

February 17, 2008

## Goldenseal, WRSU make a connection

By MAUREEN NEVIN DUFFY  
Correspondent

Joe Hughes and the band Goldenseal have done eight radio spots — all of them at the New Brunswick studios of WRSU-FM (88.7), the Rutgers University station.

Hughes met WRSU DJ Geoff Pape in 2004 while Pape, who lives in East Brunswick, was doing a remote broadcast at the Court Tavern in New Brunswick. Hughes gave Pape a copy of his CD "Goldenseal One," and WRSU launched its on-air odyssey. Pape and Hughes were of like minds.

"We both judge music on its quality — not the way the performers look," Pape says.

"Goldenseal One" went on to grab lots of airplay, initially on WBJB-FM/90.5 The Nite and WDHA-FM (105.5). Also in 2004, WDHA voted Goldenseal a semi-finalist in its Best Unsigned Band in New Jersey competition. Winning was no slam dunk. Out of 650 bands, only 16 CDs were picked.

Hughes and Pape are not kids. Hughes is a 46-year-old litigator and law partner with a North Brunswick firm. He's been either playing music or representing clients, many of whom make music, for 20 years.



Pape, 44, describes his show "Passing the Torch," which airs from 6 to 8 p.m. Tuesdays, as "free-form, kind of WNEW and Vince Scelsa. It's laidback." Pape's musical tastes hearken back to The Beatles and Pink Floyd; the show's name derived from a conversation about how music traditionally

has been handed down from one generation to the next.

"Something about Goldenseal's music and lyrics reminds me of that music — it's pure and honest," Pape says.

Hughes has visited the show.

"He's just very grateful for the exposure, and it's kind of a thank you more so than someone seeking promotion," says Pape. "They enjoy being in the studio doing live radio. The music that comes through isn't about the color of their hair."

"The show's relationship with Goldenseal and similar bands is proof positive that WRSU is committed to exposing the genuine, raw talent that is lacking in so much of the music world today," says Dan Mulcahey, promotions director for WRSU-FM.



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## Hughes has troops, Internet on his mind

Already playing on WRSU-FM and other stations is Goldenseal's latest CD, "Streets of America," with a title track that pays homage to local neighborhoods and the nation.

It's meant to support our troops abroad, literally and without taking sides on the war.

Band leader Joe Hughes hopes to send \$2 of every \$10 CD to the Disabled American Veterans.

"We want the troops, who the CD is dedicated to, supported, safe and (to come) home soon," he says.

"There really is something in the song for everyone, whether they're 7 or 87," says Jared Migden, host of WRSU-FM's "Overnight Sensations," which airs at 10 p.m. Fridays. "It speaks to the accessibility of the band members, who go out of their way to connect to listeners just as they connect with the audience at a show."

"Live Strong/Be Free," another song on "Streets of America," is dedicated to Hughes' late mother-in-law, Barbara Kaczowski of the Colonia section of Woodbridge, who recently died after a long battle with cancer.

Hughes is planning to buy into the company producing the "Streets of America" CD. 3 Zero Records, a division of 3 Zero Plus — as in over 30 years old — is a venture aimed at shaking up the music world.

Good, memorable songs disappeared from radio and TV 25 years ago, says 3 Zero president Simon Jewell-Harrison, 47, who's from Birmingham, England. For one, there is a bias against any artist over the age of 24, he claims.

Long Branch-based 3 Zero Plus wants to offer entertainment through an Internet portal. The aim is to encourage new artists — regardless of age — to record their work in 3 Zero's studios, grant limited licenses for playing their music on demand and live over Internet radio, and to sell their CDs or MP3s directly.

"It will be all this and more," says Jewell-Harrison.

Visit [www.wrsu.org](http://www.wrsu.org) and [www.goldensealtheband.com](http://www.goldensealtheband.com) for more information.

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