# tally hall



## PRESS PACK 2005

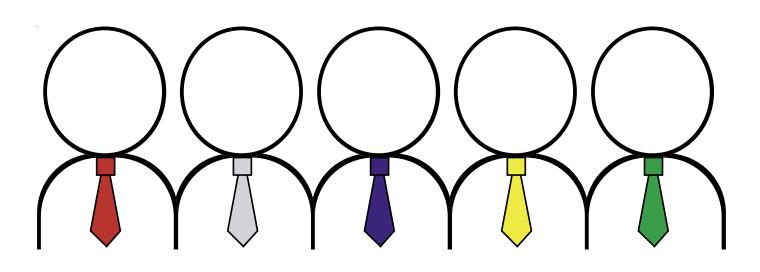




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QUACK! MEDIA HISTORY

#### CONTACT



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www.tallyhall.com www.quackmedia.com Tally Hall was formed in December of 2002. The band consistsof five members, who met while students at the University of Michigan in Ann Arbor. Tally Hall makes wonky rock; their influences range from Bach to the Beatles, Motown to Eminem, Hendrix to Queen. The band has played in numerous venues and remains active in the Ann Arbor music scene. In April 2003 they recorded the 4-track partyboobytrap e.p. in their attic. April 2004 brought their second release, Welcome to Tally Hall, which expands their sound by incorporating a larger spectrum of styles. A proper full-length combining the two EPs, Complete Demos, was released in November 2004 and is available on the band website.

Tally Hall consistently plays to sold-out crowds at the world famous Blind Pig. The band also recently headlined the Pingry School's annual Spring Fling concert in Martinsville, NJ, becoming only the second band [Guster was the first] to play Spring Fling three years in a row. Tally Hall has recently finished recording their debut studio album, Marvin's Marvelous Mechanical Museum.

Tally Hall is:

Rob Cantor [Yellow] - Vocals/Electric Guitar Joe Hawley [Red] - Vocals/Electric Guitar Andrew Horowitz [Green] - Vocals/Keyboards Zubin Sedghi [Blue] - Vocals/Bass Ross Federman [Silver] - Drums

Selected Awards:

- "Good Day" won 1st place [\$10,000] in BMI's John Lennon Scholarship Competition
- [http://www.bmifoundation.org/news/200405/20040513b.asp]. - Self-directed "Banana Man" video featured [and currently #1
- video] on www.albinoblacksheep.com, a website that has received over 180 million hits. The video also won 1st place at the Flint Film Festival, and will appear on U-Network Television [50 satellite stations] and Comcast's upcoming "Best of Student Shorts."
- "Ruler of Everything" featured on Garageband.com and Songofthemonth.com.
- Huge local and rapidly growing national/international following. Current gig offers from across the country.
- Complete Demos has been in rotation on various independent and college radio outlets.
- Tally Hall has been "recommended" on websites including indie911.com, altsounds.com, themusicedge.com, independentartistscompany.com, and indie-music.com.
- Finalist in mtvU's "Best Music on Campus" Competition. 300 bands entered, 5 were finalists.
- Dec. 2004 performance at Ann Arbor's Blind Pig named "Best Concert of the Past Year" by the Michigan Daily.



#### MARVIN'S MARVELOUS MECHANICAL MUSEUM

#### PRESS RELEASE

#### FOR IMMEDIATE RELEASE



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#### 10.22.2005

#### Tally Hall to Release Full Length Studio Album

**(Ann Arbor, MI)** Tally Hall, Ann Arbor's favorite wonky rock band, will be releasing their first full-length studio album on October 18<sup>th</sup> 2005. The album, entitled Marvin's Marvelous Mechanical Museum will be released on the Quack!Media label and feature new versions of classic Tally Hall songs as well as previously unreleased material.

The fourteen-song album will include eight songs from their 2004 release, Complete Demos, but they have all been reworked, and re-recorded. Rob Cantor (guitars/vocals) said of the refurbished tracks, "really, the entire album is new material. Many of the songs from Complete Demos have changed so much that we should have just called them something else altogether."

Fans of Complete Demos will instantly notice the increased "rock factor" in songs like greener and two wuv. "We're working with Ben Began at 4002 Sound recording studio; they're notorious for making albums that rock and roll," said Joe Hawley (guitars/vocals). Rock and roll indeed; previous artists at 4002 Sound include the Electric Six and Ted Nugent.

The real excitement behind Marvin's comes from the six previously unreleased songs. Fans will recognize spring and a storm, taken for a ride, be born, haiku, the whole world and you, and the bidding from live performances over the past few months, but on the album they have been transformed into works of a colossal magnitude.

String sections, jazz bands, brass ensembles, banjos, fiddles, live sampling, choirs and even Andrew (keys/vocals) as a robot make Marvin's more than a rock album. In the end there were over 500 hours in the studio, 50 musicians, vocalists and guests, 200 pieces of pizza, 500 tracks of audio, and 15 gallons of Caffeine Free Diet Pepsi (yes, it's disgusting ... ask Rob).

Marvin's Marvelous Mechanical Museum will be available to the public on November 22<sup>nd</sup>. Fans can pre-order via the Tally Hall website (<u>http://www.tallyhall.com</u>) right now and receive an autographed copy.

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#### TRACKS

- 1. good day
- 2. greener
- 3. welcome to tally hall
- 4. taken for a ride
- 5. the bidding
- 6. be born
- 7. banana man
- 8. just apathy
- 9. spring and a storm
- 10. two wuv
- 11. haiku
- 12. the whole world and you
- 14. ruler of everything

### APPEARANCES

- -The Mitch Albom RadioShow
- -The Blind Pig
- -Alvin's
- -The Lager House
- -The Ark
- -Lightworks Film Festival
- -The Mod Club (Toronto)
- -The Jupiter Room (Montreal)
- -The Red Room (Indiana)
- -The Ann Arbor Art Fair -and more

### NUMBERS

- 2,000 copies of Complete Demos SOLD
- 10,000 unique web hits a day
- 27,000 myspace friends
- 100,000 broadband plays since 10!2004
- countless hypnotized teenage girls

#### AWARDS

- "Good Day" 1st place in BMI's John Lennon Scholorship
- "Banana Man" over 200 million hits
- Finalist in mtvU's "Best Music on Campus" Competition
- "Best Concert of 2004" The Michigan Daily

### POINTS OF INTEREST

Marvin's Marvelous Mechanical Museum showcases the songwriting, musicianship and unique "wonk" that embody the Tally Hall sound. Joe, Rob, Zubin, Ross and Andrew blew the budget and timeframe out of the water in order that this, their debut studio album, be absolutely perfect. Joining them on the album are choirs, string sections, brass ensembles, guest musicians of all kinds and even children.

The Complete Demos, their rst independent release was recorded in Joe's attic and sold over 2000 units off of their website which sees an average of 8,000 unique visitors per day.

An icon of Internet marketing, Tally Hall has garnered an enormous national following due to their videos' popularity on the

### "I like these guys." - Steve Dahl, WCKG 101.9 Chicago Radio Show

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#### 10.22.2005

#### Quack!Media to Launch Record Label Division

(Ann Arbor, MI) Quack!Media, a two-year-old media production company located on Main St. Ann Arbor, will launch its record label in November. Over the past two years Quack! made a name for itself writing, producing and distributing fun and crazy educational videos for high school students.

Al McWilliams, its founder, says that the goal has always been to be a full production company covering all forms of media, "that's why we called it Quack!Media, instead of Quack!Video." The idea behind all Quack! projects is that good media is determined by the quality of the content, and that no amount of production value can make up for poor "meat."

Keeping the "meat" in the record label arm is achieved by one very important clause in all Quack! contracts. Final editorial control always rests in the hands of the artist. In this way Quack! will release music that is pure and personal.

With videos, books and websites already on the market, Quack!'s decision to expand into the record business was born from two factors. McWilliams's first business, when he was in high school, was a small record label and with only one release it still remains his most profitable venture to date. Add to that Joe Hawley, Zubin Sedghi, and Rob Cantor of the band Tally Hall had been working at Quack! on video and web projects when they said, "hey Al, why don't you come check out our band?" After seeing them perform to a sold out crowd at Ann Arbor's world-famous Blind Pig in March, Al decided it was time to return the record business. A few months later they had a contract and went into the studio to record Quack!'s first release, Marvin's Marvelous Mechanical Museum.

"I'm excited to be doing something out of Ann Arbor, where there is a very solid batch of musical talent," Al said. Centering around the Blind Pig and successful electronica label, Ghostly International, Ann Arbor is fast becoming a hub of cutting edge music. Al said, "Sam (of Ghostly) and I went to high school together and we were always into music, albeit different scenes. We've always ended up working together on various projects over the years and here we are both with our own little companies in Ann Arbor - I love it."

When asked if the company will ever look outside of Ann Arbor, McWilliams is quick to point out that Ann Arbor is the town he loves, and that what Quack! is doing wouldn't work in any other town. Ann Arbor has the energy and artistry of a major metropolitan city, but the accessibility of a small town.

#### QUACK! MEDIA

#### PRESS RELEASE

## WELCOME TO TALLY HALL

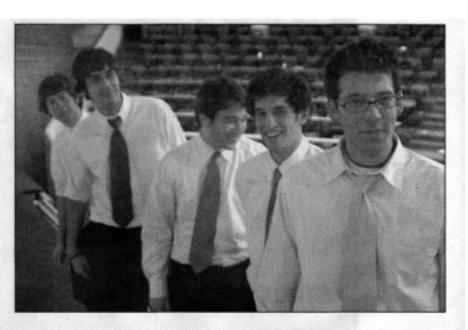
Recent grads make a go at becoming bona fide rock stars

HE DRAN OF THE UNIVERSITY OF MICHAELAN Medical School just offered Rob Cantor a full-ride scholarship, bet Cantor's passing it up-at least for now-because he wants to be a rock stat. So do pre-med students Zubin Sedghi and Ross Federman. Along with Cantor, they're leaving the world of academia behind to go on tour. Joining them are student/award-winning filmmaker Joe Hawley and music composition/English double-major Andrew Horowitz, who has won the Hopwood Writing Award twice (just like Arthur Millec) They're all from the University of Michigan, their band is called Tally Hall, and they're starting to get noticed.

The name Tally Hall comes from a long-gone place that four of the five band members frequented as toddlers. "Tally Hall was a glorified food court in Farmington Hills," Federman, the drammer, explains. "It closed in 1988, but I can remember visiting with my family, eating dinner at Anita's Kitchen, and playing the games at the arcade that's now called Marvin's Marvelous Mechanical Museum.

Cantor says. "Tally Hall has become a fuzzy, nostalgic beacon of something nice. It was everything anyone could ever want-and that's what we're trying to make out our band."

Last year Tally Hall (the band) found its way into the national limelight as the in-house gaests on the Mitch Albom Radio Show. Albom said. 'They look like they're twelve, but these guys are very talented. You'll be hearing a lot from them.'' And that was back before Albom was accused of being a list.



best, a love/hate relationship with radio-friendly pop tunes and their potential mans-market appeal, so let's hold off on deciding which band member is the "Sporty One." Tally Hall insists on playing a wide range of songs, and some of them can get pretty (too!) quirky.

But most fans appreciate the work. "We have great fans who believe in what we do: they sing along and analyze our songs and lyvics," Horowitr says. "We couldn't ask for anything more." Yes, fans sing along to guitarist Joe Hawley's existentialist "Raier of Everything," but I doubt they understand what the lyrics mean ("Do you like how I dance?/I got circonium pants./consequential enough to slip you into a trance.") On the one hand, nobody understood the White Album either; on the other hand, the Beatles didn't make that record until they were huge (1968). When you're the Beatles, listeners tolerate and appreciate serious oddity. But

TALLY HALL HAS, AT BEST, A LOVE/HATE RELATIONSHIP WITH RADIO-FRIENDLY POP TUNES AND THEIR POTENTIAL MASS-MARKET APPEAL . . . THEY INSIST ON PLAYING A WIDE RANGE OF SONGS, AND SOME OF THEM CAN GET PRETTY (TOO?) QUIRKY.

After their appearance, keyboardist Horowitz's song "Good Day" won the 2004 BMI Music Foundation's John Lennon Scholarship Award, which comes with \$10,000 of Yoko Ono's money. Yes, Tally Hall sounds a bit like the Beatles.

"The comparison comes from a similarity in songwriting," Horowitz explains. "We're very aware of the importance of songwriting, and we make sure it serves as the building block for the rest of the song's realization. A lot of bands don't have the ability to write good songs: we're lucky in that we have a lot of talent to draw on within Tally Hall."

Also like the Beatles, Tally Hall's fans are mostly female, there's no denying it. And there's certainly no denying that many of those female fans are teenagers, but Tally Hall has, at Tally Hall still has dues to pay.

In March of 2005, the band played at The Pingry School, a private high school in New Jersey, which sounds like a throwaway gig, but isn't former Pingry headliners include Guster and Dispatch. (Yeah, it's one of these private schools.) The students screamed, lined up for autographs, and did everything else they could short of fainting to send the band's collective ego through the roof. One girl beaded the chorus of Cantor's song "Stationary Love" onto her necklace, which especially pleased Cantor because many consider "Stationary Love" to be Tally Hall's worst song. (Cantor also wrote the band's first hit, "Greener." It remains an audience favorite, and it's so catchy and good-natured that it makes "That. Thing You Do' sound like the Aphes Twins.)

Tally Hall played a lot of covers back in their frat party gig days. Now the band almost exclusively plays original songs (written by Horowitz, Cantos, and Hawley). An exception is made for Biz Markie's "Just a Triend." Most white college bands covering songs from black rappers do one of two things:

1) They try to "sound black."

2) They do the profoundly unoriginal "lan't this funny? We're white kids rapping a black song?" shtick.

It's tough to decide which is more insulting, but that's not the point: Tally Half's "just a friend" cover transcends all that. The band plays the song the best they can, and like Andy Kaufman doing Elvis, they're constantly surprising Tally Hall vigins with their genuine, all-out performances. Their Biz Markie cover got so popular that for a few months, the band refused to play the song because they didn't want to be seen as a one-trick pony. But the band couldn't fight popular demand: they brought the song back, and now they end almost every show with it.

The members of Tally Hall don't hide from or apologize for their upbringings. Cantor, Sedghi, Federman, and Hawley are all from Bloomfield Hills/West Bloomfield, Michigan, and Horowitz is from New Jersey's functional equivalent, "An affluent upbringing has opened a lot of doors." Cantor says. "It has allowed us this pursuit. It's a blessing, and we're all completely grateful."

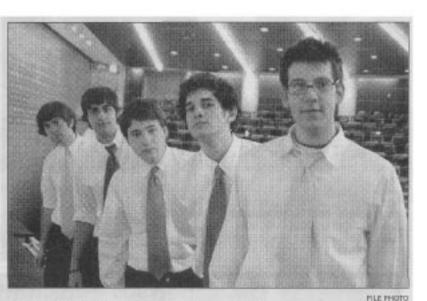
The members of Tally Hall don't pretend to be anybody they're not: they're just five guys who love to play eccentric tock music. They smile a lot, and their happiness is contagious. The happiness is almost childish—in a good way.



One-hundred-fourteen years of editorial freedom

Ann Arbor, Michigan Vol. CXV, No. 153

## Tally Hall play Blind Pig, record debut disc



By Amos Barshad Daily Arts Writer

#### CONCERT PREVIEW

Holed up in the studio for days at a time, the kids of Tally Hall might not be in school, but that doesn't mean they aren't working. They've been sweating record-

label pressure and recording at 40 Oz. Studios since the middle of July.

Titled Marwin's Marvelous Mechanical Museum, their upcom-

ing album is a tribute to its namesake, an antique gaming arcade in Farmington Hills, where the members of Tally Hall spent a large part of their adolescence. One of the band's three songwriter/singers, Joe Halley - alongside keyboardist Andrew Horowitz and guitarist Rob Cantor - explained, "It's this really unusual arcade of oddities, of old school video

Tally Hall Friday Sept. 23 at 9:30 p.m. At the Blind Fig.

Taily Hall will play the Blind Pig tonight at 9:30

games. It's not like, 'get the ball in the hole,' it's 'grab this ball and then we'll shock you' or 'put your hand in a cage and dog will try and bite you." Drummer Ross Federman added, "(It has) those old arcade games where you don't even play anything. You put in a quarter and watch a

purveyor of Spanish educational videos, is fronting the money for the band's recording budget and releasing the album on his own label, Quack! "AI's giving us a sweet deal," Halley said. "The way it's working out is unbelievable, especially for a band like us, getting our first deal."

With a cross-country tour planned, the band discussed shedding the 'Ann Arbor band' label, "People in Ann Arbor (think), 'Oh it's your friend's friend who's in it, or, "That kid was in my hall," Federman explained. "But on MySpace (www.myspace.com) and all that, to them (we're) a legitimate indie band. They didn't know we were still taking classes. For all they knew, we were already touring the country.

"For us, the Internet has been amazing," Horowitz added. "Rather than being a college band in Ann Arbor, we became a national underground band."

"It's do-or-die at this point," said Halley. Right now, publicity is key to the hand's success.

Tally Hall will be playing The Blind Pig tonight. And their first album. Marvin's Marvelous Mechanical Museum, comes out at the end of October.

guy getting his head cut off." Local entrepreneur Al McWilliams, a



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ith their debut album, Marvin's Marvelous Mechanical Museum seeing release this month, Ann Arbor oddpop band Tally Hall are set to blow. Yet despite the potential trappings of success. the band march forward like grizzled industry vets. Why so brave? It's all due to their very own embedded celebrity - Joe Hawley, former child superstar and one of the band's three singer/songwriters. With his hair dyed a "cotton candy pink" for a Hungry Howie's commercial and a Burger King crown elegantly gracing his head, Joe reveals his starmaking moment: "I was on Unsolved Mysteries. I played this kid who had polio and was magically revived by this saint, Father Salonus, All I had to for the audition was tremble in a bed. They hired me - they said, that kid, he's good at trembling."

With a University of Michigan School of Music pedigree, the band skip with ease from Harry Belafonte calypso to They Might Be Giants rock-pop to shit that sounds like the band from Where In The World Is Carmen San Diego? Putting med school on hold, the band's banking that their mix of copious hooks and colorful ties breaks them nationally. A little professional help doesn't hurt either. "We've hired a lawyer and a publicist in L.A," Andrew Horowitz, keyboardist and co-songwriter, explains. "She was Paris Hilton's publicist for a while and we all know how Paris Hilton got to where she is," Hawley hints. Bassist Zubin Zedghi clarifies: "Basically, we'll be filming in night-vision shortly." | RDW

Taily Hail's MMMM is out on Quack!

#### SHEI MAGAZINE (NO. 11) **4 PAGE ARTICLE**



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#### COVER

The Michigan Daily



#### **INSIDE COVER**



#### FEATURE ARTICLE





