

THAT AWFUL MANIFESTO

FEB 2018

To those unfortunate few:

Through coincidence, fate, or corrosion we have come to this circumstance.
I have built a ship that needs a crew; a crew known as the unfortunate few.

So throw down your blessings for few tides are resting, and those not
resting are coming for you. Don't dare stand on faith for few will not
snare. Those above will not hear you while you're gasping for air. So if
you have many loved ones, you can call them by name in the moments you
fear you'll never see them again.

Not for fame. Not for future. For now, together.
So come you reckless, pitiful crew.
Live long in glory as the unfortunate few.

- S.e Elliott

THAT AWFUL RHYTHM

THAT AWFUL RHYTHM (NOUN)

- (1) Grimey rock attitude with dark pop sensibilities ([Listen](#)).
- (2) An online open-source project helmed by *The Unfortunate Few.
- (3) Everything between the working poor and the failing state.
Example: Surviving everyday to bare a miserable job in a city that's tilted by a system bent on crushing your spirit.

*[The Unfortunate Few](#) refers to any contributor of That Awful Rhythm.

OBJECTIVES:

- (1) Blur the line between audience and artist.
- (2) Spread awareness of the benefits to an Open-Source Philosophy.
- (3) Help those who wish to escape that awful rhythm.
- (4) Create an inclusive memorable experience

STRATEGY:

- (1) Blurring the line between audience and artist will be achieved by following strategies
 - Releasing music under a creative commons licence will allow each track to be dissected, reconstructed, remixed, and re-released by pioneering musicians all over the world.
 - Outsourcing album art and cover designs to our audience through contests and donations conducted across our social media accounts.
 - Utilizing smartphone and pioneering technologies to enhance the live performance experience during shows and events.
- (2) Spread the awareness of the benefits of an Open-Source Philosophy.
 - Use of anti-advertising messages and anti-brand marketing to highlight social concerns and offer helpful reminders to the general public.
 - Live performances will be utilized as moments of broadcasting energy directly into the community. To help them fight against that awful rhythm.

- Radio and television spots will be dedicated to raising awareness and consciousness of the general public.
- (3) Help those who wish to escape That Awful Rhythm will be directed by a case-by-case basis.
- (4) Creating an inclusive audience experience will be done by:
 - Offering exclusive releases at our live gigs.
 - Creating an email list to offer exclusive experiences and merch.
 - Creating a 'hush-hush' 'don't talk about fight club' atmosphere around the band and brand by using anti-marketing techniques.

Short Term Goals

- Record & Release 6 song EP. "Good Grime"
- Tour surrounding Okanagan region.
- Establish an online presence.

TAGLINE/SUMMARY:

DO NOT LISTEN TO THAT AWFUL RHYTHM.

GENRE:

THE MATERIAL RANGES IN GENRE, BUT IS ENCOMPASSED BY AN ELECTRIC ENERGY THAT AIMS TO INSPIRE MOVEMENT.

WEBSITE - www.thatawfulrhythm.com

FACEBOOK - www.facebook.com/thatawfulrhythm

TWITTER - www.twitter.com/thatawfulrhythm

YOUTUBE - www.youtube.com/thatawfulrhythm

LIST OF MEMBERS:

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& THE REST OF THE UNFORTUNATE FEW