

MEDIA & MARKETING

Advertising / By Sean Marciniak

Uncle Sam Makes Appeal to Mom

Defense Department Aims Latest Recruitment Ads At Parents of Prospects

A NEW PENTAGON recruitment campaign takes aim not at 18-year-old thrill-seekers, but at their reluctant parents.

Beginning today, the Defense Department will run advertisements in *People*, *Sports Illustrated* and other major publications in a multipronged, print-media blitz that will last through July. The ads feature a hat fitter, a football champion and other older veterans talking about how military experience has helped to anchor their civilian lives. The idea is not to woo men and women of soldiering age, but the adults who would talk them into enlisting.

"Based on market research, we targeted adult 'influencers' like parents and, especially, reticent mothers," says Maj. Joe Allegretti of the Air Force, who works for the Defense Department's Joint Advertising Market Research and Studies Program. "We're looking at adults who have aspirations, hopes, dreams and ambitions for their children."

Among the veterans featured in the ads is Chad Hennings, a 36-year-old former Dallas Cowboy and former Air Force officer. The ad notes that Mr. Hennings' achieved success in professional football not just through physical prowess but also "because his four years at the Air Force Academy and tour of duty flying A-10 Thunderbolt missions during Operation Provide Comfort provided him with a regimen they don't teach in training camp."

Another ad features Valerie Vigoda, a violinist in a band called GrooveLily. The text touts some of the qualities she picked up in the Army National Guard: "Stamina. Follow-through. And what she calls 'the ability to play the hand you're dealt.'" Other veterans featured in the ads include James Romero, a 31-year-old hat fitter who was a Marine Corps corporal, and Mark Jones, chief executive of Tuft-Jones Security and a former master sergeant in the Army Rangers.

Most military-recruitment advertising has relied on stirring images of young men scaling mountains and leaping from helicopters. Military advertisers have targeted adults before, but only by featuring "proud parents" looking toward a "bright future," says Maj. Allegretti.

The change in approach came after a



The Pentagon's new ad campaign, featuring veterans such as Valerie Vigoda, seeks to appeal to the adults who influence potential recruits.

study last year by WirthlinWorldwide, a Reston, Va., market researcher, showed only 11% of adults surveyed would recommend the military to their children as a career option after high school. It was intended to respond to the less-than-stellar growth in military enrollment after the terrorist attacks of Sept. 11, 2001. Indeed, between June 2001 and March 2003, recruitment rose by only 2.7%, officials say. Unexpectedly, "Sept. 11 did not translate into a spike in enlistment," acknowledges Maj. Allegretti.

After the military decided on the approach, it had 17 advertising firms compete to create a campaign that would begin with an initial \$1.7 million budget.

Mullen, based in Wenham, Mass., won the contract, replacing an existing campaign by Cordiant Communications Group's Bates North America, officials say.

"We talked to hundred of parents, coaches, priests and people who worked with youth and, through interviewing them, we gained an understanding of the issues and an understanding of our strategy," says George Rogers, an executive vice president with Mullen.

In addition to the print ads, the Pentagon plans to send a television public service announcement, in 30-, 60- and possibly 15-second versions, to major-market TV stations in mid-July.

IN WHAT GROOVE?

To musical status quo, trio is indescribably seditious

MONDAY

GROOVELILY, 7:30 p.m., at One Trick Pony, 136 E. Fulton St., downtown, in a free Hat Trick Concert Series show.

By John Sinkevics
The Grand Rapids Press

GrooveLily has such a hard time explaining the music it plays that the New York-based trio even held a contest for fans to devise an apt description.

While it may raise more questions than answers, the winning entry certainly speaks to the band's diverse musical influences:

"Imagine a drag race with Madonna, Dennis Miller, Sting and Randy Newman in one car. In the other — Jimi Hendrix, Bruce Hornsby and Steely Dan. GrooveLily is the music playing on both radios: smart pop with electric violin, keyboards and drums."

Electric violin player Valerie Vigoda chuckles when she relates this bit of background, clearly proud of the band's unusual approach to pop music — what she calls "throwing off the shackles" of what people might expect.

"It is difficult to describe," she said in a recent telephone interview from her home in Brooklyn Heights. "We certainly all come from different places."

For example, keyboard player Brendan Milburn, who grew up listening to rock 'n' roll, manages "to pound out bass lines and sing and play piano at the same time" during performances.

Drummer Gene Lewin is a jazz purist who's grown to love pop and rock but who also plays in a jazz band when he's not touring with GrooveLily. The trio kicks off radio station WYCE's fall Hat Trick Concert Series at 7:30 p.m. Monday at One Trick Pony, 136 E. Fulton St.

And Vigoda, a big fan of Ben Folds Five, is a classically trained violinist who's toured with the Trans-Siberian Orchestra and whose recently retired father was a much-in-demand jazz piano player in Washington, D.C., who'd spend Sunday afternoons during Vigoda's childhood playing Gilbert and Sullivan operettas while she sang. (When she was 14, Vigoda also became the youngest person ever admitted to Princeton University.)

So it's no surprise that what the threesome produces can range from invigorating rock-edged material to power pop to jazz-inflected folk. Stuff that hints of the Dave Matthews Band, Barenaked Ladies, Joan Armatrading and Jean-Luc Ponty.

Performing as a trio, Vigoda said, leaves room for each musician to be "fun and free" in performances, allowing Vigoda to



GrooveLily, based in New York, is Brendan Milburn, left, Valerie Vigoda and Gene Lewin.

Don't pass the Hat Trick shows

On Monday, the **Hat Trick Concert Series** — sponsored by WYCE-FM (88.1), Rockford Construction Co., Holistic Care Approach and Fountain Hill Bed & Breakfast — returns for another season of singer-songwriter performances at One Trick Pony, 136 E. Fulton St., downtown. Admission is free, but a hat is passed at each show to collect donations for a local charity. The twice-monthly concerts begin at 7:30 p.m.

- **Monday** — GrooveLily, pop/rock/folk trio featuring violin, keyboard and drums, with donations to benefit the West Michigan Environmental Action Council
- **Sept. 23** — Ethan Daniel Davidson, with Kenny White, "protest meets pop," with donations to benefit the Mackenzie Animal Sanctuary
- **Oct. 7** — Felix McTeigue with Amy Speace, New York singer-songwriters, with donations to benefit Youth Commonwealth
- **Oct. 21** — Brooks Williams with Matt Cheplic, a veteran folk-blues artist and an emerging pop singer, with donations to benefit Welcome Homes
- **Nov. 4** — Leni Stern, jazzy/folk chanteuse, with donations to benefit the local chapter of the National Kidney Foundation
- **Nov. 11** — Clive Gregson, British guitarist and singer-songwriter, with donations to benefit a local hospice organization

make her electric violin sound like an electric guitar and Milburn to turn in some dazzling keyboard work.

A New Jersey newspaper, the Bergen Record, described GrooveLily as "arguably the most novel and commercially viable band without a major label contract."

"It certainly makes us feel like we're making good music, and it makes audiences have a good time at our shows," said Vigoda, 35, noting the critically acclaimed band was flatly rejected by major labels when it pushed to get signed to a record contract a couple of years ago.

"We did our best to be

mainstream, and it didn't work. It's been liberating. Regardless of whether there's a label behind us, we're doing this. The pure grass-roots growth and response of audiences as we go around the country ... has been so great, and it's gotten better and better."

The self-managed group, which released its "Little Light" CD in 2000, has gotten a boost from its Web site (www.groovelily.com) and from fans labeled "Petal Pushers," who help promote GrooveLily concerts and get the word out about the band when it's on tour.

That's helped the trio develop pockets of popularity in places as far-flung as New Jersey and

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GROOVELILY'S
SELF-DESCRIPTION

Texas. The group's current road swing, with a concert today in Ann Arbor and Monday here, is its first in Michigan.

The band plans to release a new live album, "Just the Three of Us," this fall and will start recording another studio album in January. Until then, it will keep performing its hard-to-pigeonhole brand of pop-folk-rock-whatever.

"Our goal is to have people leave the show feeling better and more joyful than when they got there. That keeps us happy and not bored," said Vigoda, who's married to Milburn. "We're having a great time. We feel like we're getting better and better at what we do."

Up close and personal

Small-scale music season kicks off with Groovelily at Creole Gallery

By Mike Hughes

Lansing State Journal

Valerie Vigoda has all the ingredients to fill a rock 'n' roll arena.

That starts with her look. "She has platinum blonde hair, flying about," said Meegan Holland, who booked Vigoda's group, Groovelily, for a local concert Friday. "She's an amazing performer onstage."

She also has a good voice and a gifted songwriting partner, Brendan Milburn. Their words mingle poetry and lovers' angst.

And she's had a rock mentor. Vigoda sang backup and played electric violin for Cyndi Lauper.

On Friday, however, don't look for Vigoda and Groovelily in the 15,000-seat Breslin Center.

Instead, the group will be at the Creole Gallery in Old Town, before 100 folding chairs.

"I love the intimacy of seeing people's faces," Vigoda said. "I've never liked a place where there's a gulf between you and the audience."

In that case, the Lansing area may be just right for her.

There are some arena shows ahead. The Breslin has Rusted Root and Michael Doughty on Oct. 7 and Cher and Lauper on Oct. 12; it also has Tool and Tomahawk on Oct. 20, with tickets (\$35) going on sale at 10 a.m. Friday at 432-5000.

Still, most of the local concerts are intimate. There are some national acts at Jambalaya's in Laingsburg and Mac's Bar in Lansing; there are many at Creole and at the Ten Pound Fiddle Coffeehouse in East Lansing.

The Fiddle is a folk club, but don't get hung up on that. "It's getting harder and harder to define," said Pat Power, who books its shows.

He has lined up some of the great folk troubadours (Joel Mabus, Pat Donohue and, on Jan. 17, Josh White Jr.). But he has also booked uptempo groups (Siucra, Barachois, the Teflons) and the satiric brilliance of DaVinci's Notebook.

Even more diverse is Creole.

"It's a listening place," said Robert

"I love the intimacy of seeing people's faces"

Valerie Vigoda
Groovelily



Groovelily

'Lily' in the field: Valerie Vigoda of Groovelily strolls through a field during one of the band's summer shows. Groovelily opens the Creole Gallery's concert season with a show on Friday.

Busby, the owner. "It isn't a bar; there aren't any distractions. People come to hear the music."

Its season starts Friday with Vigoda, who always seemed destined for stardom. At 14, she was reportedly the youngest female freshman in Princeton history.

"I had been skipping grades very gradually, my whole life," she recalled by phone. "So it didn't seem that big a thing for me."

Vigoda was accustomed to being different, since the early grades. "I went to a school for mathematically precocious youth, and I was one of the only girls there," she said.

She had grown up near Washington, D.C., where her dad was a jazz

pianist and her grandfather was a cantor. She started the piano early, then added classical violin.

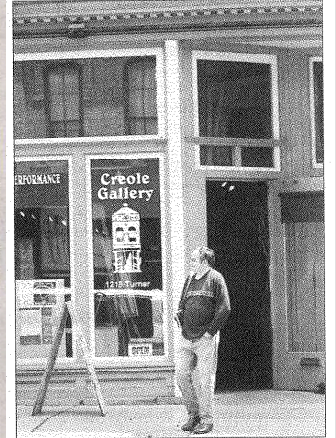
Now she was in college, young and small (5-foot-3-and-a-half) and unimpressed. "I think it can be OK for a girl to be smaller," she said. "It's harder on a boy."

She graduated in honors with a sociology degree. She was also, via the ROTC, an Army lieutenant.

Soon, Vigoda reached Boston and took some more violin classes. By night, she sang and played keyboard for a top-40 band.

"We'd be in Holiday Inns in suburban Boston, doing Paula Abdul tunes," Vigoda said.

She worked in a studio, helped peo-



Lansing State Journal file photo

Artists' venue: The Creole Gallery, 1218 Turner St. in north Lansing, hosts a variety of artists throughout the year.

Season starter

- ◆ Groovelily
- ◆ Creole Gallery, 1218 Turner St., Old Town
- ◆ 8 p.m. Friday; doors opens at 7:30 p.m.
- ◆ Tickets (\$13, \$10 for students) at Archive Books, Goldenrod Music, creolegallery.com and at the door.
- ◆ Opens season of intimate local music; see separate list of Creole, Ten Pound Fiddle and Elderly Instruments music.

ple produce independent albums, even did some work for Children's Television Workshop. "I got to write a song for the Count."

Then she found a way to merge her music: Maybe it's possible to be a violinist AND an alt-rock singer.

"The hard part was learning to sing and play at the same time," she said.

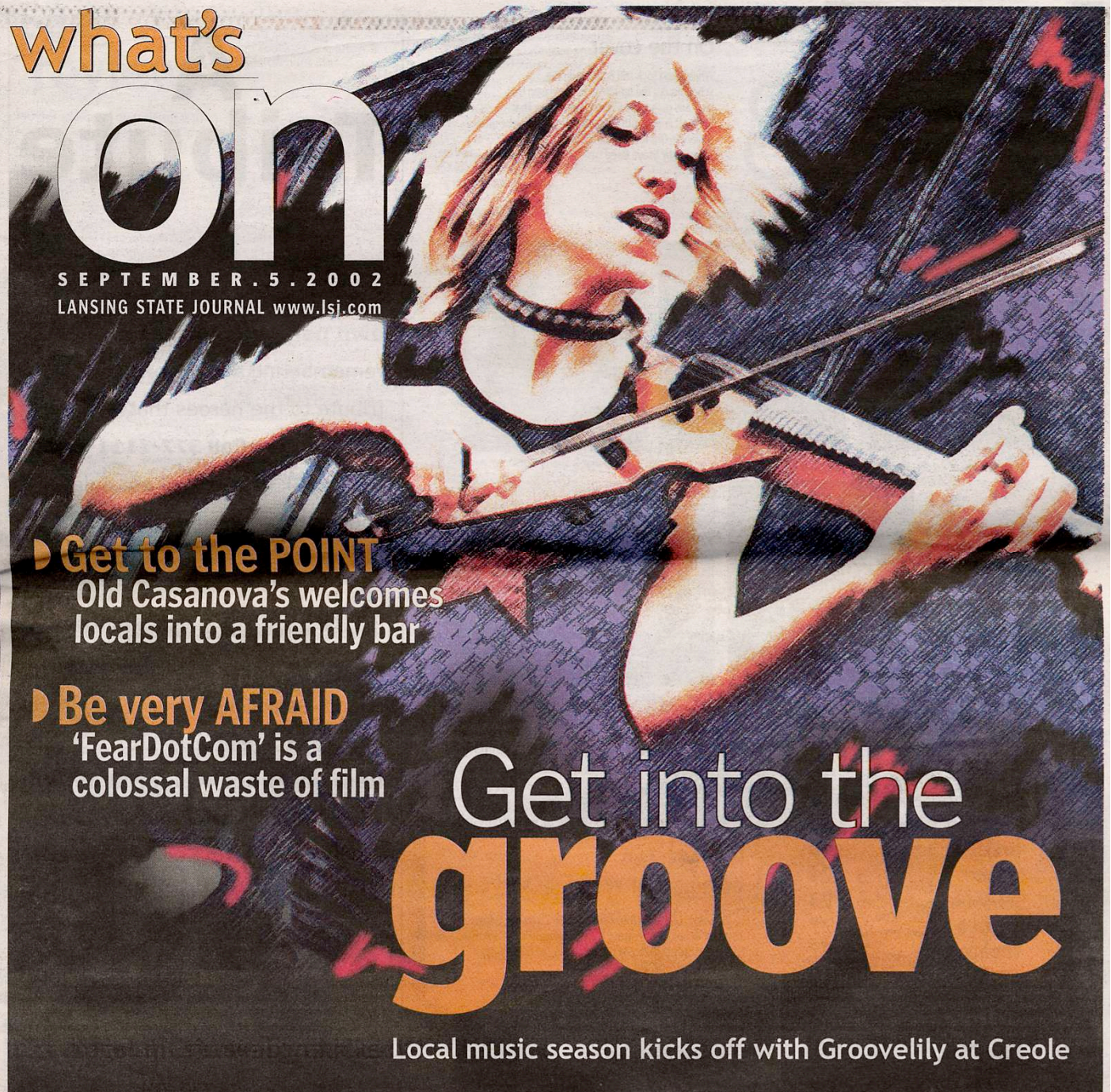
She found a Viper, a V-shaped violin that fits into her neck. She played a hip New York club and was discovered by Milburn.

"He basically started stalking me," Vigoda said. "It was polite stalking, though."

Apparently. Now they're writing partners; they're also married.

And they're two-thirds of the touring Groovelily. Milburn plays keyboards, Gene Lewin is on drums; Vigoda sings and fiddles and uses her arena-sized talent.

Contact Mike Hughes at 377-1156 or mhughes@lsj.com.



what's
on

SEPTEMBER 5, 2002
LANSING STATE JOURNAL www.lsj.com

► **Get to the POINT**
Old Casanova's welcomes
locals into a friendly bar

► **Be very AFRAID**
'FearDotCom' is a
colossal waste of film

Get into the
groove

Local music season kicks off with Groovelily at Creole

THE NEW YORK TIMES, SUNDAY, JULY 7, 2002

Weekend Special: A Music 'Gumbo'

BY STUART MILLER

GREGG CAGNO will strum a solo set on his acoustic guitar, but this is no folk festival. Levon Helm, the legendary vocalist from The Band, will team up the joint with a blues set, but this is not a blues festival. And The Immortals will offer up traditional Irish tunes on accordion and fiddle, but this is not an ethnic music festival.

So what exactly is the three-day Black Potatote Music Fest? The event, which will be held Friday through next Sunday at the Red Mill Museum in Clinton, will showcase musicians from independent record labels, the kind of sounds increasingly difficult to find on commercial radio.

"It's a real gumbo of American music," Mr. Helm said. "You get a taste of everything."

For music lovers looking for something a little different, "there is an alternative," said Matt Williams, the festival's founder. "It just isn't played on the radio, so fans have to look a little harder."

When he schedules the festival, Mr. Williams strives for diversity, seeking out varieties of American roots music from the Harlem Gospel Choir to the Rutgers University Salsa Band to Hayseed Dixie, which plays bluegrass versions of AC/DC tunes. "There's something for everybody, every day," he said.

While traditional genre events still abound, Mr. Williams has tapped into a national trend toward offering a range of musical styles at a single event.

Mr. Cagno said these events are exciting for audiences and musicians because traditional folk festivals sometimes fall victim to predictability. "You pretty much see the same names every time," he said, while a more eclectic mix exposes rock fans to salsa and folk and vice versa.

Valerie Vigoda, the lead vocalist and electric violinist for Groovelly, which will perform on Saturday at 7 p.m., said festivals are becoming "more contemporary and more rock-inflected, which attracts a wider and younger audience."

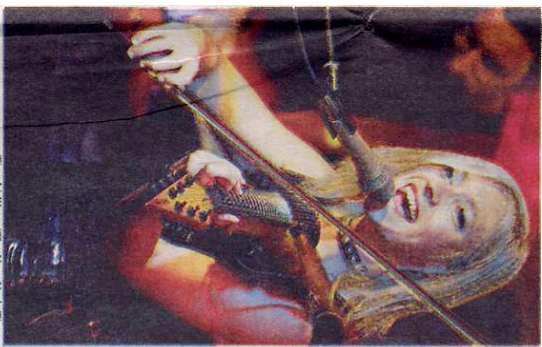
Groovelly recently played a similar festival in Texas, and Ms. Vigoda said the new

openness has been crucial for a category-defying band like hers. There is some resistance from folk purists, but more often older folk fans have been quite receptive, she said, recalling the warm response her band got after following Peter, Paul and Mary in Texas.

It may be echoing a national trend, but the Black Potatote Fest retains a distinct New Jersey flavor. Ms. Vigoda went to Princeton University, and Groovelly's drummer, Gene Lewin, not only went to Princeton, he grew up there and currently lives in West New York. Mr. Cagno grew up in Clinton.

"It makes this more personal," Mr. Cagno said. "There's a feeling of returning to my roots."

Mr. Williams, who will perform with his band, Angus, and a new band, The Matt Angus Thing, has the strongest ties of all. Raised in Clinton, he founded both Black Potatote, an independent record label, and Atomic Productions, which has a recording studio in Clinton, in the mid-1980's. He promotes shows and acts as an agent for the record label, and also does video production work for companies including Johnson &



Ting-Li Wang/The New York Times

Valerie Vigoda and Groovelly will appear at the Black Potatote Music Fest.

Johnson and Prudential.

The festival began in 1997, when Mr. Williams held a record release party for Angus and persuaded Mr. Helm to perform as well. It grew slowly until last year, when Mr. Williams expanded it to three days, drawing 2,000 people to the mill by the river.

This year there will be two stages for performers, and a crowd of 3,000 is expected. New Jersey food and craft vendors have been added since last year, including restaurants from Princeton and Somerville.

There are limits, however, to how many vendors he'll allow. "I want to keep it about the music," he said. "I don't want a giant flea market."

Mr. Williams plans to expand the festival further next year, perhaps by adding more acts on the first day. "But I'm happy to let it grow at the rate it does, and I want to keep it in Clinton, to be part of this community, so I'll have to keep it a certain size."

"There's a point of pride there," Mr. Cagno said. "It's not just a festival, it's a noble cause. The crowds are getting good music, which is what they're interested in. And we're spreading the revolution."

• Ticket prices range from \$28 for the Friday evening performances to \$76 for a three-day pass. Information: (908) 735-6429 or www.blackpotatote.com.

TOP TICKETS

FOR THE FOLK FESTIVAL,
WE RECOMMEND...

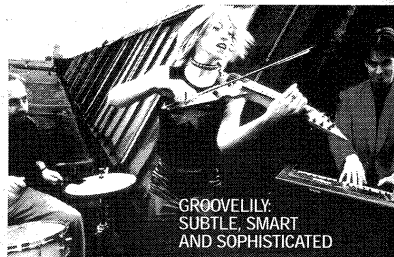
The capital's festival season has been a grand banquet so far this summer, but dessert has yet to be served, and here it comes: the ninth annual CKCU Ottawa Folk Festival once again offers musical creation from around the globe. From traditional folk, country and blues to world rhythms, jazz turns, and more progressive flavours, (to mention just a few), the festival has more than 150 musicians performing in the green retreat of Britannia Park, and across the region.

Over three nights and two days, it's almost a bewildering array of artists to choose among — a happy dilemma to be sure. But there are several can't-miss performances that are sure to dazzle, beginning with legendary British folk troubadour **Richard Thompson** (August 24). From his groundbreaking work with seminal folk/rock giants Fairport Convention in the late '60s through to his critically acclaimed solo recordings, the singer/songwriter has been impressing audiences with a blend of guitar wizardry and dark, gripping folk tales. His is a rich, resonant voice complemented by deft finger-picking, a winning combination.

British Columbia's **Harry Manx** (August 23) is also something of a fret virtuoso, alternating between lap-slide guitar, banjo and the shimmering mohan veena — a 20-string, guitar-like instrument created by Indian musical guru Vishwa Mohan Bhatt — this songwriter melds stripped-down acoustic blues with Indian soul. Smooth, almost hypnotic, Manx's gruff but warm voice presides over a fusion of East meets West roots music that sticks to your synapses. All the way East is the traditional Vietnamese music of the **Khac Chi Ensemble** (August 23). Serene, sensuous and mysterious, Khac Chi Ho and Ngoc Bich Hoang bring to life the lush sounds, rhythms and spirit of Vietnam in striking fashion. Masters of multiple instruments, the duo moved from Vietnam to Vancouver in 1992 and continues to astound audiences at home and abroad. Ho's dan bau (a one string zither native to Vietnam) and Hoang's ko ni (a two-string violin with a resonator attached to a silk thread placed in the musicians mouth) sweep and soar with a stirring quality that's impossible to shake.

The **Toronto Tabla Ensemble** (August 24) promise to bring another kind of energy to the festival stage. Formed in 1991, the group has forged a powerful sound that marries the intricate rhythms of the tabla — a set of two drums used in classical North Indian music — with the music, drums and dance of other cultures around the globe. Much like big band jazz, the Toronto group shifts and sways with sharp arrangements and improvisational savvy. It's an interactive percussion and vocal tour de force that pushes the Hindustani music tradition in bold new directions.

On the pop front, New York-based **GrooveLily** (August 24) is sure to turn plenty of heads with its breezy, infectious melodies and all around musical finesse. The trio — founder Valerie Vigoda (electric violin/vocals), Brendan Milburn (keyboards/vocals), and Gene Lewin (drums) — is subtle, smart and sophisticated in its buoyant instrumentation, creating sharp, uplifting tunes that are a harmonic breath of fresh air.



GROOVELILY:
SUBTLE, SMART
AND SOPHISTICATED

The Sudbury-based artist known simply as **Darlene** (August 24) — this year's recipient of the Beth Ferguson award for upcoming songwriter — is also worth a listen; the honour is presented annually to an individual who displays the kind of honesty, depth of vision and commitment to activism and social awareness for which the late Ferguson was known.

That's just a brief sampling of this year's festival; let the adventure begin. ☼

SB

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