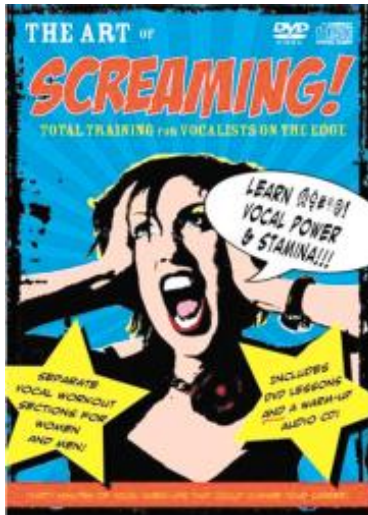


EAST BAY EXPRESS

The Art of Screaming! DVD & CD



Kurt Cobain damaged something inside rock 'n' roll. His go-for-broke cathartic styling, which sacrificed health and safety, had a residual effect on hard rock. The shrieking decadence of '80s hair-metal was suddenly discarded for raw expressions of alienation, and for a short time, energy seemed more important than technique. Suddenly self-abuse wasn't just for parties, and there were a lot of cardigan-clad teenagers blowing their voices out in garages. Seattle native **Susan M. Carr** watched this phenomenon with growing dismay and alarm. A singing coach of some renown, she retooled her teaching approach to confront this throat-destroying menace and save rock 'n' roll. In the process she gathered some big-name clientele, including vocalists from Mastodon, Alice in Chains, and Alien Ant Farm.

The fruits of this effort have been distilled on **Carr's *The Art of Screaming!*** DVD, which rides the fence between documentary and instructional video. Vocalists who routinely blow their voices out with exuberance may find this DVD a godsend. For people that don't sing, it's mildly hilarious. **Carr** spends much of her time behind a piano, putting tattooed indie rockers and metalheads through strenuous vocal exercises that make them seem terribly vulnerable somehow. There's a sense of voyeurism to this video, like watching the school bad-boy in detention, as they humbly defer to **Carr** about their own voices, which are presumably their area of expertise. The entertainment value is heightened somewhat by a Mrs. Robinson element, as **Carr** trains young men and women twenty years her junior.

© 2008 East Bay Express All Rights Reserved



ACTION! PUBLIC RELATIONS, MEDIA & MARKETING . P.O. Box 41119, Philadelphia, PA 19127 . www.ACTION-PR.com