

DRUM! Magazine's "Email Neil Peart Editorial Campaign" A Hit

Submitted by [drummer40](#) [1] on March 10, 2009 - 12:41pm

- [Music](#) [2]

This news is interesting for several reasons. First of all, it demonstrates an innovative approach for publishing a story based solely on the questions generated by readers and fans of one of the most well-respected drummers in the world, Neil Peart. Additionally, in music there is a term known as "Call And Response" which is demonstrated in this editorial strategy as well. Call and Response is about the interaction between musicians on a stage. It's a very successful strategy in jazz. At any rate, this email campaign is in deed compelling.

Enter Music Publishing, publishers of hip, drum magazines worldwide, is experiencing a tremendous response rate to its "Email Neil Editorial Campaign." Officially launched on February 11, the Neil Peart population has sent questions via neilpeart@drumlink. Additionally, questions have been sent online at <http://www.drummagazine.com/features/post/just-ask-neil-yourself/>; [3] or by accessing the Questions Page on DRUM!'s Youtube site, www.youtube.com [4].

The result: 1,000 emails from across the globe.

The emailed questions have varied from the most basic to the highly complex in regard to Peart's drumming approach. During an initial audit, many questions posed to Peart focused on how his influences have been as well as more technical, such as how he developed such a diverse left hand approach.

"We were very intrigued by the initial results," said Phil Hood, publisher and one of the founders of DRUM! Magazine. "Neil is just one of those drummers appreciated by drummers of all ages and walks of life so we anticipate a really diverse and cool story. As previously announced, Andy Doerschuk, editor and another founder of DRUM!, will take the questions and create and integrated editorial cover story.

He's already beginning to get nervous regarding deadline. And, on that note, all emails have to be received by DRUM! Magazine by March 15th. Stay tuned, we'll keep you informed on the "Email Neil Editorial Campaign" as it rolls out.

Fans who want to be ensured of getting a copy of the special June issue can subscribe at www.drumsb.com [5].

Attachment	Size
side_column_image.png [6]	122.99 KB
neilinterview.jpg [7]	17.88 KB
DRUM! Magazine, Tom-Tom Mag And Major Drum Companies Conduct "Hit Like A Girl" Beat Breaking Female Drum Contest [8] Concert film 'Glee Live! 3D!' hits theaters on Aug. 12, 2011 [9]	

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<http://www.hollywoodchicago.com/forums/7160/drum-magazine-email-neil-peart-editorial-campaign-a-hit>

- Links:
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 - [3] <http://www.drummagazine.com/features/post/just-ask-neil-yourself/>;
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