

# Matthew Griswold



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At the turn of the decade, even the most main stream of modern music listeners couldn't help but take notice to the fast growing new crave for the folk-rock sounds that were taking to the world stage. With bands like Mumford & Sons and Bon Iver stirring up national hype and winning Grammys, it was only inevitable that a kid who grew up with an obsession to folk-rock legends like Bob Dylan and Bruce Springsteen, would take a turn at this run. Matthew Griswold's brand of folk-rock places passion a half step in front of clever. Whether playing his tasteful choice of cover song interpretations, or his original song selections, he always drives the crowds to amazement with his foot stomping grooves and trance like guitar playing. He sings his honest and profound lyrics with a voice that passes "rough and howling" tone which has become his trademark sound and continues to be what drives the new and old fans to the smallest of clubs or the largest of theaters and concerts halls, just to see it again.

"He is breaking into the Minneapolis music scene with a rough and howling edge" *Minneapolis Star Tribune*, Chris Riemenschneider (Pop/Rock Music Critic)

"I feel like I'm sitting on the edge when I listen to his music" *KDUZ/KARP MN Music Spotlight*, Joel Niemeyer (Station Program Director)

## DISCOGRAPHY

**Albums & EPs:** "Screaming From The Witch's Tower", "East Suburban Serenade Revival"

**Singles:** "She Is The Rose", "Crazy(Single Version)", "The Day It Rained"

"With Healing Hands(Upon your heart)", "Do You Hear What I Hear", "Unbridled"

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**The Cadence Call Home**  
*A Biographical Description of Matthew Griswold*

At the turn of the decade, even the most main stream of modern music listeners couldn't help but take notice to the fast growing new crave for the folk-rock sounds that were taking to the world stage. With bands like Mumford & Sons and Bon Iver stirring up national hype and winning Grammys, it was only inevitable that a kid who grew up with an obsession for folk-rock legends like Bob Dylan and Bruce Springsteen, would take a turn at this run. As singer-songwriter Matthew Griswold prepares to enter his 30s, he holds a youthful spirit with a well-aged wit. His brand of folk-rock places passion a half step in front of clever. Whether playing his tasteful choice of cover song interpretations, or any of his original song selections, he always drives the crowds to amazement with his foot stomping grooves and trance like guitar playing. He sings his honest and profound lyrics with a voice that passes through a "rough and howling" tone which has become his unique trademark sound and continues to be what drives the new and old fans to the even the smallest of clubs or to the largest of theaters and concerts halls, just to see it again and again.

Following his debut release in 2010, "Screaming From The Witch's Tower", Griswold saw a modest level of regional fame after fifty plus full featured printed articles, over 2 dozen regional TV appearances, and a dozen radio appearances where Griswold discussed the rhyme, reason and substance of his album which was one of the first whistles to sound off in an effort to raise awareness about the challenges of recovery and transition that many recent war veterans have been faced with. Griswold was a 5 year active duty US Army veteran and fought in the "Battle Of Ramadi" in 2006 which was the most violent campaign of the war. Griswold struggled with his own transition which began in early 2009, as he called on his ability to write songs and make music to keep himself on a road to a strong recovery. Griswold stays very involved in helping his fellow veterans, but 2012 marks the year for his sophomore release which again consists of all original songs but with a new twist to his own sound. Maintaining a gravel coated gritty voice and harshly poetic lyrics, he also brings a new soulful smoothness and a more defined Celtic charm to his new arrangements. Many of the recordings for the album featured some modern hip-hop influenced production styles as well. The subject matter for his recent works are far from those prior, but still just as revealing and stimulating to these modern times. Griswold took on the challenge of stepping back in time to draw his inspiration. Writing the songs he wished he could have when he was still just a novice level musician and songwriter in his late adolescents. "East Suburban Serenade Revival" has already entered into the anticipation of being his best work yet and may stand as his masterpiece. Having had some of his songs licensed by the PGA, MN Twins and a number of other national and local productions, many look forward to seeing where this next collection of songs will go.

## ***Education/Professional Experience:***

- Signed to APM Music (Universal Music Publishing Company) to an exclusive licensing contract in 2011 featuring 6 of his original songs for film, TV and for any production usage.
- Established a publishing company with BMI (Broadcast Music Inc), **Matthew Griswold Music**
- Over 10,000 Units(CDs, Compilations, Downloads, ets) sold worldwide via record contracts with EMI, Target Corp, To The Fallen Records, Greater Than Records and APM Music.
- Attended Minnesota State University Moorhead to study general music and creative writing 2001-2002
- Worked with and at, Concordia University Saint Paul's Music Program, for on campus events as a performer and asst director.
- Attended (by invite only) a BMI hosted "Songwriters on the Radar Workshop"
- Attended NSAI (Nashville Songwriters Association International) workshop hosted by John Braheny.
- Regularly attends/performs at BMI/NSAI events, workshops, showcases and festivals.
- Co-writer, partner director and primary presenter for the "Music Therapy for Veteran's Recover & Transition From & During War", presentation given at Minneapolis VA Med Center, Great Lakes Music Therapy Conference and the National Music Therapy Convention.

## ***As Seen And/Or Heard On:***

MTV(UK), AOL Music(Homepage), AV Club(Blurb), USA Today(Blurb), Kare 11 Today(Diana Pierce), Kare 11 MN Showcase, WCCO News(Don Shelby), KSTP(Rebekah Wood), WCCO Radio(Tim Russell, Michele Tofoya), Local Image(MCN), Modern Rock Twin Cities(MCN), KDUZ/KARP Radio(MN Music Spotlight), Mnpls Star Tribune, St. Paul Pioneer Press, Vita.MN(Full Feature), MN Monthly, Woodbury Bulletin(Front Page Feature), Patch.Com, South Washington County Bulletin, St. Paul Villager(Front Page Feature), St. Paul Voice(Downtown Free Press)

## ***Band Bills & Venues (has played with, at, or for):***

**National Acts:** Alice Peacock (Columbia Recording Artist, Nashville Songwriter), Keri Noble (Sony Music Recording Artist), Misty Loggins & Len Snow (Songwriters Round on Music Row in Nashville, TN)

**MN Acts:** Alison Scott, Desdemona, Carnage, Kevin Bowe, Lucy Michelle & The Velvet Lapels, The Goondas, Eliza Blue, Lonnie Knight, Tim Mahoney, Ari Herstand, GB Leighton, Mick Sterling

**Venues/Events:** Pantages Theater, Mall Of America(Best Buy Rotunda on "Black Friday" Nov 2009 & 2011), Fine Line Music Café, International Market Square, 10,000 Lake Music Festival(2009), Music Box Theater, Varsity Theater, IDS Center, The Whole Nightclub(U of M), Seven Steak House(Sip N' Sample event and commercial shoot), Royal River Casino, Midwest Regional Relay For Life Summit(also performed at over a dozen Relay events around the Midwest), Great Lakes Music Therapy Conference, National Music Therapy Convention, Blue Bird Café(Nashville, TN), "Amstel Flash Tour" Uptown(Mnpls) Performer, USA Warriors VS MN Warriors Hockey Game(National Anthem Singer), Veterans Aid Concert(s), Ramsey County Fair, Highland Fest, Eagen Arts & Music Fest, Concordia University Music Fest, Jesse James Fest. Dozens of college/city/public events, as well as private organization, company galas and parties.

# **PROFESSIONAL RESUME**

## **Professional Credits/Merits:**

- Served on MacPhail Teaching Advisory Committee (Represented as an artist of contemporary songwriting and on behalf of the MN veterans community interests)
- Teacher/Co-Director of Music Program for Veterans In The Arts(In Partnership with MacPhail Center for Music)
- Presenter/Performer at Great Lakes Music Therapy (Midwest Regional Level) for “Music Therapy For Veterans In Recovery and Transition”
- Presenter/Performer at American Music Therapy Convention (National Level) for “Music Therapy For Veterans In Recovery and Transition”
- Monthly Presenter/Performer at MNPLS VA Med Center for In/Out Patients to speak, perform and advocate personal and positive affects through music (songwriting) and art, when used during and for post combat(trauma) healing/therapy. “Writing songs from a war zone, and fighting war wounds with songs”
- Music Performance/Inclusive Program Director for Minnesota Assistance Council For Veterans
- Founder/Host of Annual Memorial Day benefit & awareness concert, “Veterans Aid Concert”
- Speaker/Performer at the American Music Therapy Association’s National Convention in Atlanta Georgia

## **Licensing Agreements (Contracted & Royalty Free)**

- “Crazy” PGA Tour Fantasy Updates (PGA.com, Yahoo Sports, PGA Network, Golf Channel)
- “With Healing Hands (Upon your heart)” - Midwest Region, *Relay For Life(ACS)*, Multi Media
- “Crazy” - *Wags & Whiskers* Animal Shelter Service Announcement
- “Shadows of the Sun” - *The Harvest* (Hunting/Outdoor Show)
- “Unbridled” - Featured at *Target Field during MN Twins Games* (2010 Season)

## **Broadcast/Podcast/Web Stream/Video Format Features**

- MN Music Spotlight KDUZ/KARP (Hutchinson MN Radio Station)
- Twin Cities Radio on the Net
- Midwest Music Review (URL Radio based in Bismarck, ND)
- Leaf Pile Radio (iTunes Podcast, Sirius Radio Show, Internet Radio Show based in Chicago, IL)
- MN Soundtrack KFAI (Independent Public Radio based in Minneapolis, MN)
- Independent Stream (Internet Podcast and City Pages Supported based in Minneapolis, MN)
- Modern Rock Twin Cities/MRTC TV (Music video show based in the Twin Cities)

## **Charts**

- Clear Channel Discover & Uncover NEW Music (Adult, Alt) “Unsigned” Top 20 Chart
- Cities 97 Discover & Uncover NEW Music #4 (Local)
- ReverbNation Top 100 peaked at #95 National and Global (Singer-Songwriter)
- ReverbNation Top 10 peaked at #1 Minneapolis (Singer-Songwriter, Alt, Folk, Rock)

## **Compilation CD/Albums (On Major Distribution Level)**

- “Home For The Holidays (A MN Christmas)” Target Store exclusive in 2009 - “Happy Christmas (War Is Over)”
- “To The Fallen Records Rock Vol. 3” Military Exclusive Label/CD - “Crazy”
- “Minnesota Music Spotlight” Given to first 3,000 People at a MN Wild Game in 2003 - “Lost Train”
- “Holiday Lights Vol 3” as a Kowalski Market Store Exclusive – “Do You Hear What I Hear?”

## **CAREER HIGHLIGHTS**

### **As a Singer-Songwriter**

- Regular performer on “Kare 11 Today”, formerly “Showcase Minnesota”.
- Over 20 performances at the world famous Fine Line Music Café as a local headliner or opening for national recording artists (more than anyone in the country in the last 3 years).
- Original song “She is the Rose” peaked at #9 on the Clear Channel Radio Network National NEW Music on Demand Adult-Alternative charts (#4 on Cities 97 Discover NEW Music).
- Original song “Unbridled”, played and given spotlight features at Target Field during Twins Games in 2010 season.
- Original songs licensed to and for the use of commercials, television programs and other multimedia sources and applications for organizations and network use.
- Front page entertainment reviews and spotlight features in dozens of newspapers, blogs, podcasts, music journals and regional radio formats including the Minneapolis Star Tribune , Saint Paul Pioneer Press, KDUZ Radio(Minnesota Music Showcase), The Midwest Music Review and Sirius/XM’s and iTunes pod cast “Leaf Pile Radio”.
- Featured performer for dozens of high profile songwriter showcases and workshops in Nashville Tennessee.
- Thousands of CDs/downloads sold independently and performs over 100 shows a year, earning a spot as one of BMI’s “Songwriters on the Radar”.
- Performances featured on local, regional and national compilation albums to include the Target store exclusive, “Home For The Holidays”, the MN Wild game distributed, “Minnesota Music CD”, and the Military exclusive “To The Fallen Records” sold world wide via Military installations and partner establishments.

### **As a Veteran & Activist:**

- A respected advocate, grant award representative, social/political advisor and teaching artist advisor, in the efforts to raise funds and bring awareness for and to The Minnesota Assistance Council for Veterans, Minneapolis VA Medical Center, VA Creative Arts, MN Warriors(A wounded warriors hockey program), MacPhail Center for Music and Veterans In The Arts.
- A speaker at a number of colleges, veteran organizations & events, state and federal government functions, art & music institutions and medical conventions about the “Recovery and Transition” issues for past and present war veterans.
- Founded and host of the annual Memorial Day benefit and awareness event, the “Veterans Aid Concert”.
- Philanthropy work has been featured on/in dozens of local and national TV News stations, Radio shows and Printed Press to include, WCCO(TV & Radio), KSTP, Kare 11, MPR, KFAI, Woodbury Bulletin, Saint Paul Villager, Woodbury Patch, Saint Paul Voice, South Washington County Bulletin, AOL Music, USA Today, Metro Cable Network, ESPN Radio and more.

## Original Songs You May Have Heard

“She is the Rose” – Clear Channel Radio’s NEW Music On Demand Top 20 Charts (June 2010)

The screenshot shows the 'NEW! DISCOVER & UNCOVER' section of a radio station's website. It features a 'TOP 20 MUSIC' chart with two columns: 'SKINNED' and 'UNSKINNED'. The 'UNSKINNED' column lists the following songs:

1. "Just One of The Boys" - Selma Hayek
2. Game Over Ft NIC - Hailey Breaune
3. Island Time - Out of Ether and Friends
4. Don't Let Go - Out of Ether and Friends
5. Drinking Her Beautiful - Out of Ether and Friends
6. Here We Go Again - Hailey Breaune
7. FineLine - Lynn Hineman
8. Break Free - Lynn Hineman
9. **She Is The Rose** - Matthew Griswold
10. Isabella Vina - Poppermost

The song 'She Is The Rose' is circled in red. Below the chart, there are sections for 'ARTISTS TO WATCH' (Sarah Harner, BK Paperboy Band, Chase Coy, V.V. Brown), 'RECOMMENDED' (Judy Shelton, Sarah Jaffe, Apollo Drive), and 'UNSKINNED ARTISTS' (Most Played, Submitted Through Heart, Recently Added).

“With Healing Hands (Upon Your Heart)” The Official Midwest region Relay For Life song



“Unbridled” given Spotlight Features/Program Plays at Target Field during Twins games 2010 Season



“Crazy” – Used for *PGA Tour Fantasy Insider Reports* (PGA.com, PGA Network, Yahoo Sports, Golf Channel)

