

# ***DOGGER HUMBER RECORDS***

1796 MARYLAND AVENUE NORTH  
MINNEAPOLIS, MN 55427

Simon Husbands, President

Artist: Fiskum & the British Bluebirds  
Release: ***Like Blood For Music***  
Label: Dogger Humber  
Release: September 15, 2014  
UPC: 8957772282  
SRP: \$9.99

Category: Dark Sound



## **Lyrics Like Bullets, Music Like Blood**

***ONCE UPON A TIME there was a young songwriter who believed music had great power to express profound truths about our lives and our relationships. Every day he wrote songs, studied music, and he worked in the music business. One day he moved to Boston, where he attended New England Conservatory. Because of that, he realized the music business is not about great music; it is about business. Because of that he went underground, working in seclusion so he could write meaningful songs that he could believe in. Until finally he met a British producer who listened and said "These songs need to be heard." So the songwriter, who was not so young anymore, and the producer, made a record called Like Blood For Music. Though the pathway of authenticity had taken him away from the crowd, the songwriter learned to make powerful music that can transport the listener into the realm of the real and the true.***

**Radio:** Focus on radio stations in the Midwest, New York and Los Angeles.

**Retail:** Major and independent music outlets and store chains such as Amazon, iTunes, and brick and mortar outlets, emphasizing in-store performances.

**Cross Promotion:** Fiskum is the author of the book ***Lyrics Like Bullets, Music Like Blood***, published by Galde Press, Inc., and available at Barnes and Noble bookstores and online.

**Tour:** Touring in targeted markets as a power trio, together with personal appearances at book signings in targeted markets.

**Press:** Targeting college newspapers, alternative press, and national music magazines.

**Additional Marketing:** Fiskum will be running a comprehensive campaign promoting the song "My Eyes Were Closed," which deals with the issue of gay teen suicide.