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Its not very often that we toot our own horns here at the Ripple Effect, but we were recently featured as new media pioneeeres by Ariel Publicity & Cyber PR.

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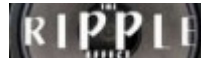
It's not very often that we toot our own horns here at the Ripple Effect, but we were recently featured as new media pioneers by Ariel Publicity & Cyber PR. You can check them out at www.arielpublicity.com or www.bandletter.com for lots of good advice about promoting your band.

In the meantime, we thought we'd run this interview because it reveals some of our thoughts about the industry, why we do what we do at the Ripple Effect, and more importantly, how you and your bands can jump in the water and join in on the Ripple fun. Plus it gives us a chance to post a really groovy pic of us, the heavy metal ukele maestros.

So, without further ado,

New Media Pioneer

Todd (Racer) and John (Pope JTE) of The Ripple Effect



<http://ripplemusic.blogspot.com>

The best music you're not listening to.™ Reviews of lost classics and obscure titles. Unheralded bands and songwriters. New bands deserving of greater attention. It's all here, on The Ripple Effect. The Ripple Effect is a top 100 music site, dedicated to spreading the word on new, unheralded and lost classic artists. The Ripple Radio show puts our money where our mouth is, playing all the great music that's going unheard.

Q: What has to be done in the technological sense to monetize music to a greater degree on the internet?

A: A great question and one that far greater minds than ours are trying to figure out. The answer of course is as multi-faceted as the problem. First and foremost, bands have to put out quality material. The days of filler songs stuffed in between two killer cuts on an album are long gone. With each song now having a downloadable monetary value, those filler songs are a waste of everyone's time and energy. If the product is good, it still sells. iTunes numbers for top singles shows that people are willing to pay for music they feel to be of good value. So the problem to us isn't how to get people to buy music on the internet, they already are, the problem is how to get

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