

"danceable, hard-hitting, eclectic and selectively introspective"

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The Proper Authorities is the solo musical project of singer, songwriter, and multi-instrumentalist Keith Adams. Known primarily for his drum work with the bands Sound Mind, 1000 Watt Revival, Giant Wow, and the Cloven Hoof Theatre, Adams created **the Proper Authorities** to branch out and work on his lifelong compositional and performance skills.



As in past groups, Adams continues to experiment strongly in the modern pop rock genre with sounds and grooves that aren't usually found there. His appreciation for over-the-top arrangements is tempered nicely by his love for good hooks. His lyrics touch on a variety of subjects: matters of self; emotional snapshots in time; tragic and comic figures; and the things that we all want... or at least *think* that we want.

The Proper Authorities released its first full-length recording through the imprint Talon First Records in January 2006. The LP CD entitled "Public Service Announcement" features 13 tracks and over 50 minutes worth of high-impact material for listeners and lovers of heavy guitar, electro textures, lush vocal harmonies, and booty-shaking grooves.

"The theme I was most interested in was how time affects our approaches to living," explained Adams about the release. "We generally make choices based on our upbringing, our current environment, survival instinct, desires, a need for acceptance, and more. Add a time constraint into those factors, and then you raise the stakes and drop some drama into the proceedings. A song about 'You can accomplish anything you want' has more weight and realism to it when you add 'But you'd better step up to the task before it's too late.'"



Drawing on his professional skills as a multimedia developer, Adams created videos for two of the "Public Service Announcement" tracks, providing a visual element via self-produced hybrids of CGI animation and live action. "Devastate" featured five holographic versions of himself performing each instrument of the song, an Earth-threatening group of incoming asteroids, and a spaceship fitted with an enormous sound system of doom. "The Ninth Life Jitters" followed a man fleeing from shadowy pursuers, unaware of the fate awaiting him at the end of a long, nightmarish corridor.

For more information, please contact **The Proper Authorities** at notify@theproperauthorities.com. You have just been properly authorized.

