

Folly Moon Music



What is Folly Moon?

A frequently asked question at FMMusic is, "What is FMMusic and what in the world is a Folly Moon?" FMMusic stands for Folly Moon Music. Folly Moon Music, LLC is a multi-media production company based out of downtown Muncie, IN. A Folly Moon is the moon hanging over Folly Beach, SC. Folly Beach is an easy going little island community known for it's laid- back approach to life and beautiful warm sunshine. Right off the east coast the moon looms large on a warm summer night and lights up the whole beach. FMMusic is about capturing that vibe in the spirit of our company.



Folly Moon Music & Doc's Music Hall

Folly Moon Music is headquartered in Doc's Music Hall located on beautiful Walnut St. in downtown Muncie. Folly Moon Music, LLC contracted with Dr. John Peterson to purchase Doc's Music Hall. Through our partnership with "Doc," as his friends and fans refer to him, FMMusic, Doc, and Doc's Music Hall are helping to develop Muncie into a tech-friendly, culturally rich city. FMMusic looks to work with the staff and students of Ball State University to produce, market and distribute digital media products. FMMusic recently won a prize in the Next Big Thing competition sponsored by The Innovation Connector and The Center for Media Design at Ball State University. FMMusic is investing in the future of Muncie and we plan to stay in the downtown area for years to come.

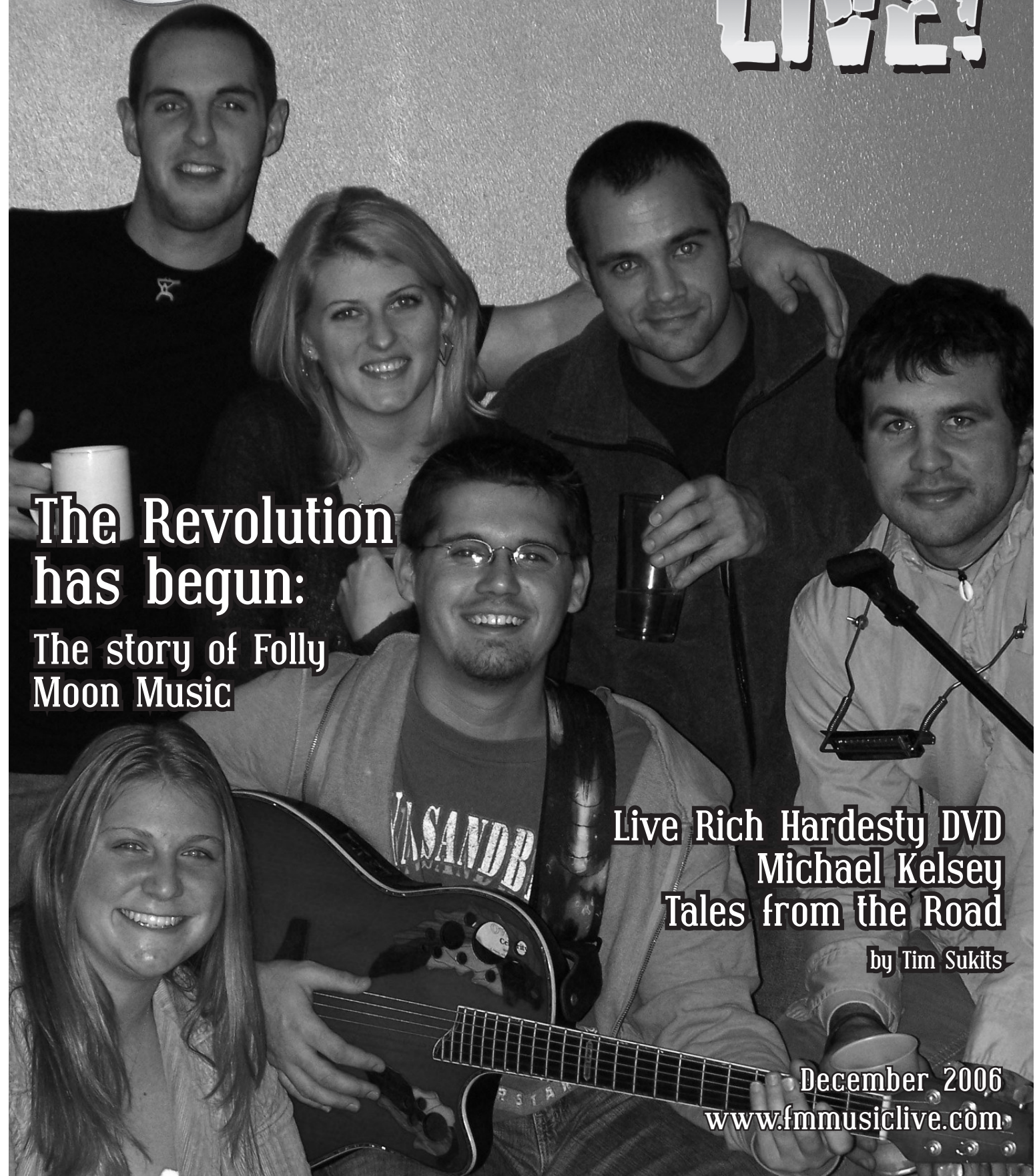


What Folly Moon Offers

FMMusic specializes in media production, marketing and distribution. Our services include CD production, printing services such as T-shirts, hats, and stickers, and recording. FMMusic has two channels of distribution: selling retail at Doc's Music Hall and selling products via the web at www.follymoon.com. FMMusic charges a small fee for the transaction and we process all credit cards, sales tax, shipping and inventory at Doc's Music Hall.

FMMusic has a very talented design team that can take your idea and make it a reality. Whether you have computer-ready art or an idea on a bar napkin, FMMusic can produce, market and distribute you to the public.

Come down to Doc's Music Hall and see what the musical revolution is all about!



**The Revolution
has begun:
The story of Folly
Moon Music**

**Live Rich Hardesty DVD
Michael Kelsey
Tales from the Road**

by Tim Sukits

December 2006
www.fmmusiclive.com



Rich Hardesty Live on DVD!

Rich Hardesty will film his first-ever live DVD at Doc's Music Hall on December 14th - and the show is FREE!!! Hardesty recently landed a supporting roll in National Lampoon's upcoming movie "Totally Baked," and his song, "All My Friends Are Stoners," will play during the closing credits. Over the course of his 10-year career, Hardesty has performed over 2,000 live shows, recorded seven independent records, sold over 50,000 CD's, and played at over 100 fraternity houses. Not too bad for a road dog from Laporte, IN.

Hardesty has been voted the #1 Jagermeister artist for the past 10 years running and has the #1 played jukebox song, "Never Wanna F'n See You Again," on the Indiana University campus. He toured 36 cities in six weeks on "The Jagermeister Tour," and he has opened up for huge national acts like Kid Rock, Cyprus Hill, Staind and Eddie Money.

Hardesty always livens up the crowd with numerous "socials" throughout his set. His laid-back reggae riffs and feel-real-good lyrics will make you want to move your feet.

The Spitshine CD Release Party Sat., Dec. 16 @ Doc's

New Year's Eve 2007

Bring in the New Year Doc's Music Hall style, Sunday Dec. 31. Doc's will be hosting a private party counting down the last moments of 2006 with live music, drink specials and good old fashioned fun. And after the ball drops in Times Square, Doc's will be serving the first breakfast of 2007! Get your tickets to this exciting event at Doc's Music Hall.

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Michael Kelsey The Sorcerer of the Six-String

Michael Kelsey is often called a "wizard" of the acoustic guitar. He beat out 3000 other guitar players in 2004 to win Guitar Center's "Guitarmageddon" competition. He calls his style progressive/aggressive acoustic guitar, which involves every method imaginable of extracting sound from his Taylor fat-body. Kelsey puts on a one-man spectacle rambling around the room at arms length of the audience and playing with his artillery of percussion instruments.

As a native of Lafayette, Indiana, Kelsey used to play in a band called Stiff Kitten with Shannon Hoon. He made the switch from electric to acoustic after placing in a national competition sponsored by Guitar Player magazine. He has toured nationally with Blind Melon and Dishwalla and opened up for notable acts such as Tim Reynolds and The Bodeans.

Kelsey seems to ride the line between singer/songwriter and performance art. His shows are often quite spontaneous depending on the vibe

of the audience and the feel of the night. He likes to leave a lot of his songs up to interpretation as the crowd watches him "lose himself" in the music. "You can take a mellow song and zip it up a bit to match the room," says Kelsey, "So it keeps the integrity of what the song is about but it's fashionably into the vibe of the moment. I get a kick out of that kind of stuff - songs take off and you don't really know where they're going."

Kelsey feels loyal to certain venues around Indiana. "My whole thing has been about spreading out by town and then recirculating and building upon that audience," Kelsey says. "I like to have a home plate, like in Indianapolis Birdy's has always been my home base, and in Lafayette it's the Lafayette Brewing Company, and in Muncie it's Doc's. I just try to find that position and then recirculate and try to build that fan base up. It's nothing out of the ordinary - just making the rounds, trying to grow my garden of fans."



Masquerade Madness

Despite the cold weather, Batman, Snow White and even Old Saint Nick turned out for Muncie's Masquerade Madness last month. Doc's was cover charge free and people from all

walks of life enjoyed the warmth and live tunes put on by Robert Wayne Amick and Dark House Sweet.

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Tales from the Road... Halloween with Michael Franti & Spearhead

All the freaky people came out to see Michael Franti and Spearhead at the Vogue in Broad Ripple on Halloween night. I was surprised with the near-packed house and even more so with the lack of costumes. My friend Alan and I had not received the memo. I was a mulleted Joe Dirt and he was a 250 pound bearded, bald tooth fairy.

The opening band was State Radio. Chad Stokes (formerly of Dispatch) brought his signature vocals and progressive political lyrics over heavier, electric guitar driven rock and reggae riffs. Now I know what a band consisting of Spiderman, the creature from the black lagoon and a power ranger would look like.

Spearhead took the stage one at a time, each wearing different colored wigs. When it came to Franti's entrance a voice came over the speakers and said "Michael Franti will not be able to make it tonight, instead we have a celebrity guest in his place, ladies and gentlemen, Mr. Ali G." Franti came out in a yellow jumpsuit with fists full of rings and huge chains hanging from his neck. A Spinal Tap-style jam commenced with guitar necks waving

in sync.

Carl Young, Spearhead's bass player, kept running his hands through his black dreadlocked wig and made his presence known with an "I'm Rick James bitch!" Franti pointed him out as a Gary, Indiana native and the crowd went crazy. Dave Shul, guitarist for Spearhead, rocked a purple wig and kept snaking his tongue like Gene Simmons.

Franti's six and a half foot frame towered over his band mates. When he stretched his arms out during "Everyone Deserves Music," it appeared he could give the entire crowd a hug.

During the last song of the show my friend Alan made his way to the front of the stage and was immediately pulled up by Franti to dance. "Everyone, give it up for the tooth fairy," he said as Alan's fairy wings fluttered to the beat of "Everybody Ona Move." He pulled up a few more characters, including George W. in a Satan outfit, and the crowd exploded in a mass hop around.

After the show, Franti walked right off the front of the stage and started shaking hands and signing autographs. A crowd of about 40 or so emerged and he stayed there for over 20 minutes until he had met with every last fan. The freaky people brought the love to the Vogue this Halloween.

