happiness walks the line admirably.”



WASHINGTON PARENT

"...they sing and talk about kindness, respect, handling conflict, gratitude, patience and possibilities. You know what? These are also great reminders for adults too, about how to live in the world and model positive attributes for children. So listen with your kids and sing along too.

ICE

"A whopper of a compilation..."

BILLBOARD

"Rooted in the notion of positive musical messages for children..."

SOUTH FLORIDA PARENTING

"This album is a gift filled with surprises, love and respect for children. Through 16 songs, poems and spoken sketches, A World of Happiness invites children to listen, to think and to feel the warmth and kindness of people around them."

BALTIMORE CHILD

"Families everywhere will love this new recording from Buena Vista Records created especially to spread kindness and happiness."

CHARLOTTE PARENT

"The CD leaves listeners in a place that feels safe and lit by inspiration."

GEORGIA FAMILY

"The album's intention is to inspire children to meet their potential to treat others with love and respect."

GRAND RAPIDS FAMILY

"...the album offers musical life lessons in manners, anger management, patience and more. The CD is packed with enough fun to please your kids and enough heart to please Marlo Thomas."

INGLEWOOD NEWS

"...a fun upbeat CD that is sure to put a smile on your child's face and an enjoyable beat in their heart...It's the perfect way to turn a frown into a smile for any kid, and adult too!"

MUSIC EDUCATOR'S JOURNAL

"...16 original songs and poems that offer positive life lessons for children..."

METROPARENT

"Fun, imaginative songs and poetry skillfully performed by Lou Rawls, Samuel L. Jackson, Gretchen Parlato and others make this CD a joy to hear. Its interesting themes and cheerful melodies are fused with an uplifting message: We can help change the world "one smile at a time."

VENTURA COUNTY PARENT

"The music is sophisticated enough for adults to enjoy but doesn't underestimate your children's ability to comprehend powerful, positive message."

WALT DISNEY WORLD EYES & EARS

The compilation promises to nourish young minds through stimulating tracks featuring well-known celebrity personalities with positive messages and a compelling musical score."



BT & Thom Russo

LIQUID MIX – AN INDUSTRY STANDARD.

The world's musical luminaries are adopting Liquid technology in their droves. Focusrite took time out to talk to a selection and get their initial thoughts regarding this revolutionary technology

'The Liquid Mix has become an essential tool in my studio. The EQ and compressor emulations are unparalleled in their warmth and clarity. Its just un-real, man!'

BT – Producer/Composer/Performer

Hear what BT had to say about liquid Mix at the AES show 2006, by clicking [here](#)

'I'm using it everyday. This is it - FINALLY a plug-in environment that not only achieves sonic greatness and versatility, but doesn't bog my system DSP down whatsoever. This is what the future is all about.'

Thom Russo – Engineer/Mixer

Arists include: Audioslave, Jay-Z, Prince, System of a Down, Macey Gray, Johnny Cash, Sum 41 and more

'This is so hip! I have racks of outboard gear, but the Liquid Mix brings all of the vintage sounds I need right to my fingertips in Pro Tools - right when I need them. And, the sounds are right on.'

Bryan Carlstrom – Engineer/Mixer

Alice in Chains, The Offspring, Social Distortion, Anthrax, Rob Zombie, and more.

'I couldn't be more excited about the Liquid Mix. The compressors and EQs sound just as good as the vintage gear they emulate, but it is just so much easier to work with. What a great mixing solution - over 60 pieces of gear all rolled up into one.'

Tor Hyams – Producer/Composer

Joan Oxborne, Vivian Cambell, Rachel York. Movie Credits incl. Club Dread and more.

'I absolutely love the Liquid Mix! The sound is fabulous. It's transparent and offers unparalleled flexibility. I can build my own custom EQs from some of the best sounding hardware emulations available. Great design. How come no one thought of this sooner?'

BRyan Carlstrom & Tor Hyams

SEARCH

(e.g. saffire, firewire)

PRODUCT RANGES

LIQUID

LIQUID MIX
LIQUID CHANNEL

SAFFIRE

SAFFIRE
SAFFIRE LE
SAFFIRE PRO 10 I/O
SAFFIRE PRO 26 I/O

PLATINUM

COMPOUNDER
OCTOPRE
OCTOPRE LE
TRAKMASTER PRO
TWINTRAK PRO
VOICEMASTER PRO

ISA

ISA 220, ISA 428,
ISA 430 MKII

RED

RED 1
RED 3
RED 7
RED 8

SOFTWARE

SAFFIRE PLUGINS
FORTE SUITE

OPTIONAL CONVERTERS

ISA 220/ISA430 (MK 1) ADC
ISA 428 ADC
ISA 430MKII ADC
OCTOPRE ADC
OCTOPRE LE CODEC
PLATINUM PRO ADC

SIGN UP
TO THE 'IN FOCUS'
EZINE!



Los Angeles Times
CALENDAR

SUNDAY : PART II

June 19, 2005

POP EYE

A festival of family values

By STEVE HOCHMAN
Special to The Times

BACK in the early-'90s heyday of Lollapalooza, the festival was a place where alienated kids could get away from their parents.

Today, many of those kids are parents themselves. And for the revived Lollapalooza, a two-day event in Chicago on July 23 and 24, organizers are hoping for full family togetherness.

The new Lollapalooza will be accompanied by Kidzapalooza, an on-site children's area with various activities and performances, including sets both days by Lollapalooza cofounder Perry Farrell — now the father of three.

"We've come full circle," says Kidzapalooza producer Tor Hyams, who was behind last year's "A World of Happiness" children's album featuring Farrell and other musicians and actors. "Kids and parents alienated from each other is not acceptable to me. The stronger bonds we create through families, the more successful we'll be in getting along in any issues."

Farrell, performing with guitarist Peter DiStefano, will be joined in the Kidzapalooza music lineup by Los Angeles' Gwendolyn and the Good Time Gang, Detroit's punk-moms group the Candy Band, Atlanta's Daddy a GoGo and Ella Jenkins, arguably the matriarch of modern children's music. Some other main Lollapalooza artists are also expected to come over for children's sets and music workshops.



HIP DAD: Lollapalooza co-founder Perry Farrell, now the father of three, says that festival and the accompanying Kidzapalooza, to be held in Chicago, will make up the first all-ages event of its kind.

The Kidzapalooza activities, which will wrap up before the main stage gets into gear, will also feature the giant puppets of the Quest Theatre Ensemble, hands-on music sessions, kiddie yoga and punk hair spraying.

"I started Lollapalooza to bring music, art, fashion and technology to the early adapters," says Farrell. "It never even occurred to me that one day I'd have little children of my own and that I would be thinking about the earliest of adapters and that I'd want them to experience Lollapalooza."

"Lollapalooza and Kidzapalooza will be the first all-ages arts festival of its kind — like the ancient village celebrations that invited elders to dance with young braves."

Hyams notes that this is an introductory test of the Kidzapalooza concept, with plans to launch as a separate touring festival next year, focusing on the concept of music that kids and parents can share.

Kate Lawler, executive editor of Parents magazine, likes the idea.

"The young generation of 20s and 30s having kids themselves want to keep the hip lifestyle and work kids into it in a positive way," she says. "This is a perfect blend, and it's smart to appeal to those young parents with small kids to bring them along and expand the concept of Lollapalooza to something a little more family-oriented."

But will it stop the kids from later resenting their parents?

"I don't know if you can guarantee that," Lawler says, laughing.

Hyams is also a realist in that regard.

"In seven years, my kid will want nothing to do with me," he says of his 5-year-old daughter. "But if we establish a bond with something as powerful as music, we'll have something, even if she's someday yelling at me about not being allowed to go out with some boy."

UpFront



On The Road

RAY WADDELL rwaddell@billboard.com

And Bring The Kids

Lollapalooza Organizers Add Children's Attractions To Festival

A lot of those pierced, tattooed folks who were going to Lollapalooza a decade ago are now parents, and don't let that be a scary thought. Lollapalooza 2005 producers Capital Sports & Entertainment, along with Lolla founder Perry Farrell and HyLo Entertainment, have added a children's component to the July 23-24 festival at Chicago's Grant Park, called, naturally, Kidzapalooza.

HyLo president Tor Hyams says Kidzapalooza became possible when CSE set about rebranding Lolla into a "more family-friendly environment, where parents and kids can come together and enjoy a completely absorbing music experience." Hyams and Farrell partnered on Kidza after Hyams produced the 2004 Disney release "A World of Happiness," which featured a duet between Farrell and Deborah Harry.



"My passion for the kids' space is pretty great and extremely sincere and important to me," Hyams says. "I pitched Perry, 'I bet everybody who grew up coming to see you and all the underground bands at Lollapalooza actually now have kids.' He certainly does, he has three kids of his own. So I thought, doesn't it make sense to have Kidzapalooza? So kids don't have to feel alienated from their parents because their parents are going to see this cool music that kids can't be a part of."

Access to Kidzapalooza will be included with Lolla tickets and will feature fam-

ily-oriented musicians, performers and DJs, as well as games, interactive activities, storytelling, an instrument "petting zoo" and other attractions. Performers include Gwendolyn & the Good Time Gang, the Candy Band, Daddy a GoGo, Ella Jenkins, the Quest Theater Ensemble, John Youst and special guest appearances by the main festival's acts including Farrell.

Kids 10 and under get into the festival free, if accompanied by an adult. "Given the fact that the whole 'palooza' concept has been this kind of fantastical, circus-like festival, this just makes total sense," Hyams says.

He adds that there are plans to roll out Kidzapalooza as a national tour next year, either before or after Lolla dates on a potential Lolla tour.



WEEKEND

CHICAGOLAND'S BEST GUIDE TO LEISURE AND ENTERTAINMENT

LOLLAPALOOZA CHICAGO

Kidzapalooza lets parents hold on to their hipster past

By Monica Eng
Tribune staff reporter

For many of us who attended Lollapaloozas more than a decade ago, the prospect of returning to this hipster music festival can make us feel a little creepy.

I mean, can we really feel comfortable coming back as people whose lives of late-night carousing and multiple piercings have been replaced by late-night feedings and multiple strollers?

According to Lollapalooza founder and dad Perry Farrell, the answer is a resounding "Yes!"

That's because this year's Lollapalooza features a special family area called Kidzapalooza, where all children under 10 get in free with a ticket-holding adult.

"Since I started Lollapalooza I've had three children and I've become very aware of the fact that there aren't many family-oriented activities

geared towards parents like me . . . Lollapalooza Parents," says Farrell.

"Kidzapalooza gives us something we can share with our whole family—a festival with family-oriented entertainment and activities that can educate and enliven the spirits of our kids, while also giving us a place to hear great music for our own ears."

It's also a way to expand the reach of the festival and test new waters for this event that is in the process of reconceptualization.

But it is also a boon to rock-loving parents who thought that their minivans, Diaper Genie skills and multiple offspring had exiled them from Coolville forever.

"We are taking away all the excuses for you to not bring your kids," said Tor Hyams, the producer of Kidzapalooza and a California-based composer.

Hyams brought the concept to Farrell a couple of years ago after they had worked together on a music and spoken-word album called "A World of Happiness" that aimed to promote kindness, compassion, tolerance and self-reliance in children. For the CD, Farrell performed a Hyams-written song called "The Patience Bossa" with Deborah Harry and got to know Hyams on the set of the music vid-

eo. The festival founder immediately took to the Kidz idea, but it wasn't until the rethinking of the festival that the opportunity to actually try it emerged.

Both days of the Kidz fest will start with youngster yoga and continue with a lineup of national musical acts, games, treasure hunts, storytelling, an instrument 'petting zoo,' a drum circle and more.

Musical acts will include the godmother of children's music, Ella Jenkins, suburban-moms-turn-



Tribune photo by Jim Robinson

Ella Jenkins, godmother of children's music, is among the performers at this weekend's Kidzapalooza.

ed-punk-rockers The Candy Band and Atlanta-based roots-rock outfit Daddy A Go Go. Organizers have also hinted that Farrell and other TBA main-stage artists are likely to make cameos on the Kidz stage.

Says Hyams, "This is something families can do together where mom and dad are not going to be like 'Jesus, I'm bored. When is this going to be over?' Instead they'll be like 'My God, I hope this never ends.'"

meng@tribune.com

LOLLAPALOOZA CHICAGO

Kidzapalooza lets parents hold on to their hipster past

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Says Hyams, "This is something families can do together where mom and dad are not going to be like 'Jesus, I'm bored. When is this going to be over?' Instead they'll be like 'My God, I hope this never ends.'"

The kids are all right at Lollapalooza

July 23, 2005

BY THOMAS CONNER Staff Reporter

Ah, the fond memories of Lollapalooza — rockin' all day in the blazing sun to metal bands and punk bands and crypto-math-noise-rock bands, chugging beer and shedding clothes and pouring into bed at a crazy hour. So now that you're older and have kids, you're gonna bring 'em along, right?

Check your sarcasm at the gate. This year, you could bring the whole family.

Aware of the march of time within their demographic, the organizers of Lollapalooza — now a two-day, sit-down concert event today and Sunday in Grant Park, instead of its original traveling incarnation from the '90s — have incorporated a kid-friendly stage into the music event. Kidzapalooza is heralded as "a festival for the children of Lollapalooza parents," featuring games, giveaways, storytelling and, of course, music.

"This is a rock 'n' roll festival for kids," says Kidzapalooza creator Tor Hyams. "Actually, let me rephrase that: It's a rock 'n' roll music festival for families. It's a conspiracy for kindness — you've got to quote me on that! That's really what it is. We're trying to create an extremely stimulating experience for families that ultimately will bond them together through what I consider to be most powerful medium in world music."

But, relax. No Barney's are on the bill.

In fact, most of the performers scheduled at the Kidzapalooza stage are exactly how Hyams describes them — "edgy acts that don't really make music for kids, they just make great music." In other words, it's sweet music for kids that's not sadistically saccharine to adults.

Take John Boydston, for instance. He's been making "children's" records for years under the moniker Daddy A Go-Go — and he flat-out rocks. That, he says, is his secret to successful music for families.

"My first CD ['Cool Songs for Cool Kids'] was sort of toddler-oriented, and most of the stuff out there in this market is made to entertain toddlers. And, you know, it's not hard to entertain a 1-year-old," Boydston says. "In the last couple of records, I've really toned it up a notch with the guitars. Around age 3 to 9 — the middle-age kids — they start getting into that. They really like the sound of a cool electric

KIDZAPALOOZA SCHEDULE

TODAY

11 a.m. — Kiddie yoga

Noon — Quest Theatre Ensemble puppet show professional

12:40 p.m. — DJ Angeles plays for an egg-and-spoon race

1 p.m. — Perry Farrell (Lollapalooza creator and leader of the band Jane's Addiction) and Pete Dinklage perform with the Good Time Gang

1:40 p.m. — DJ Angeles plays for musical chairs

2 p.m. — The Gandy Band

2:20 p.m. — Daddy A Go-Go

2:40 p.m. — DJ Angeles plays for a treasure hunt

3 p.m. — Gwendolyn and the Good Time Gang

3:40 p.m. — A drum circle for kids

Helping Mom and Dad rock Junior's world

By Monica Eng, Tribune staff reporter.

Published July 1, 2005

Parenthood has recently become a lot more fun.

Not because of any revolutionary advances in car seats or sippy cups. And not because someone finally invented a pill to make sleep deprivation and stretch marks enjoyable.

No, that stuff is still pretty horrible.

But one thing that is no longer so horrible--and in fact can be downright delicious--is kids' music.

After decades of largely saccharine, babyish sing-songy kids' records, the last few years have produced a bumper crop of rockin', intelligent tunes by indie types-turned-tot troubadours whose music pleases parents and progeny alike.

The next few months bring many of these performers through Chicago and the Midwest at the top of their games, playing some of their biggest venues ever and participating in new hipster kids' music festivals such as Kidzapalooza (July 22-23) and Jamarama (scheduled to hit Chicago in early November).

On July 22 and 23, Lollapalooza sets up shop at Grant Park, launching its first ever children's area called Kidzapalooza. This separate stage and mini-fest will showcase a full line up of bands (including Atlanta's rocking Daddy A Go Go and the Godmother of cool kids' tunes Ella Jenkins) along with cameos by mainstagers including the Lolla founder and Jane's Addiction frontman Perry Farrell.

Why all this cool kids' music is happening now is hard to pinpoint.

Kidzapalooza producer Tor Hyams sees it as Gen-X thing.

"A lot of the kids who grew up with Lollapalooza now have kids but they still want to be cool," he said. "And so there is this new breed of hipster parents between 28 and 38 who still want to go hear great music but they want to bring their kids. I think this is the most alternative underground scene there is."

Whatever the reason, the music has served as a blessing to many young parents who feel their youth slipping away with each new child, new minivan and new home in the 'burbs. Bands that allow you to dance around your kitchen--and even your favorite old club--to the same tunes your 3-year-old is grooving to make parenthood feel just that much less like the end of your dang life.

JULY 23-24 Kidzapalooza featuring Daddy A-Go-Go, Ella Jenkins and Candyland as part of Lollapalooza at Grant Park. Kids under 10 free with ticket-holding adult. Adults \$60; www.lollapalooza.com or 888-512-7469.



For More Information Contact
David Scharff / Evolutionary Media Group
(323) 864-5503 - david@emgpr.com



Chutzpah



The CHUTZPAH movement is growing strong...here's what people are saying:

"...a cross between Eminem and Woody Allen"
- **Brian Wise**, New York Times

"George Segal, rap star?"
- **Steve Hochman**, LA Times

"Imagine a vintage Woody Allen with soul and MC skills and you've got Chutzpah!"
- **Steve Ballin** of Rolling Stone

"Onstage [Chutzpah's] got mad flow (think Adam Sandler meets Eminem)"
- **Lina LeCaro**, LA Weekly

"...a Trio of Hilarious Hip Hop Heeb!"
- **Kim Hasreitter**, Paper Magazine

"...easily the funniest thing to happen in pop music since 'This Is Spinal Tap,'"
- **Pat Thomas**, OC Metro

"A great CD. The songs are really well done and I've never heard anything quite like it before"
- **Debbie Harry**, Blondie

"...proves the true spirit of hip-hop knows no racial boundaries"
- **Jason Buchanan**, All Movie Guide

"They're the bomb. They're Down. Chutzpah. Check 'em out!"
- **Gary Oldman** (Actor)

"I love the record...I don't think anybody's really done what you're doing."
- **Debi Mazar** (Actress)

"The buzz is there. Rock has had it's day. It's all about Chutzpah! Your mother would love it."
- **Vivian Campbell**, Def Leppard

"I've never seen Judy Richman so happy!"
- **Dr. Denise Hyams** (Therapist)

News Blog Onstage, Offstage, Backstage

SUMMER
MUSIC

Jewish Rappers Show Gary Oldman Their Chutzpah

Posted Aug 15th 2006 5:44PM by [Steve Baltin](#)
Filed under: [Hip-Hop](#)

Since day one, Jewish rappers [Chutzpah](#) have used their, well, chutzpah to win over some powerful backers, including [Debbie Harry](#) and [Def Leppard](#) guitarist Vivian Campbell. Now the entertaining trio have enlisted actor/fan [Gary Oldman](#) to direct a video for the song 'Red Rover.'

"When Gary said he was interested in directing a video for us, I was thrilled," says Chutzpah's Tor Hyams. "He's the only person who can be shooting three Jewish rappers on a basketball court and be making references to Fellini and Antonioni with a completely straight face."



The 'Red Rover' clip comes on the heels of a busy summer for Chutzpah, who just returned from a crowd-pleasing set at Lollapalooza. It was an especially triumphant week for Hyams, who, in addition to performing, produced the Kidz Stage at the festival. "We had [Patti Smith](#) do an exclusive short set, [Perry Farrell](#) and Pete DiStefano played, the cream of the School of Rock kids from around the country played [Pink Floyd](#) and [Led Zeppelin](#) songs," he says. "And of course, Chutzpah, 'The World's First-Ever Jewish Hip-Hop Supergroup!'"

"As a performer, it was extremely gratifying to be one of the wild cards of the festival. Who ever thought they would see Jewish rappers on a Lollapalooza stage?"

You are here: Home > Video



Talk of the Town: Paris's new album

Report
01:37
Email Video Link

Aug 22 - All the latest celebrity news including rappers Chutzpah celebrate Maztoh ball record, Paris Hilton's new album makes her cry and Bob Dylan says new recordings are atrocious.

Natalie Rothman reports.

Talk of the Town: Paris's new album (1:37)



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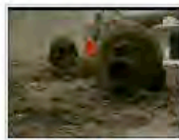
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- Legless man v Great Wall

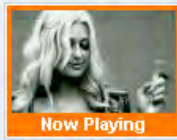
Detail View



From the Scene: You, Me, and Dupree (04:58) From the Scene



Art shocks Russian city (01:56) Report



Talk of the Town: Paris's new album (01:37) Report



Fans flock to Paris's album launch (04:09) Rough Cut



Danube fliers on cloud nine (01:04) Report



Talk of the Town: Awkward moment? (01:13) Report



When the Bling-Bling Comes From Fortunoff

By BRIAN WISE

EVEN though Tor Hyams and David Scharff, two cousins from Larchmont who live in Los Angeles, have extensive experience in the music industry, little of their past seemed to point the way to their latest project. They are founders of Chutzpah, a Jewish rap group that suggests a cross between Eminem and Woody Allen.

Mr. Hyams, 36, and Mr. Scharff, 44, who are songwriters, film composers and producers of recording projects ranging from the blues to classical music, have enlisted the actor George Segal, 71, as Dr. Dre, the group's patriarch who claims to be one of the founding fathers of hip-hop.

Mr. Hyams plays Master Tav, the lead rapper, and Mr. Scharff plays Jewdah, the group's Jewish Rastafarian toaster and philosopher.

Also part of the lineup is Jerran Friedman, a Los Angeles actor, as MC Meshuggah, an unrhymed character whose wardrobe includes Adidas sneakers and a straitjacket.

Chutzpah's CD of the same name was released in November along with a DVD called "Chutzpah. This Is?" It's billed as a "hip-hop-umentary" loosely based on the 1984 rock parody film "This Is Spinal Tap," and features celebrity endorsements by Gary Oldman, Sharon Osbourne and Debi Mazar (from "Encourage" on HBO).

The group's first single, "Chamukah's Da Bomb," features a music video with enormous menorahs, grinning dancers and lots of bling, and parodies Jewish and hip-hop cultures. It appeared on MTV's Web site last month.

"This just started as a joke," Mr. Hyams said of the group, which was formed last year. "We thought, 'Wow, what a great Hanukkah gift this would make for our families.'"

Then one day, Mr. Hyams was meeting with some record company executives, representing a client, and no one could agree on the budget. He made an offhand comment: "To lighten up the room, I said: 'You know what? I can do this record somewhere else. We don't have to have this tension. Why don't you guys just sign



Photographs by Susan Parfrey for The New York Times

Chutzpah produces smiles at the Bendheim Performing Arts Center in Scarsdale; from left, Jerran Friedman, Tor Hyams and David Scharff.



my Jewish rap group?"

Later that afternoon he received an e-mail message from an executive who had been at the meeting, saying if Mr. Hyams wasn't kidding, he wanted to recommend him for a new Jewish record label. Before long, Chutzpah was making an album for Jewish Music Group Records.

Songs on it include "The Shretti," a parody of "In the Ghetto" by Eric B. and Rakim; "The Curse of the Blessing," about the heritage of Jewish pessimism; and "Tso-

ris," a rap about nagging Jewish mothers.

In December, Chutzpah gave a performance to a sold-out audience at the Bendheim Performing Arts Center in Scarsdale, not far from Mamaroneck High School, where Mr. Hyams and Mr. Scharff were once students.

Many of the rappers' friends and relatives were in the audience, and there were a few onstage cameos (Mr. Hyams's aunt performed a dance-along for "Shiksa Goddess"). The group will perform on Thursday at Makor, a Manhattan nightclub.

"These guys are funny," said Brad Garfield, the artistic director at Bendheim. "I'm impressed with their talent and their lyrical abilities."

He added that to reach a wider audience they should broaden their humor. "The next album will be key to see where they go," he said.

Mr. Hyams said he is influenced by rap performers of the early 1990's, including Dr. Dre, LL Cool J and Will Smith. "I know it's not cool to say that, but this guy's a good rapper," he said, referring to Mr. Smith. "But he makes hip-hop fun."

What they are trying to say with the album, he said, is whether it's Jews, Muslims, Protestants or Hindus, "we believe in one tribe, one world, kind of like Bob Marley."

Chutzpah also follows in a tradition of Jewish rappers like 2 Live Jews and 50 Shekel (who parodies 50 Cent) and present-day artists including Hip Hop Hoodies, a Latino-Jewish music collective, and Matsyahu, a Hasidic-reggae rapper.

Mr. Scharff emphasized that Chutzpah was not just a novelty act that was rolled out for Hanukkah. The group is working on a Passover song, due out in late March. It is also starting a monthly residency at the Knitting Factory in Los Angeles, a branch of the Manhattan club.

"Somebody said to us, 'Are you worried that you're just perpetuating stereotypes?'" Mr. Hyams said. "I said, 'No, in fact I'm really excited that we're just perpetuating Jewish stereotypes because if nothing else, they're funny.' If we can't be united by humor, then we don't stand a chance of ever getting along."

Los Angeles Times

CALENDAR

SUNDAY : PART II

November 13, 2005

POP MUSIC

POP EYE

They admit it, the rap's not kosher

GEORGE SEGAL, rap star? That's the premise of "Chutzpah," a mockumentary DVD/CD project featuring the veteran actor as Dr. Dreck, member of the "first Jewish rap supergroup." The venture, being distributed independently, is the brainchild of producer Tor Hyams, who was behind the children-oriented Kidzpalooza annex to the summer's Lollapalooza revival in Chicago and who is featured in the project as Master Tav.

He'd once recorded Segal for another project and reached out to the actor for this, built around a 35-minute film heavy on improvisation and purposefully blurring the identity of the real Segal and his rapping character, a direction it took at Segal's suggestion.

Hyams stresses that this is not meant to evoke comparisons to "This Is Spinal Tap," in part because that film set an impossible standard to meet. He also acknowledges that this is not the first Jewish rap satire, with Two Live Jews and M.O.T. (Members of the Tribe) preceding. And there are those who would say the Beastie Boys qualify as the first Jewish rap supergroup.

But Hyams says, "The Beastie Boys don't sing about Jewish things."

For equal ecumenical time, Hyams is also producer of "Christmas Means Love," a new seasonal album by singer Joan Osborne.

Up in It

Hanukah's come and gone, but that's not going to slow down the hilarious hip-hop supergroup **Chutzpah**, whose first single is "Chanukah's da Bomb." "We're making a push for Passover," quipped **MC Meshugenah** during the Jew crew's album release party at the Spider Club.

Following a recent East Coast swing that saw them play to a capacity crowd at New York's Mercury Lounge, Chutzpah were riding high. "There's a white-hot Jewish heat all over this city now," said **Master Tav**. "We set the shit off."

Feeling the heat was **Def Leppard** axeman **Vivian Campbell**: "Meshugenah is the unsung musical genius of Chutzpah: He's heavily medicated, but he comes up with these moments of lucidity that the rhymes come from."

However, Campbell admitted that he didn't come without some coercing. "Tav knocks on your door and guilts you into it, makes you feel like a schmuck if you don't support them." And the fact that the Belfast-born rocker used the word "schmuck" satisfies one of Chutzpah's primary goals: to make everyone learn at least two more words of Yiddish. Oy vey! . . .

STEVE BALTIN

Posted Jan 20, 2006 12:00 AM

Chutzpah (Kidz)

» ARTIST'S WEBSITE



← MORE LOLLA ARTISTS →

Dr. Dre. Tupac. Biggie. Eminem. Chuck D, Jay-Z, Snoop, Missy and the Beastie Boys...hell, you could go on listing the biggest names in rap all day long, and you'd still come up short of enough mad MC skills to match the supernova-strength star power of...Chutzpah! What, you mean you haven't heard of Chutzpah? And you're admitting it? Oy vey, kids today! Well, listen up, 'cuz it's time to get schooled.

Chutzpah is nothing less than the world's first-ever Jewish hip-hop supergroup, comprised of mastermind Dr. Dreck, lead rapper Master Tav, wild-man MC Meshugenah and their token tag along fourth, the Jewish/Rastafarian toaster/philosopher Jewdah.

They are legends in their own time (or is it in their own minds?) They are the collective geniuses behind the best hip-hop album ever named eponymous, and the only rap group you'll ever need to hear featuring a guy who may or may not have played that fictional fashion magazine magnate in the sit-com Just Shoot Me.

They are, one last time, Chutzpah - hailed by at least one critic as ...easily the funniest thing to happen in pop music since This Is Spinal Tap.



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18 AUGUST 2006

TO DO: YOUR WEEKEND OF MATZO BALL MIRACLES



Sunday

A little pastrami-eating bird told us if you show up from 10 a.m. - noon ~~today~~ MONDAY* at Canter's of Fairfax, you'll not only get a free bowl of matzo ball soup, you'll witness the birthing of the World's Largest Matzo Ball™. (We don't even want to know how big the Matzo is whose ass that rolls out of!)

*Our pastrami-eating bird has now been slaughtered according to kosher guidelines and is roasting in the oven with some nice potatoes. Turns out the matzo ball fest is **Monday, not Sunday**. It's part of a promotion for the DVD release of *When Do We Eat?*, with a special appearance by Jewish hip hop supergroup **Chutzpah**, no less! Sorry about the confusion.

THE JEWISH JOURNAL

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7 Days In Arts

2006-08-18
August 19-25, 2006

by Keren Engelberg, Calendar Editor

Monday the 21st



We can't resist a clever promotion, nor free matzah balls for that matter. Head to Canter's Deli today to partake in both. In honor of the DVD release of the Passover comedy, "When Do We Eat?" they'll be setting the Guinness Book record for making the largest matzah ball ever. Moreover, those wishing to view the gargantuan ball may also partake of their own. There will be free matzah ball soup for all, between the hours of 10 a.m. and noon, and the band **Chutzpah** will also perform.

10 a.m.-noon. 419 N. Fairfax Ave., Los Angeles.

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#4: Adult Moxie

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His fantasies finally became a reality—for his girlfriend.

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#5: Chutzpah rap!

★★★★☆ | 2:20 | 18,015 views



These dudes can rap!

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Jewish hip-hop artists rap on Torah, Chanukah

Wed Dec 7, 2005 8:16 AM ET

By Jonathan Stempel

NEW YORK (Reuters) - They have baggy clothing, backward baseball caps, the "bling bling" and racy lyrics. And these days, rappers sometimes wear yarmulkes too.

Hip-hop music, which grew out of black inner cities, isn't typically associated with Jews, but as the genre has grown more popular, some Jewish artists have embraced it as their own, while transcending theological and ethnic differences.

New York-based Hip Hop Hoodios, whose name is a play on the Spanish word for Jews, is a Latino-Jewish group that has recorded in English, Spanish and Hebrew. Their lyrics include such sardonic lines as: "My nose is large, and you know I'm in charge."

A popular 26-year-old Hasidic singer, Matisyahu, raps in a brimmed hat and dark suit over reggae beats. "Torah food for my brain let it rain till I drown, Thunder! Let the blessings come down," he says in "King Without a Crown."

The growing genre has also seen artists like Remedy collaborate with mainstream acts like Wu-Tang Clan.

"It's very much a representation of the cooperative state of Jewish and black relations today," said Rabbi Marc Schneier, president of the Foundation for Ethnic Understanding, which is chaired by hip-hop impresario Russell Simmons. "I view cooperation, not conflict, as the defining element."

While some commentators still see rifts between American blacks and Jews, many agree that relations have improved greatly. At the same time, hip-hop has gone mainstream.

Experts said hip-hop can appeal to audiences of diverse backgrounds, including Jews, while still maintaining its authenticity.

"It's impossible to separate this phenomenon from a move by Jews in their late teens to late 30s to explicitly identify themselves as Jews in American popular culture," said Joel Schalit, managing editor of Tikkun magazine, who personally likes two Israeli Hebrew-language artists -- Sagol 59 and HaDag Nahash.

"What might be new is that more artists are emphasizing their Jewishness in their content and marketing."

An example: Chutzpah, comprised of two suburban New York natives and a Los Angeles actor, whose first single from a self-titled CD and accompanying DVD is "Chanukah's Da Bomb."

"A lot of people think because 'Chanukah's Da Bomb' is the single, it's for Jewish people," said the group's 44-year-old dreadlocked member, David Scharff. "It's like saying Woody Allen is for Jewish people. It's for everybody."

Jewish hip-hop artists rap on Torah, Chanukah

Wed Dec 7, 2005 8:18 AM ET

(...continued)

Formed by music producer Tor Hyams, Chutzpah even enlisted 71-year-old veteran actor George Segal as "Dr. Dreck," its "coordinator."

"The lyrics are quite solid and informative, as well as witty, sharp and funny," Segal said in a phone interview. "That's what makes it work."

Chutzpah treads the line between seriousness and satire. Parody acts in Jewish hip-hop have been common. Among them, 50 Shekel was a takeoff on 50 Cent. M.O.T. was managed by Meshugge Knight, a takeoff on Suge Knight. And 2 Live Jews featured Dr. Dreidle and Ice Berg.

"If you're looking for a tale of 'gangsta' life, Jewish hip-hop might not be the place to start," said Alana Newhouse, arts and culture editor at the Forward newspaper.

"The best Jewish hip-hop artists plumb serious elements of Jewish history, but all are creating a new way to tell the story of Jewish experience."

Beastie Boys are the most commercially successful Jewish rap act, and the only one to achieve mainstream success. But it was only recently that their Jewish backgrounds began to be reflected in their lyrics.

Rabbi Schneier said Jewish hip-hop can resonate with non-Jewish listeners, including many with similar views in other areas.

"Jews view themselves as a minority when it comes to issues of race and changing demographics, and on many questions their responses are identical to those of African-American and Latino respondents," Schneier said. "Hip-hop is a unifying force that resonates with young people."

In the video for "Chanukah's Da Bomb," Chutzpah cruises town in a Volvo with a roof-mounted menorah and raps that Chanukah, "whichever way you spell it," is better than Christmas because it lasts seven days longer.

"Humor (is) one of the only things the Jews had when they were being oppressed for century after century," Hyams said.

"The only difference between us and any other hip-hop group is that they don't say their religions before they say they're a hip-hop group," he continued. "We say it because we're proud of it."

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Billboard

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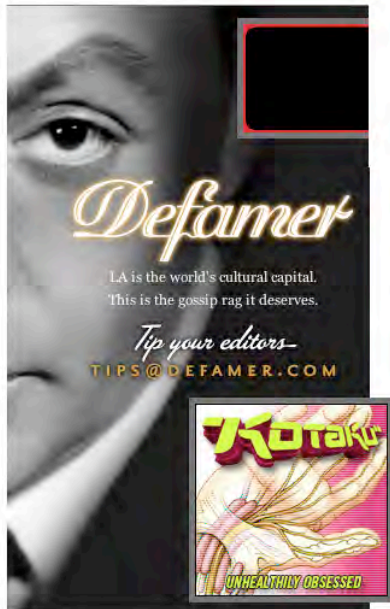
PATIENCE: Shout Factory's Jewish Music Group has earned some radio play with **Chutzpah's** "Chanukah's Da Bomb." The timely track, taken from the act's RED-distributed debut, "(Eponymous)," also scored the group an appearance on local Fox morning show "Good Day New York," and a New York Times piece ran the week of Hanukkah, Jewish Music Group head **David McLees** says.

Yet the success and buzz RED has had with **Matisyahu** has thus far eluded the sillier Chutzpah. Not to worry, McLees says, as there are more holidays to come.

"We're working toward a Passover song with them that can be downloaded," McLees says. "It'll be free if you purchase the album, and the holiday theme is a way to market the record."

Matisyahu's accomplishments likely means more Jewish hip-hop is on the way, but more than one artist will have to appeal to a non-Jewish audience to get retail excited. Just don't call Chutzpah a novelty, McLees says, even if the act features actor **George Segal**.

"This is no more of a joke than a lot of mainstream hip-hop," McLees says. "Gangbangers sort of make fun of a lot of the things that go on in gangs, and they talk about an extreme personality that they aren't. It's not that far from that." ...



6 APRIL 2006

TO DO: COMEDY BENEFIT, STINSON, CHUTZPAH



· Listen up: An all-star lineup is turning out to do a [benefit at the Steve Allen Theater for comedienne Erica Doering's emergency eye surgery](#). Need names? Here you go: Patton Oswalt, Bob Odenkirk, Louis C.K., Dana Gould, Naked Trucker, Andy Kindler, The Tomorrow Show Band, and Jimmy Pardo, plus advance episodes of *Wonder Showzen*.

[Buy tickets or donate here.](#)

· Music Round-up, A Bunch of Dudes Edition: Richard Butler (of the Psychedelic Furs) does it solo [at the Keyclub](#), David Garza [at Largo](#), and Mike Stinson [at the Silverlake Lounge](#).

· Chutzpah, the "World's First Ever Jewish Hip Hop Supergroup," throws down [at the Knitting Factory](#).

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Thu Apr 06, 2006

Weekend Picks

The shtetl fabulous "Jewish hip-hop supergroup" Chutzpah play tonight at the Knitting Factory as part of the resident hip-hop night "Hip-Hop-a-licious." The group's short film "Chutzpah, This Is?" made its LA premiere at the LA Jewish Film Festival this week, so odds are they'll be hotter than a fresh knish.



The Shmooze

More Jewish Rap? That's Chutzpah

By ANTHONY WEISS

December 9, 2005

Chutzpah — "the world's first Jewish hip hop supergroup" — is roughly what you would expect a Jewish novelty hip-hop group to be, provided you didn't think too hard: On its newly released, eponymously named album the group raps about Hanukkah and about nagging mothers, throws in a smattering of Yiddish and peppers its lyrics with references to "the Tribe."

What's that you say? Jewish rap has been done? Well, let's see: There's been 2 Live Jews, Members of the Tribe, 50 Shekel (who now goes by his given name, Aviad Cohen), reggae rapper Matisyahu and a few score others. (And of course, long before any of them, there were the Beastie Boys.)

But wait, wait. These Jewish rappers know celebrities. Their mockumentary DVD, "Chutzpah — This Is?" includes appearances by Gary Oldman, Sharon Osbourne and '80s heavy metal band Def Leppard's Vivian Campbell. It features George Segal as rap pioneer Dr. Dre. (Segal does not actually rap with Chutzpah.)

The group's three permanent members are Master Tav, MC Meshugenah, and Jewdah (born as Tor Hyams, Jerran Friedman, and David Scharff, respectively). Hyams brought in the celebrities from his career as a film composer, songwriter, record producer and Los Angeles preschool father.

He insists that Chutzpah is not just a novelty group: "Isn't that racist? Why can't Jews rap?" Rather, Hyams said, Chutzpah uses humor to convey a serious message. The message? "It all comes down to One Tribe." In other words, Jewish unity, human unity, etc.

Serious or not, Chutzpah's message is finding an audience. The group's music video for "Chanukah's da Bomb" is now appearing on MTV Online and on Video on Demand; Chutzpah is touring venues around the country, and, in perhaps the group's surest sign of success, has been hired to play at a fancy bar mitzvah on New York's Upper East Side.

Chutzpah's rise confirms Hyams's original instinct on entering the Jewish hip-hop world: "I felt like I was better than anything I had heard."

Now that's chutzpah.

THE JEWISH JOURNAL

OF GREATER LOS ANGELES

THE ARTS

2005-12-09

Spectator - It's Hip to Be Chutzpah

by Gaby Friedman, Contributing Writer



Chutzpah

When you think of hip-hop or rap, you don't generally think of jowl-necked septuagenarians or skinny, psyched-out white guys rapping about the tsuris their mother gives them, but then again, you don't generally think of Jews either.

Enter Chutzpah, or the new "Jewish Hip-Hop Supergroup," as they would have it.

People say "that we could perform in front of a black urban audience and they would be into the beat and into the rap," said Jewdah (a.k.a. David Scharff, Chutzpah's manager). "Of course, it was a couple of Jewish guys saying that."

That kind of irreverence makes Chutzpah a hybrid entertainment experience. On the one hand, the raps they sing — like "Chanukah's Da Bomb" or "Tsuris" — sustain a head-throbbing beat that might hold its own in the innercity. On the other hand, the group, which consists of Master Tav (a.k.a. Tor Hyams), Dr. Dre (a.k.a. George Segal) and MC Meshugenah (real name unknown) keeps trying to make you laugh and to get you in on the joke.

In "Chutzpah, This Is, The Official Hip-Hop-Umentary," Chutzpah's debut DVD, the group explains its origins in a mock-serious "This Is Spinal Tap" fashion. The group officially started when Master Tav called up Dr. Dre, who was then moonlighting as George Segal, and left a message inviting him to join a Jewish rap group. Dre wanted to delete the message, but instead pressed a button that called Tav back, and Chutzpah was born.

Dre, who wears heavy gold chains and looks just a bit too old to be doing the arm-bouncing motions so favored by rappers, was rumored to have invented scratching on a Victrola in 1948. He also claims that Dr. Dre stole his name and dropped the "CK."

In addition to the DVD, Chutzpah also has a CD "Chutzpah, Eponymous." The group claims that its music will cross ethnic boundaries, bring Jewish culture to the masses, and make people say, as Tav put it: "I wish I was a cool Jewish rapper."

For information on Chutzpah, visit www.chutzpahthegroup.com.

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Chutzpah!

soundbytes

Film legend George Segal fronts Jewish hip-hop comedy trio.

Anybody bored out of your mind with a certain repetition and lack of creativity in pop music this past year? Well your worries are over. Let me introduce to you ... Chutzpah, the first ever Jewish Hip-Hop Supergroup.

Chutzpah is led by senior member George Segal, known for his dramatic roles in movies like "Who's afraid of Virginia Wolf." With Chutzpah, Segal proves he has a great knack for comedy and rap music, as well. This L.A. trio, which burst onto the music/comedy scene in November, is easily the funniest thing to happen in pop music since "This Is Spinal Tap," Rob Reiner's critically acclaimed mockumentary of '80s hard rock.

Chutzpah signed with the Jewish Music Group in November and immediately released their debut album "Eponymous," followed by a DVD, "Chutzpah, This Is?" - the first ever Hip Hop-u-mentary. The group has received very favorable press from Rolling Stone Magazine, Billboard Magazine, The New York Times and The L.A. Times. They have been featured on MTV and have evoked comparisons to Woody Allen, Eminem and Adam Sandler.

Heavy drama to hilarious hip-hop

The fictional story of Chutzpah begins with Dr. Dreck, a.k.a. George Segal, who reportedly invented the hip hop DJ technique of scratching in 1949. He wrote lyrics to the beats he created while scratching, and after discovering his inborn talent for rhythm and rhyming, he knew what he wanted to do with his life. He took up acting under the name George Segal to financially support his passion until one day he could share his vision of hip-hop with all. That day came when he encountered Master Tav. Inspired by Tav's natural talent, he taught him all he knew of

the hip-hop genre and encouraged him to team up with M.C. Meshugenah. The rest is history: Dr. Dreck and Chutzpah have emerged from the underground and are ready to show us hip-hop the way it was meant to be all along ... Jewish-style.

as Chutzpah performed "Chanukahs Da Bomb," the first single off the debut album. "Chanukah" is a catchy number with some very notable Jewish images, and has been getting a surprising amount of radio play around the country.

The relatively short history of hip-hop has

established it as a legitimate, permanent genre. But some of the genre's biggest stars have come to be thought of by many of their former fans as clowns and hoodlums as opposed to artists or role models. Obnoxious behavior contributes to the decay of hip-hop's image in pop culture, and Chutzpah does a remarkable job of inflicting humility on many of the ridiculous mannerisms that a majority of the genre's key names take so seriously. Master Tav, who occasionally forgets to speak with proper hip-hop slang, is the spitting image of Eminem,

and the lack of sophistication in the lyrical content (meant to be a joke) is not far from what you'll get in rap songs by other artists who hope that you take them seriously.

Chutzpah is a breath of laughing gas - just what the industry needs right now. "Chutzpah This Is?" has just been accepted into HBO's U.S. Comedy Arts Festival, the biggest annual event in comedy, where a large number of television shows are discovered. After shopping several venues, Chutzpah has decided to take residency at the Knitting Factory. This is one of Hollywood's top music venues, and Chutzpah's residency there may rival the very popular Metal Skool residency across town at the Key Club. Chutzpah will be performing their hilarious live show the first Thursday of every month, starting March 2. The record is available in all record stores.

For more information about Chutzpah, go to: www.chutzpahthegroup.com.



This is first-rate comedy that everyone seems to be enjoying. Whether you have a subtle, intellectual sense of humor or prefer a sillier, more arrogant style, Chutzpah will make you laugh until it hurts. Fans from Vivian Campbell (guitarist for Def Leopard) to Gary Oldman to Sharon and Ozzy Osborne (all of whom make cameos in the DVD) have found these guys appealing in one way or another. But as funny as Chutzpah is, the music here should not be overlooked. Segal and crew have cooked up an interesting combination of The Beastie Boys, Eminem and Outkast. Even though all the songs on the album revolve around one concept - Jews are better than anyone else - they make it work by keeping it short and sweet. "Eponymous" is definitely worth a spin for anyone who's a fan of any of those artists.

Chutzpah had their CD-release party in December at the Spider Club, an A-lister hangout in West Hollywood. It was a big hit,

BY PATRICK THOMAS



Jewish rap group comes to Scarsdale

By **REBECCA BAKER ERWIN**

rerwin@thejournalnews.com

THE JOURNAL NEWS

(Original publication: November 30, 2005)

Call them Jewz in the Hood.

Two songwriting cousins from Larchmont have created a Jewish hip-hop group in Los Angeles called "Chutzpah" and recruited veteran actor George Segal from the TV sitcom "Just Shoot Me" as a member.

The group, founded by Mamaroneck High School graduates Tor Hyams and David Scharff, are bringing Chutzpah to Westchester for a Saturday night show at the Bendheim Performing Arts Center in Scarsdale. The group also will perform on "Good Day New York" on Friday morning.

"I couldn't be happier," Hyams said. "This is thrilling for us. It really feels like a homecoming."

It's not easy to know whether to take Chutzpah seriously. With songs like "Chanukah's Da Bomb" and a video with gigantic menorahs, gyrating dancers, and lots of "bling," Chutzpah seems to be lampooning both Jewish and hip-hop cultures.

But while Chutzpah's lyrics might be funny, Hyams said, its music — and pro-Jewish message — are serious.

"We're not kidding at all," he said. "Our point about Judaism is that it's an incredible culture. That's what we celebrate. We don't condemn it. What we do is tease."

Brad Garfield, Bendheim's artistic director, said he is trying to bring "cool, hip" shows to the Bendheim, and Chutzpah fits the bill. Garfield learned about the band through Hyams' mother.

"I looked at these guys and said, 'They're not bad,' " he said. "It's funny. They're talented."

The group released its CD, "(eponymous)," this month, along with a DVD called "Chutzpah, This Is?", a self-described "hip-hop-u-mentary" that's loosely based on the movie "This Is Spinal Tap."

The cousins said they wrote the 13 songs for their own amusement and only by chance were connected to a music label in Los Angeles that produces only Jewish artists.

"We have an agent now," Hyams said.

Each member of Chutzpah is a hip-hop character. Hyams, a 36-year-old music producer, plays "Master Tav," the lead rapper. Scharff, 44, plays "Jewdah," the group's silent Rastafarian.

The 71-year-old Segal plays "Dr. Dreck," the group's mentor. He doesn't rap, but he gleefully embraces the goofy dance moves, baggy clothes and oversized jewelry of the other members. Hyams had recorded some banjo music for Segal and said he spent an hour persuading the actor to join.

Rounding out the group is Los Angeles actor Jerran Friedman as "MC Meshugenah," who helps Hyams with vocals.

Jewish hip-hop groups are a growing trend, from the New York-based Hip Hop Hoodl0s, with its rap and Latin mixes, to the hard-edged group The Tribe to performer 50 Sheckls, who parodies gangsta rapper 50 Cent.

"I think the genre is catching on because what I think we need most of all is humor," Hyams said. "We laugh, we feel good. And music is universal."

Some ultra-Orthodox Jews have criticized Chutzpah for its lyrics and image, Hyams and Scharff said. But overall, they said, Jewish audiences have embraced their music and shows.

"It's something modern for kids and lets them be proud to be Jewish," Scharff said.

If you go

What: Chutzpah, a Jewish hip-hop group with actor George Segal

When: 8 p.m. Saturday

Where: Bendheim Performing Arts Center, 999 Wilmot Road, Scarsdale

More info: Tickets are \$30, \$20 for students and \$18 for large groups. Call 914-472-3300, ext. 403, for ticket sales or information.

Other local performances: "Good Day New York," Fox Channel 5, between 8:30 a.m. and 9 a.m. Friday

On the Web:

To learn more information and see videos by the Jewish hip-hop group Chutzpah, visit:

www.chutzpahthegroup.com

SCARSDALE

february 2006

magazine

SCARSDALES COOP

Chanukah's Da Bomb, A'ight?

If there's one thing the holidays lack, it's catchy Jewish tunes. Sure, there's "Dreidel, Dreidel, Dreidel" and Adam Sandler's Festival of Lights ditty, but those songs have been beaten to death, right? And Klezmer music is, shall we say, not exactly iPod material. Thankfully, this year we were blessed with the self-proclaimed "Jewish rap super group" Chutzpah and their single "Chanukah's Da Bomb."

Not only were the rhymes catchy—"You're never going to see a Chanukah sale, there's never going to be a Jewish reindeer tale"—but the music video spoke to us in a way the Beastie Boys never have. Cruising around town in a Volvo with a roof-mounted menorah, their bling-bling comple-



MC Meshugenah, Dr. Dreck (George Segal), Jewdah, and Master Tav make up Chutzpah.

mented by yarmulkes, the group reminds us that "Whichever way you spell it, it's still Chanukah."

Founded by two cousins from Larchmont, Chutzpah chose to hold their first-ever concert close to home, at Scarsdale's Bendheim Performing Arts Center in December. The group—made up of Master Tav, Jewdah, MC Meshugenah, and, bizarrely, 71-year-old actor George Segal (from the NBC sitcom *Just Shoot Me!*)—then embarked on a whirlwind

cross-country performing tour: New York, L.A., Houston. They were also just signed by an upstart record label, Jewish Music Group, and recorded the first-ever hip-hop Passover track, due later this year. Even with the budding Eminem-type empire, it's tough to pin Chutzpah down—are they more Ali G. or Kanye West? After their Scarsdale debut, we caught up with Master Tav and Jewdah to find out.

—E.W.

the Q & A



Gary Oldman (far left) and Vivian Campbell of Def Leppard (far right) with the group.

I heard you were rushed by 13-year-olds after your show at the Bendheim. What was that like? Great. We signed a bunch of hats and sneakers. We feel like they are the MTV Jew generation.

How do you feel about non-Jews listening to your music? They seem to like it more than Jews, but we're not sure why. A lot of things are self-deprecating in the music and our Gentile peeps like that.

Is the Volvo with the menorah on top in your "Chanukah's Da Bomb" video one of yours? Yup. It's Jewdah's. It's the only way we can keep track of him.

Do you see any equivalent to the East Coast/West Coast feud in Jewish rap?

Maybe between the Beastie Boys or Matisyahu (a Jewish reggae-like rapper). (Tav) I've actually challenged Eminem to a battle. I still haven't heard back.

Would you ever do a song with closet Jews like the Beastie Boys? Maybe that question should be posed to them: Would they ever do a song with us?

Are you going to jump on the bandwagon and start up a clothing line or create your own cologne? Why not? What better way to communicate our message of "One Tribe" than through materialism?

Are you gonna buy some bling, too? We're into platinum—multi-platinum, that is.

Simon Schama:
America will never
be the same again



Amy Jenkin:
The new generation
is now in charge

10p per
Monday to Friday
Published
in London and
Manchester
guardian.co.uk

the **guardian**

PREVIEW | **internet**

Chutzpah WWW.CHUTZPAHTHEGROUP.COM

Chutzpah — Yiddish for balls — are a Jewish rap group comprising of a middle-aged music producer, 71-year-old actor George Segal and a constantly smiling dreadlocked philosopher. Not your regular hip-hop concern, then, but their songs — a mixture of humour and education about the Jewish faith —



are so funny (Woody Allen meets The Game, if you will) that you can't help but laugh along. Check out their seasonal video Chanukah's Da Bomb,

in which they cruise into town in a Volvo and argue that the Jewish religious festival is superior to Christmas because you get "seven days more of presents" and there's none of that fat man in a red suit stuff. Bizarrely, celebrity endorsement comes from Gary Oldman, who claims "They're down!" **JD**

Rolling Stone

"Chutzpah not only lives up to its name, which is yiddish for having balls, but delivers their hilarity with a sense of fun and frivolity that will sure to make you smile and laugh for the rest of the day. The surprise though is you can't help but sing along to these infectious melodies.

Imagine a vintage Woody Allen with soul and MC skills and you've got Chutzpah!"

-Steve Baltin



PARODY BAND OF THE MONTH

LEARN MORE | WWW.CHUTZPAHTHEGROUP.COM

GOT CHUTZPAH?

Who is Chutzpah? The question is best answered—in the tradition of our people—with another question: Who wants to know?

TO THE PEOPLE JUST NOW BEING INTRODUCED: Chutzpah—the first ever Jewish hip hop super group—have been together, on and off, for as long as anyone can remember. Brought together by the magisterial Dr. Dre, a profoundly influential figure in the annals of hip hop, the trio consists of Master Tav, MC Meshugenah, and Jewdah (the Jewish/Rastafarian philosopher/rapper).

To those in the know: Chutzpah is a parody group headed up by none other than 72-year-old actor George Segal (*Just Shoot Me*, *Who's Afraid of Virginia Woolf*). Their worldwide debut release, *Chutzpah* (eponymous) hit the streets in early November and contains 12 tracks (plus one hidden one for the Lost Tribe). Their "Chanukah's Da Bomb" video, which aired on MTV, features cameos by Gary Oldman, Sharon Osbourne, Debi Mazar, and Def Leppard's Vivian Campbell. Their humorous take on the hip hop world has been written up in the *New York Times* and *Rolling Stone*. They are in the process of putting together a small tour of both coasts and are also playing a number of high-end bar and bat mitzvahs around the country. ■

The Scarsdale Inquirer

Founded in 1901

FRIDAY, DECEMBER 2, 2005

Hebrew homeboyz, back in the 'hood

By JACKIE LUPO

Tor Hyams looks like he was born to rap. As he cruises the streets of L.A. in his latest video, he's wearing his favorite piece of bling, a six-inch-wide Star of David. The hood ornament on his car (a Volvo) is a giant menorah. And he wears a skullcap with the natural ease of the rap star that he is: lead singer for Chutzpah, billed as "the first ever Jewish hip-hop supergroup."

What's a nice Jewish boy like Hyams doing in a job like this? The Inquirer talked with Hyams from his crib in Los Angeles, where he was chilling in advance of his group's national concert tour. The first stop: Saturday, Dec. 3 at the Bendheim Performing Arts Center, just a few blocks from his childhood 'hood in Larchmont.

Hyams, a 1987 graduate of Mamaroneck High School, is known in Los Angeles as a music producer, songwriter and composer for film and television. He has scored several feature films,

and his record projects range from blues to children's to classical. But it's as his alter ego, rapper Master Tav, that Hyams has hit the big time.

"I'm doing what all Jewish boys want to do: be black, either by rapping or playing pro basketball, and we've had a very small shot at the latter," explained Hyams. He said the group really started as a joke cooked up by him and his cousin David Scharff, also a Larchmont native. Scharff, who is an entertainment industry executive in Los Angeles, plays a Rastafarian-type character named "Jewdah," a member of "The Lost Tribe." Rounding out the group are "MC Meshugenah," a deeply neurotic rapper, and the influential "Dr. Dreck," who claims to be one of the patriarchs of hip-hop and who says "Dr. Dre" stole his name, but took off the final "ck." Incidentally, Dr. Dre (who is not on the national tour with the group this month) bears a not-so-coincidental

Continued on page 22



Chutzpah

Continued from page 19

resemblance to actor George Segal.

Hyams never really thought the group would become a music phenomenon. "We were just going to do it for our families for Hanukkah," he said. Then one day, he was in a meeting with some record company executives on one of his mainstream projects, and nobody could agree on the budget. "It got a little tense in the room, and just as a joke, I said, 'Hey, you could just sign my Jewish rap group.'"

Later that afternoon, Hyams found an e-mail from one of the executives who had been at the meeting, saying that he didn't know whether Hyams had been kidding, but if he hadn't been, he wanted him to know that he had just started a Jewish-only record label.

"I had to pursue it, only because the joke was just getting bigger, and as a Jewish person you can't leave a joke unturned," said Hyams. Next thing he knew, Chutzpah was in the studio making an album for JMG Records. The eponymous CD "Chutzpah" was released last month. The first single off

the CD is "Chanukah's da Bomb," which was made into a music video shot at the Avalon in Hollywood. The making of the video was turned into a DVD documentary called "Chutzpah, This Is!" featuring cameos by Gary Oldman, Debi Mazar, Sharon (wife of Ozzy) Osbourne, Viv Campbell (of Def Leppard), and an amazing performance by Dr. Dre.

"It's funny, because we thought nobody would want to listen except our mothers," said Hyams.

"My cousin, he and I would get together between our actual work and write lyrics that we thought were funny." Their rap about Jewish mothers and the "guilt factor" eventually became the hit "Tsuris." Their parody of "In the Ghetto" is called "In the Shtetl," a title Hyams said comes from the idea that "there is a kind of ghetto mentality in our hearts." One of their funniest raps, "The Blessing of the Curse," is about the heritage of Jewish pessimism.

"the underlying principle is simple/like a baby's dimple/if you got a pretty face/you betta watch out for a pimple."

Do you have to be Jewish to love "Chutzpah?"

"Jewish people, they totally get it," said Hyams. "They relate on a level that is unmistakable. But non-Jews have been a lot more emphatic than Jews about how much they love it. One, the songs are really fun and groovy, also they're very catchy. When you hear 'Superjew,' that's such a catchy song. The thing that always motivates people is, can they move to it and can they hum along to the hook. If you know all the Yiddish words it'll resonate with you, but if you don't it's still a really dancy hip-hop record."

Hyams noted that they do provide a Yiddish-English glossary with the album.

Despite the edgy sound and the hip-hop beat, the songs themselves are, on the whole, quite uplifting. "I think we actually are trying to reflect some Jewish cultural experience, but part of our intention was to be genuine," Scharff told the Inquirer. "If we're mocking it, we're mocking it with love."

Scharff said that he and Hyams write the lyrics and the music together. "He's the one that makes the music sound the

way it is. With rap it's all about the rhythm and the cadence of the words."

Some of the songs do tell a story.

"Songs like 'Shiksa Goddess,' it's a confessional comedy song. He's boasting because he got a 'look' from a shiksa goddess," said Scharff. Other songs take their cue from current events.

"We played on the Chabad telethon. The rabbi, he loved us," Scharff said. "I think it was a stretch for him. We played a song called 'Home is Where the Heart Is,' and I have to tell you, the Hasids all in their dark robes and long white beards loved every minute of it and loved that there was something hip that was Jewish and celebrates the culture instead of rejecting it. Although we're somewhat of a stretch, we stand proud and rap about it. That's a way to reach a lot more people, than people who stay cloistered and hold people in judgement."

Chutzpah performs Saturday, Dec. 3, at 8 p.m. at the Bendheim Performing Arts Center, 999 Wilnot Road. Tickets: \$30. For tickets and information, call the box office at 472-3300, Ext. 403.

PAPER



DAY 5: FRIDAY In the morning, tattooed rock mama **Andrea Lawent (29)** presents her “clean living” aerobics campaign. She’s awesome, screaming for us to “turn up the music ‘til the cops come!” (*So L.A.!*) This is **Mister Cartoon’s (30)** day; we’re shooting his tribe. He and his business partner Estevan Oriol are exhibiting their clothing line Joker Brand, and he’s also going to be in **Carlo’s second panel discussion (31)**, “L.A. No-Brow,” later that afternoon with Camille Rose Garcia, Shepard Fairey, Jeff Burton and Richard Duardo. We’re dying because we are huge fans of Cartoon’s work, and it turns out to be mutual—Cartoon is a big fan of PAPER. By nighttime, our Sabbath Showdown party is kicking it with a heeb vibe. Not only does Grandpa Snake DJ but **Audrey Bernstein** also performs with her jazz band the Belairs. **Johnny Fayva (32)** works his hysterical talent-show shtick as well, and **Chutzpah (33)**, a trio of hilarious hip-hop heebz, performs before a screaming crowd. Even on the West Coast, being a heeb is hot. What a crazy day. My throat feels scratchy, and I’m beyond delirious from stress, stimulation, exhaustion and happiness.

Jew Got Served!

Look out, Eminem, Chutzpah's on the mike
BY TRAVIS RITTER



Chutzpah

It's commonly accepted that hip-hop was created in the '70s by DJs and rhymer on the streets of NYC. Not so, according to members of L.A.'s Chutzpah, who are stopping by the Meridian today to celebrate Hanukkah with local Jews and gentiles alike.

Master Tav, the lead rapper and beat maker of the trio, says the idea for an all-Jewish hip-hop group was conceived of more than 40 years ago by Dr. Dre, their mentor. (You know Dre better as the seasoned actor George Segal, from shows like *Just Shoot Me*, in which he played David Spade's boss.) "The problem was, back then they only had these Victrola phonographs that made it really hard to scratch," says Tav, matter-of-factly.

Master Tav, Meshugenah and Jewdah - who hadn't even been born when Dr. Dre's idea allegedly surfaced - came together a little more than two years ago. They quickly landed a deal with Jewish Music Group, who recently released their debut, *Chutzpah: Eponymous*. With songs like "Chanukah's Da Bomb" and "Superjew," the album has been called a mix of Adam Sandler, Eminem and Woody Allen. The group has become quite successful in its brief tenure, selling out shows in New York and Los Angeles. They've even played the occasional bar mitzvah. "If you get a bar mitzvah gig, you've made it," says Tav, who has no doubt about his skills as a rapper.

"I wouldn't be afraid to go up against Eminem," he says boldly. "I will take him on right now, freestyle." Cue Tav's impromptu rhyme: "Dreidel dreidel, I made it out of clay / I say hooray because I'm not gay / not that there is anything wrong with it / I'll let you have it / Master Tav coming at ya / Happy Hanukkah." Whatcha got for that, Eminem? Thu., Dec. 22, 9 p.m., \$10-\$15. Meridian, 1503 Chartres St., Houston, 713-225-1717, <http://www.meridianhouston.com>.



New HIPHOP/RAP: White-Boy Rap



CHUTZPAH: Eponymous

Chutzpah is a mix of The Beastie Boys meets Dr. Dre meets Jewish Hip Hop.

[read more and hear it](#) or [add to your cart](#)



MOVIES ON MTV.COM

Chutzpah: This Is?

POWERED BY AMG

Plot Synopsis



A Jewish hip-hop group attempts to make good on their legendary demo tape in this documentary that proves the true spirit of hip-hop knows no racial boundaries. A record deal is on the line and if Chutzpah is going to break big they have to deliver. As former Cantorial student Master Tav takes the mic with Dr. Dre, MC Meshugenah, and Jewdah the Jewish Rastafarian, the rapping underdogs attempt to gather the dancers and venue needed to film the music video that will catch the attention of hip-hop fanatics from across the globe. ~ Jason Buchanan, All Movie Guide

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Happy Chanukah!

1-19 of 19



Barenaked for Hanukkah - EP
Barenaked Ladies
Released Nov 15, 2005
\$2.97 [ADD ALBUM](#)



The O.C. Mix 3: Have a Very Merry Chrismukkah (Digital Version) [...]
Various Artists
Released Nov 02, 2004
\$9.99 [ADD ALBUM](#)



Festival of Light
Various Artists
Released Sep 26, 2000
Partial Album



Festival of Light 2
Various Artists
Released Sep 14, 1999
Partial Album



Stan and Judy's Kid EXPLICIT
Adam Sandler
Released Jun 29, 2004
\$11.99 [ADD ALBUM](#)



Hanukkah Rocks
The LeeVees
Released Oct 04, 2005
\$9.90 [ADD ALBUM](#)



Kidz Bop Hanukkah
Kidz Bop Kids
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\$2.97 [ADD ALBUM](#)



Chutzpah - Eponymous
Chutzpah
Released Nov 15, 2005
\$9.99 [ADD ALBUM](#)



A Taste of Chanukah
Hankus Netsky & Theodore Bikel
Released Oct 05, 1999
\$9.99 [ADD ALBUM](#)



Chanukah Favorites
Judy Caplan Ginsburgh
Released Apr 04, 2000
\$9.99 [ADD ALBUM](#)



The Joy of Chanukah
New Horizon Singers
Released
\$9.99 [ADD ALBUM](#)



Y2Klezmer
The Alexandria Klezmer
Released Jan 01, 2001
\$9.99 [ADD ALBUM](#)



Chanukah at Home
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Released Nov 01, 1988
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JUNE 11, 2007

People



IDOL'S JORDIN

Music

by Chuck Arnold

QUICK CUTS



**JOAN
OSBORNE**

*Breakfast
in Bed*

Osborne serves
up '70s soul

nuggets such as "Kiss and Say Goodbye" along with R&B-flavored originals like "Baby Is a Butterfly." Good comfort music for staying in bed.



Billboard

See Charts Legend for rules and explanations. © 2007 Nielsen Business Media, Inc. and Nielsen SoundScan, Inc. All rights reserved.

THE Billboard 200 JUN 9 2007



Singer graces the big chart for the first time since 2000 with 16-track album containing six new songs and 10 covers.

WEEK	LAST WEEK	WEEKS ON CHART	ARTIST IMPRINT & NUMBER / DISTRIBUTING LABEL (PRICE)	Title	CERT.	WEEK POSITION
101	107	172	EMERSON DRIVE MONTAGE 3008ANICAS (13.98)	Countrified		151
102	140	172	SOUNDTRACK WARMER SUNSET ATLANTIC 101527AD (18.98)	Music And Lyrics		83
103	129	85	CLAY WALKER CLOUD 20963 (18.98)	Fall		115
104	105	174	TOOL TOOL DISSECTIONAL VOICARD 81901 2048A (18.98)	10,000 Days	1	1
105	148	150	THE SHINS USE PUP 705 (15.98)	Winning The Night Away		2
106	138	137	DIDDY BAD BOY 82804 AG (18.98)	Press Play		1
107	97	26	DIPSET DUKE DA GOD PRESENTS DIPSET: MORE THAN MUSIC, VOL. 2 (17.98)	DukeDaGod Presents Dipset: More Than Music, Vol. 2		39
108	106	149	KATHARINE MCPHEE RCA 87843 RAG (18.98)	Katharine McPhee		2
109	101	162	BLUE OCTOBER UNIVERSAL MOTOWN 005021 08PL (18.98)	Foiled		13
160	NEW	1	JOAN OSBORNE WOMANLY HIPS 19433/TIME LIFE (18.98)	Breakfast In Bed		160
101	131	155	MARQUES HOUSTON THE UNBROKEN MOTOWN 67925 UMAG (13.98)	Veteran		3
102	132	154	RELIENT K GOTEY 27043 CARTEL (18.98) *	Five Score And Seven Years Ago		8
103	145	104	GERALD LEVERT ATLANTIC 100361 AG (18.98)	In My Songs		1
104	137	9	ERIC CHURCH CAPITOL NASHVILLE 90749 (18.98)	Sinners Like Me		23
105	141	148	THE WRECKERS MAYBECK/WARNER BROS. 2040WVLE 4088WVW (18.98) *	Stand Still, Look Pretty		14

POP

JOAN OSBORNE

Breakfast In Bed

Producers: various

Time Life

Release Date: May 22

★ For a powerful singer like Osborne, having "One of Us" be your one career hit must really stink. The 1995 single placed her squarely in the bland, folkly Lilith Fair category. She's tried to correct that perception since then, ably covering Aretha Franklin, touring with Phil Lesh and performing in the award-winning documentary "Standing in the Shad-

ows of Motown." A VP at Time Life caught her virtuoso version of "What Becomes of the Brokenhearted" in the film and signed her to record "Breakfast in Bed," a combo of originals and similarly top-tier covers. The beauty of the album, though, is its small scope. Osborne tackles titles like "Ain't No Sunshine" and "Midnight Train to Georgia" with sparse accompaniment, slower tempos and schmaltz-free readings, using the inherent pathos of her voice to maximum, yet subdued effect.—*KM*



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17.  **Year Zero**
~ Nine Inch Nails (Artist)
Average Customer Review: ★★★★★
In Stock

List Price: ~~\$17.99~~
Price: **\$9.99**
You Save: \$8.00 (44%)
[95 used & new](#) from \$6.50

18.  **Volta**
~ Björk (Artist)
Average Customer Review: ★★★★★
In Stock

List Price: ~~\$19.98~~
Price: **\$12.97**
You Save: \$7.01 (35%)
[47 used & new](#) from \$10.35

19.  **New Moon**
~ Elliott Smith (Artist)
Average Customer Review: ★★★★★
In Stock

List Price: ~~\$18.98~~
Price: **\$12.97**
You Save: \$6.01 (32%)
[45 used & new](#) from \$11.88

20.  **Breakfast in Bed**
~ Joan Osborne (Artist)
Average Customer Review: ★★★★★
In Stock

List Price: ~~\$18.98~~
Price: **\$12.97**
You Save: \$6.01 (32%)



[amazon.com](https://www.amazon.com)

Editorial Reviews
Amazon.com

On *Breakfast in Bed*, her first release on Time Life Records (yes, that Time Life) Joan Osborne tackles a crop of hand-picked soul and R&B favorites with equal parts sass and sensitivity. Long an underappreciated artist, Osborne is a performer with the wisdom to exercise vocal restraint for an effect that's more Dusty Springfield than Christina Aguilera. Her fine previous outing interpreting soul standards was aptly titled *How Sweet It Is*, and witness her contribution to the terrific 2002 film *Standing in the Shadows of Motown*, where Osborne's astute readings of "What Becomes of the Brokenhearted" and "Heatwave" outshone performers like Ben Harper and Gerald Levert (happily, both songs are included here). The title track and Hall and Oates' "Sara Smile" are both canny choices that play to her strengths in delivering credible blue-eyed soul, and six new Osborne-penned songs fit neatly into the record. If her compositions pale a bit next to the classics she covers (with the sultry and slithery exception of the excellent "Eliminate the Night"), give Osborne credit for bravely placing herself side-by-side with songwriting luminaries like Holland-Dozier-Holland and Bill Withers. *Breakfast in Bed* makes for a leisurely listen on a sunny Sunday morning, so put up your feet and stay awhile. --Ben Heege



April 2009

The latest news from NAPPA, your guide to the best gifts for kids and resources for parents!

NAPPA Is Moving!

Having outgrown our Boston headquarters, NAPPA is moving operations three towns over to Norwood, MA, at the end of May 2009. Our new address is:

NAPPA

51 Morgan Drive, Suite 11

Norwood, MA 02062

Our phone number will continue to be 617-522-1515, but our extensions will change - look for them in the May NAPPA Newsletter.

If you're sending entries, or any other materials to NAPPA prior to June 1, 2009, please continue to send them to 670 Centre St., Suite 9, Boston, MA 02130.

NAPPA Adds a New Judge! Tor Hyams Joins John Wood on Music



We're delighted to announce that NAPPA has added a new member to our team of expert judges: Tor Hyams, the founder of HyLo Entertainment, will be joining veteran music reviewer John Wood in judging our 2009 music entries. Read more about Tor Hyams and our other judges [here!](#)

Check out what Hyams has to say about current trends in children's music!

[Download our Music entry form here!](#)

Have You Seen the "Entry of the Week" Yet?

NAPPA, in partnership with Parenthood.com, launched a new feature last to add even more value for our winners: the NAPPA "Entry of the Week"!

[CLICK HERE TO SEE WHOM WE'VE FEATURED SO FAR!](#)

A new submission will be featured every week on the NAPPA blog. "Entry of the Week" submissions have been entered in our Children's Products or Parenting Resources competitions, but have not yet been reviewed by our expert judges: they're selected and vetted by NAPPA staff. An "Entry of the Week" isn't a NAPPA award, but it still catches the eyes of a quarter of a million parents who visit Parenthood.com every month. And savvy marketing departments know: editorial coverage on the internet and in print increases sales!

But only early submissions can be featured. So: send us your products today!

Don't Miss the Deadlines! Entry Forms for 2009

NAPPA is currently accepting entries for all 2009 Children's Products categories. Click on these links to download your entry forms today!

Toys - Deadline June 30, 2009

Games - Deadline June 30, 2009

Software, Video Games, and Web Sites - Deadline June 30, 2009

Music - Deadline June 30, 2009

DVDs - Deadline July 15, 2009

Storytelling & Spoken Word Recordings - Deadline July 30, 2009

Books & Magazines - Deadline August 15, 2009

DON'T FORGET OUR NEW ADDRESS! SEND ALL ENTRIES TO 51 Morgan Drive, Suite 11, Norwood, MA 02062 AFTER JUNE 1!

For more information about NAPPA, contact us at NAPPA@parenthood.com or call Dana at 617-522-1515.

NAPPA helps parents make the best choices for their families!

[Click here to send an email to remove your name from this list](#)

NAPPA
670 Centre St., Suite 9
Jamaica Plain, MA 02130

Cynopsis: Kids!

04/27/09

Happiness Records/E1 Music will release **Kidzapalooza, Vol. 1**, on June 16, 2009. The compilation, a first for Kidzapalooza, features some family-friendly songs sung by family acts and indie groups including Lunch Money, Secret Agent 23 Skidoo, The Jimmies, Ralph Cover (Ralph's World), Perry Farrell, and Lisa Loeb among many others. Launched in 2005, Kidzapalooza is the family-centric stage of the annual Lollapalooza festival.

NAPPA Winners Reflect Music's New Wave

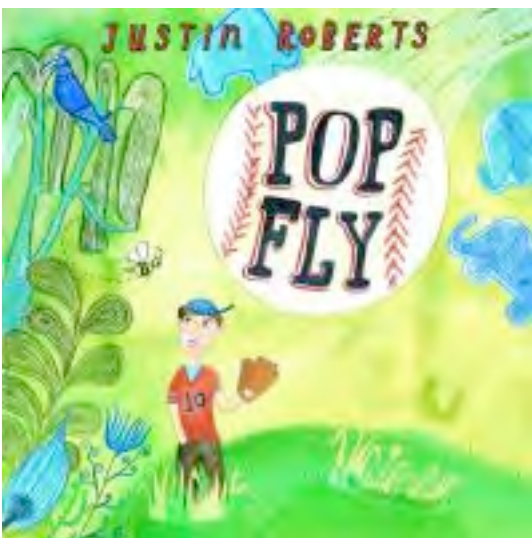
By Tor Hyams

We are Witnessing History.

Every decade or so, a new genre pushes its way to the surface of musical history – the punk explosion in the '70s, new wave in the '80s, grunge in the '90s. Today, we are seeing the rapid proliferation of a new genre: family music.

Formerly known as “children’s music,” family music is the fastest growing (and selling) genre of music in the world. Thinking back to the '80s and the early days of kid-centric music, we remember Raffi, Peter Yarrow and the occasional compilation album, such as Marlo Thomas’ Free to Be You and Me. As the “love children” of the '60s (who had grown up on The Beatles, Led Zeppelin and Jimi Hendrix) became parents, they needed something more ... and some of them picked up their guitars, plucked a few keys and started writing songs. Today, we see thousands of albums released annually by everyone from former rock stars to punk rock moms.

New Genre of Family Music



Pop Fly This new genre of family music has a wide variety of sounds and influences (everything from rap to country, indie rock to jazz), but shares some essential ingredients: parental love, creative passion, positive messages, humor, fun, and sophisticated music. Family music speaks to children as full members of society without patronizing. When accomplished musicians create music for families, they deliver an album that's easy on your ears as your child asks to play it over and over – and to which you'll sing along, too.

These 2008 NAPPA-winning artists make music with a message for all your family members: what is communicated to adults is just as important as what the kids get out of it. Whether the songs are about growing bigger and older (I'm Growing by Gunnar Madsen) or are politically infused (Big Round World by Trout Fishing in America), the commonalities are clear. Whether you're looking for music that makes you want to get up and dance (Pop Fly by Justin Roberts) or to lull you to sleep (African Dreamland by Putumayo Kids), the music's positive messages and lessons about life make these winning titles rise to the top of their genre.



Children crave positive reinforcement and inspiring messages, such as treating others with African Dreamlandkindness and respect. They respond enthusiastically when encouragement is delivered in a medium that is also fun to sing and dance to. If we give kids something to think about, their minds absorb it. If we treat them with respect, their hearts listen. If we make it enjoyable, they remember the lessons therein.

By providing children with rich and diverse entertainment that feeds their minds, we challenge and inspire them. This is the goal of our NAPPA-winning artists, who have achieved this goal through uplifting fun activities, playful lyrics and original music. Who could ask for more?

Tor Hyams is a record producer, co-founder of Kidzapalooza and NAPPA's newest music judge, who will be working alongside veteran music judge John Wood. Find out more about Tor, his interests and accomplishments at www.tor.net and www.kidzapalooza.com.

The Barry Louis Polisar Tribute Album: Potentially Awesome

No, that's not the name -- it's my verdict.

I've known for awhile of the tribute album consisting of Barry Louis Polisar covers, produced by Polisar's son Evan Aaron Cohen of the Radioactive Chicken Heads. But now it's got a name -- We're Not Kidding -- and, more importantly for the purposes of this website, songs for your listening pleasure.

I use that phrase "listening pleasure" advisedly, because the songs I've spun thus far have been uniformly winning. I started out with the familiar names -- Key Wilde & Mr. Clarke, Elizabeth Street, Tor Hyams, Ham & Burger, The Boogers -- and all of those tunes worth the time. (Check out the electric guitar on Key Wilde and Mr. Clarke track.) And then I moved to the unfamiliar, the top of the page. After 4 songs, some fabulous, none less than interesting, that's when I realized that this could be, well, potentially awesome.

A 2-CD set could be too much Barry Lou, but the combination of Polisar's songwriting with the varied musical approaches and high quality production (never Polisar's strength) make me very eager to hear the final product, set to be released this year.



backstage blog

Broadway and REPRISE! veteran Rachel York (*Victor/Victoria*, *The Scarlet Pimpernel* and REPRISE!'s *Anything Goes*) has the kind of voice that a song standard would gladly thank, if it could. With her soaring, pure tones, perfect diction, and boundless energy, York brings class, elegance, and, above all, spirit to a lovingly expressed program of first-class tunes including “My Funny Valentine,” “All The Things You Are,” and “My One and Only Love.” York also knows how to spice things up with a few unexpected choices, such as the Rosemary Clooney hit “My House,” Stephen Sondheim's “Sooner or Later” (from the film *Dick Tracy*), and the Paris Sisters' early-'60s pop hit “I Love how You Love Me,” as well as producer Tor Hyams's “Too Good to Be True.” It's obvious that York's as comfortable swinging an up-tempo performance as she is bathing a ballad in honeyed warmth. In short, a welcome debut from a gifted vocalist who's here to



stay.



In this day of hyphenates, Tor Hyams might just win the prize. Get this: He's a singer/ songwriter/jazz musician/web guru entrepreneur/author/film and television composer/television personality. Whew! Hyam's excellent multimedia adventure began in the early 90s when he supported his music career as an Internet consultant for several top online companies. He then created his own website, www.fierce.com, with his cousin, David Scharff. The site, which irreverently reviewed other websites, was a smash success in the online community, and Hyams and Scharff wrote a book about it (*Fierce.com*, published by Four Walls Eight Windows).

While Hyams continued to write, play and record his original music on the New York scene, one of his songs was selected to be used in an episode of the hit television show "Homicide," and a new line of work opened up for him -- film and television composing. Transplanting himself to Los Angeles, Hyams began to compose for such independent films as *The Substitute 3*, *The Minus Man*, *Niagara Niagara* and others. He also got a gig as a television commentator for CBS's "The Wild Web" and for "The Rosie O'Donnell Show."

But wait, there's more. As Hyam's first love was writing and performing his own songs, he made sure that everything that he had accomplished so far would lead back to that main goal. As an artist who had always embraced the Internet, Hyams turned to it for help. Earlier this year, Hyams became the first musical artist to fully fund the recording of an album online. Through www.idealive.com, Hyams was able to find investors willing to back him. With the money he raised, he recorded an album, *Eye to Eye*, produced by Jeffrey Wood at Fantasy Studios in Berkeley, California, featuring eleven of Hyam's well-crafted, punchy pop/rock songs. He hopes to continue to use the Internet to market and distribute the album, first with his own website, www.tor.net, and then, hopefully, with the support of "the right label."

Hyams has complete faith in the Internet and what it can do for an independent artist. "For a lot of people just getting into the Internet, it might feel funny. But for me, it is home," he says. "When I go online, I finally feel like I know what is going on. I know who to talk to. I know where to put stuff to get some kind of buzz going. Without the Internet, I don't think I would have achieved everything that I have so far. It's been everything to me." His advice for other independent artists is "to saturate every single venue that you don't have to pay for, where someone has opened the door for artists, whether it's IUMA, icast, riffage, UBL, whatever. Put your name up there, upload your photo and some audio. Use the Internet as your playground and kick butt."



Industry Profile: Paul Green
By Bob Grossweiner & Jane Cohen

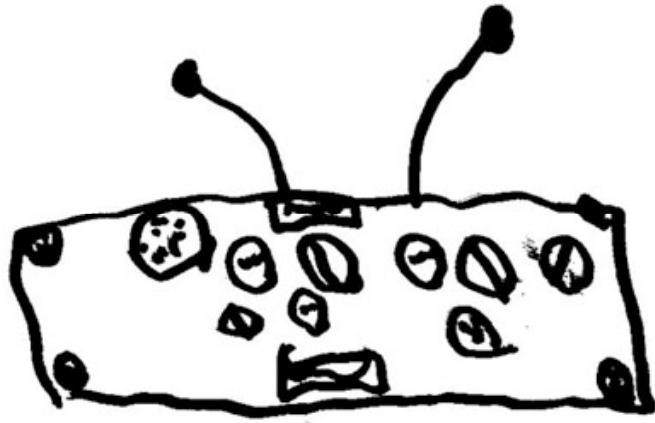


Career highlights

So many, I've truly been blessed. To name a bunch: The School of Rock movie coming out in 2003 and all the cool stuff that went with that--Sundance, film premieres with guest stars; taking my kids to rock festivals, like Lollapalooza, Austin City Limits, etc, and having them freak people out; starting our own festival, year two of which is coming up; having true legends play with the kids, like Jon Anderson, Gibby Haynes, Jello Biafra...to name a few, and really seem to love it; having two of our kids get the gig of playing as Adrian Belew's back up band; touching kids' lives in such a positive way; and expanding to 40+ schools across the country.

Industry mentors

Jake Szufnarowski, Paul Silveira, Lisa Roy, Brian Swanson, Phil Nicolo, Jon Hampton, and Tor Hyams have all influenced me in subtle but significant ways-- more in the way they conduct themselves than anything else.



Spare the Rock, Spoil the Child



I didn't know anything from Jambo before, but enjoyed the set a lot – fun straight-up poppy stuff.

(Incidentally, yes, the same guy is playing keyboard for both Jambo and the Bummkins, and he's in neither band. It's Tor Hyams, who produced AKL and Kidzapalooza, as well as Jambo's new album.)

HILLTOWN FAMILIES

JAMBO

We then saw *Jambo*. I hadn't heard anything by this band – led by Steve Pierson and inspired by his adorable daughter, who is the subject of their best song, "Lucy's Parade" – but his rootsy rock (with a hint of blues) is catchy and instantly accessible. Maybe more than most, this is a band – they bounce stuff off of each other and are tight without being robotic. Their new record is produced by Tor Hyams, who also booked the festival (and Kidzapalooza) and sat in on keyboards with several bands; he knows a good band when he hears it. Jambo is one.

