

WITH a BULLET



Canadian Radio Report The Pack a.d.

Mediabase sent out their label reports for the 1st quarter and at the 1/2 year point of 2012 and Mint was #10 both times, with a 2.7% share of the total Alternative Radio panel each time, this was based solely on The Pack a.d. being played at radio! Other labels on the list are: Warner, Universal, Sony, EMI, Dine Alone, Arts & Crafts, Maple, etc.

Market Report on The Pack a.d. on Mediabase.

The following are the markets/stations in order of most spins of the band. Based on all songs and their full history to date.

- 1) Halifax - Live 105 - 1,016 Combined Spins (all songs) To Date on the band
- 2) Calgary - X92.9 - 1,003 Combined Spins To Date on the band
- 3) Kingston - The Drive - 983 Combined Spins To Date on the band
- 4) Toronto - The Edge - 828 Combined Spins To Date on the band
- 5) Vancouver - CFOX - 827 Combined Spins To Date on the band
- 6) Victoria - The Zone - 720 Combined Spins To Date on the band
- 7) Edmonton - Sonic - 509 Combined Spins To Date on the band
- 8) Ottawa - Live 88.5 - 344 Combined Spins To Date on the band
- 9) London - FM 96 - 269 Combined Spins To Date on the band
- 10) Kamloops - 216 Combined Spins To Date on the band

"Sirens"

PEAK NATIONAL CHART NUMBERS

Peak Commercial Radio Published Charts:

- Sirens has had 6,029 spins to date at Canadian radio to a total Audience of 14.28 million people!
- Peaked at #3 on the Mediabase Canada Alternative Rock Spins Chart
- Peaked at #5 on the BDS Canada Modern Rock Chart
- Peaked at #7 on the Mediabase Canada Alternative Rock Audience Chart
- Peaked at #13 on the Mediabase Canada Rock Big Picture Spins Chart
- Peaked at #15 on the Mediabase Canada Rock Big Picture Audience Chart
- Peaked at #22 on the BDS Canada Rock Spins Chart
- Peaked at #22 on the BDS Canada Rock Audience Chart

Peak Commercial Radio Greatest Gainer / Future / Spinburner:

- #1 Greatest Gainer on the Mediabase Canada Alternative Rock Spins Chart on September 6th & 12th
 - #1 Greatest Gainer on the Mediabase Canada Alternative Rock Audience Chart on September 6th
 - #1 Spinburner on the BDS Canada Modern Rock Chart on September 12th & 19th
 - #1 Spinburner on the BDS Canada Rock Spins Chart on September 12th
 - #3 Future on the BDS Canada Modern Rock Chart on September 6th
 - #3 Greatest Gainer on the BDS Canada Rock Audience Chart on September 19th
-

"Sirens"

2011 Year-End Station Charts:

- #2 on XM The Verge's Top 50 Songs of 2011**
- #35 on FM96 in London's Top 40 Songs of 2011**
- #41 on The Edge Toronto's Top 102 New Rock Songs of 2011**
- #54 on The Zone Victoria's Top 91 Songs of 2011**
- #70 on Sonic Edmonton's Top 102 Songs of 2011**

Added at:

- FM96 London
- The Drive Kingston
- CFOX Vancouver
- 102.1 The Edge Toronto
- X92.9 Calgary
- The Zone Victoria
- Sonic Edmonton
- Live 88.5 Ottawa
- Live 105 Halifax
- CIFM Kamloops
- Galaxie Rock Alternative
- XM's The Verge
- CBC Radio 3
- Sirius Iceberg 151

Featured at:

- The Peak Smithers, BC
- Rock 95 Barrie
- The Wolf Regina
- OZFM St. John's
- CHOM Montreal

PEAK STATION CHARTS:

- **Peaked at #1** on The Grocery List On SiriusXM's The Verge!
- **Was voted #1** on The Edge Toronto's Fearless 5 at 5 on October 5th, 17th & 27th
- **Was voted #1** on Live 105 Halifax's "Live's 8 Big'Uns at 8" on September 8th
- **Peaked at #2** on the CBC Radio 3 Top 30 chart
- **Was voted #2** on The Edge Toronto's Fearless 5 at 5 on September 7th, 12th, November 4th, 14th, 23rd, December 6th, & December 16th
- **Peaked at #3** on the Edge Toronto's Thursday 30 chart
- **Was voted #3** on The Edge Toronto's Fearless 5 at 5 on September 19th, October 18th, November 1st, 15th, & December 9th
- **Peaked at #4** on CFOX in Vancouver's Top 20 chart
- **Was voted #4** on The Edge Toronto's Fearless 5 at 5 on September 16th & October 24th

- **Was voted #5** on Live 105 Halifax's "Live's 8 Big'Uns at 8" on September 15th
- **Was voted #5** on The Edge Toronto's Fearless 5 at 5 on September 1st, November 10th, & December 12th
- **Peaked at #15** on The Zone Victoria's Top 20 chart
- **Peaked at #19** on Sonic Edmonton's Top 20 Modern Rock Countdown

****Before Becky and Maya set out to Europe in November 2011, they were able to record some liners for Live 105 Halifax and Live 88.5 Ottawa.**

****We sent Maya a list of all the Commercial stations that have added the album, and included the name of the PD/MD and their e-mail. Maya sent a thank you e-mail to each PD/MD.**

"Haunt You"

Added at:

- **Sonic Edmonton**
- **CFOX Vancouver**
- **The Drive Kingston**
- **The Zone Victoria**
- **102.1 The Edge Toronto**
- **Live 105 Halifax**
- **X92.9 Calgary**
- **Galaxie Rock Alternative**

Featured at:

- **FM96 London**
- **Rock 95 Barrie**
- **Live 88.5 Ottawa**
- **CIFM Kamloops**
- **Rock 106 Lethbridge**
- **The Wolf Regina**

"HAUNT YOU"

PEAK NATIONAL CHART NUMBERS

Commercial Radio Published Charts:

Haunt You has had 1,758 spins to date at Canadian radio to a total Audience of 5.26 million people.

- Peaked at #11 on the Mediabase Canada Alternative Rock Audience chart
- Peaked at #13 on the BDS Canada Modern Rock chart
- Peaked at #20 on the Mediabase Canada Rock Big Picture Audience chart
- Peaked at #22 on the Mediabase Canada Alternative Rock Spins chart
- Peaked at #25 on the BDS Canada Rock Audience chart
- Peaked at #31 on the BDS Canada Rock Spins chart
- Peaked at #31 on the Mediabase Canada Rock Big Picture Spins chart
- Peaked at #50 on the Mediabase Canada Active Rock Spins chart

Commercial Radio Greatest Gainers / Most Added / Futures:

- #1 Future on the BDS Canada Rock Spins Chart on February 21st
- #1 Most Added on the Mediabase Alternative Rock chart on January 23rd
- #3 Greatest Gainer on the Mediabase Canada Alternative Rock Audience chart on March 12th
- #5 Future on the BDS Canada Modern Rock Chart on February 6th
- #8 Greatest Gainer on the Mediabase Canada Alternative Rock Audience Chart on February 13th
- #9 Greatest Gainer on the Mediabase Canada Alternative Rock Audience Chart on February 6th

Peak Station Charts:

- Was voted #3 on the Edge Toronto's Fearless 5 at 5 chart on February 15th
- Was voted #4 on the Edge Toronto's Fearless 5 at 5 chart on February 7th
- Peaked at #14 on X92.9's Alternative Top 20 chart
- Peaked at #16 on 102.1 The Edge Toronto's Thursday 30 chart

INTERVIEWS / STATION APPEARANCES / SPECIAL FEATURES

Upcoming:

July 13th - 102.1 The Edge - In-person interview on Fearless Fred's Beer Break 4PM - taped and airs an hour later. *day before Edgefest*

Working on interviews and performances around upcoming festival dates

Previous:

April 19th - Ryan from CITR in Vancouver had a live on-air phone interview with Maya for his show, "Butta On The Bread Show".

April 17th - The girls went into Sonic in Edmonton on the day of their Edmonton show for an interview session. **You can check out a video from the interview here:** <http://tinyurl.com/6weznq3>

April 16th - The girls stopped by CJSW in Calgary for a taped in-studio interview with Genevieve Dale for her show, "Song Birds". The show focuses on female bands / artists. **You can listen to the interview here:** <http://tinyurl.com/cl2pgmo>

April 16th - The band dropped by X92 in Calgary for a live on-air interview with Lynch.

April 13th - Becky and Maya had an in-person interview with David Dobbs from CJUM in Winnipeg for his show, "Hell Yeah Winnipeg". **You can listen to the interview here:** <http://tinyurl.com/bnwgfn2>

April 12th - Jason Wellwood is the PD of CILU in Thunder Bay, and also co-hosts the TV show, "Wired 4 Sound" on local Shaw TV. Jason met up with Becky and Maya at the venue in Thunder Bay for a filmed interview for the show.

April 9th - Sarah Hoyles is the host of "The Lunchbox" on CKUA in Edmonton (College station). She had a taped interview with Becky, and will be airing it the week of the Edmonton show. **You can listen to the interview here:** <http://tinyurl.com/6mzm9dx>

March 29th - Becky and Maya had an interview with Brent from The X at Fanshawe in London (College).

March 29th - Maya had a live phone interview on CHRW to promote their show in London that night.

March 25th - Raina is a former Edge DJ and is currently running her own blog called "Rain's World". She has bands drop in to her basement apartment for filmed interview for the blog; she is sponsored by Steamwhistle, so she provides beer for the bands. Becky and Maya went in during CMW for an interview with Raina. Everything went well, and Raina will provide us with the link to the interview once it is edited.

March 24th - Becky had a quick interview with Matt Fisher from XM's The Verge right before the band's performance at the SiriusXM Indie Awards. Matt was set up in the green room, just outside of the Indies.

March 23rd - Becky and Maya had a quick interview with Alan Cross at his Slacker Radio booth at the Royal York during CMW.

March 19th - Gunner from INDI-FM in Hamilton (College) had a taped phone interview with Becky. This interview aired later in the week to promote the band's Hamilton show at the Casbah onm March 22nd.

February 27th - Maya had a taped phone interview with Jonathon Brown from CITR in Vancouver (Campus station) for his show, "Shameless". **Here is the link to the interview; it comes in at the 8 minute mark:**
<http://tinyurl.com/88vo5q4>

February 8th - We let key online music blogs know about the new music video for "Sirens". Here are the features we were able to set up:

Ride The Tempo blog feature: <http://tinyurl.com/7ee6ka5>

Alan Cross blog feature: <http://tinyurl.com/7n39j2d>

NxEW blog feature: <http://nxew.ca/?p=6918>

Soundvat blog feature: <http://tinyurl.com/7hpvmx6>

February 2nd - Becky and Maya stopped by The Zone in Victoria for a live on-air interview with Jeremy Baker. They also performed 2 songs, "Sirens" and "Haunt You". This was in promotion of the band's performance that night in Victoria.

Watch the video of the interview / performance here:

<http://tinyurl.com/787nnhn>

January 28th - The girls dropped by CFOX in Vancouver for a live on-air interview / performance with Scott Alan. This was in promotion of the band's performance in Vancouver that night at the Rickshaw. They performed "Sirens" on-air. **Check out out photos and the video from CFOX here:**

Interview / Performance - <http://tinyurl.com/6wqcv5>

Photos - <http://tinyurl.com/7jfrawu>

December 17th - Giuseppe from CKCU in Ottawa had a taped phone interview with Maya.

December 16th - Maya and Becky went into the Edge to be part of Fearless Fred's weekly on-air beer segment. This was taped, and aired later on in the day. The girls also brought their band beer cozies to go along with the test-tasting. **You can listen to the segment here:** <http://tinyurl.com/7sojrlm>

December 15th - The girls went into the Edge for a live performance / interview on The Dean Blundell Morning Show. Everything went well; they performed "Sirens", and everyone thought they were awesome! **You can watch the video of the performance here:** <http://tinyurl.com/6v9ju54>

December 15th - After the Edge performance, the girls set up for an interview and performance with Mike Sullivan from Explore Music. **You can check out the videos of the interview and performance here:**

Interview - <http://tinyurl.com/7jqy4xr>

"Sirens" - <http://tinyurl.com/72cotll>

"Seasick" - <http://tinyurl.com/7plted7>

December 14th - Darryl Spring from The Drive in Kingston had a phone interview with Becky the day of the Kingston show. This was originally going to be an in-studio interview, but due to timing the band wouldn't make it in on time. Darryl understood completely, and was cool to do it as a phoner instead. As well, the band had dinner at the venue with a Drive contest winner. Everything went well!

December 13th - Bob Mulrooney from 91x in Belleville phoned Maya's cell phone for a taped interview.

November 3rd - Kris White from CFUV had a taped phone interview with Maya for his show, "The K-Dub Show". **You can listen to the interview here:** <http://tinyurl.com/6paqlzm>

October 27th - Eric Bertrand from CHOQ in Montreal phoned Becky for a taped interview for his show, "Vive Le Rock". The show is theme based, and he spoke with Becky about the theme of "Halloween"; he also played the track, "Haunt You", and talked about the upcoming Montreal show. This interview aired on October 27th. Eric also writes for a blog called, "Une Image Cents Mots", so he will be attending the Montreal show to take photos and write a review. **You can listen to the episode of "Vive Le Rock" here; the interview comes in at the 34 min, 40 sec mark:** <http://tinyurl.com/5t7b9ld>

October 19th - The band stopped by CJAM in Windsor for a taped interview with Murad, the station's Music Director. Murad had originally wanted to do a full-band performance as well, but both Maya and Becky were feeling under the weather. Murad totally understood, and is looking forward to setting something up the next time the girls come touring to Windsor.

October 14th - Anne-Marie Brugger from CHUO in Ottawa phoned the band for a live interview on her show, "Hop The Fence". This interview was done in advance to their Ottawa show on October 16th.

You can listen to the interview here: <http://tinyurl.com/6sl6xr8>

October 14th - The band stopped by The Music Mansion for an XM's The Verge "Live At The Verge" session. The band recorded a maximum of 5 songs; they also video tape the session.

October 13th - Becky and Maya stopped by The Drive in Kingston for a "Live At The Drive Session". They performed 2 songs live on-air and had an on-air interview with Darryl Spring. The Drive also had some contest winners in the studio to watch the performance/interview.

You can watch the performance here: <http://tinyurl.com/3wnqvaz>

CFRC Kingston, ON - Ben from CFRC Kingston reached out to speak with the band live on his show, "Ben In The Pen" on October 13th. Another host from CFRC previously had a taped interview with the band, and aired the interview live on the show before his; he suggested catching up with the band the next time they come touring through Kingston.

October 12th - Drew Dalby from The Peak in Smithers, BC had a taped phone interview with Becky. Drew is a host on the station's morning show, and he aired the interview on October 13th. **You can listen to the interview here:** <http://tinyurl.com/44bw4ww>

October 11th - Gerald from CFRC Kingston phoned Maya's cell phone for a live interview on his show, "The Beaver Hour". This interview was done in advance to the band's October 13th show in Kingston.

October 8th - Maya and Becky stopped by CHRW London for a live in-studio interview on the station's "Top 30 Show". "Unpersons" was #1 on the chart, so they were able to speak about the album, and announce their #1 spot. Maya confirmed this interview directly with CHRW's music director.

October 7th - Dinah from CFRC Kingston phoned the band for a taped interview for her show, "Primordial Soup". Dinah aired the interview on October 13th (which was the day of their Kingston show). Dinah said the interview went really well, and was happy that she was able to speak with the band.

You can listen to the interview here: <http://tinyurl.com/3zc2xue>

October 6th - James Tennant from CFMU Hamilton phoned the band for a live phoner on his show, "Watermelon Throwdown". This interview was done in advance of the band's October 8th show in Hamilton. **You can listen to the interview here; it comes in at the 1 hour, 33 minute mark:** <http://tinyurl.com/3pum4y2>

September 28th - The band went into Sonic Edmonton for a Sonic Session. They had an interview with Layne Mitchell and performed 4 songs for 30 Sonic contest winners. Everything went well and the station was excited to have the band drop by.

You can view the Sonic Session here: <http://tinyurl.com/4ypof9p>

September 27th - The girls went into X92.9 Calgary for an in-studio interview / performance with Greg Beharrell. Everything went well, and Christian (PD) was really happy the band were able to stop by the studio.

You can watch the performance here: <http://tinyurl.com/6glkk2z>

September 15th - Pol Plastino from The Zone Victoria had a phone interview with the band in advance to their show in Victoria on September 24th.

September 13th - Nicole from AUX TV came to The Pack's video shoot for "Haunt You" and had a recorded interview with Becky and Maya. She also took some behind-the-scenes photos of the video shoot. She posted this feature on September 13th, to go along with the release of the album/music video for "Take".

You can check out the interview here: <http://tinyurl.com/3d78dlq>

September 6th - Becky had a live on-air phone interview with Oswaldo from CITR in Vancouver for his show, "The Morning After Show". **You can stream the entire show here; the interview comes in at the 1hr 1min mark:**

<http://tinyurl.com/3mh65ca>

August 31st - Vince Bierworth from The Wolf in Peterborough featured the band/"Sirens" on his "5 Minutes Of New Rock" feature. **You can listen to the feature here:** <http://tinyurl.com/3hk83vy>

August 31st - Jay Walker is an announcer from CHOM Montreal, and he had a taped phone interview with Maya for his syndicated show, "Canada Rocks with Jay Walker". The show is syndicated to 6 different stations in Canada.

August 8th - "Sirens" was the Daily Discovery on the ExploreMusic podcast. **You can listen to the podcast here:** <http://tinyurl.com/454dju2>

August 3rd - Becky and Maya went into CIUT Toronto for a taped interview with Charissa for her show, "Raw Sugar". This interview aired on Tuesday August 16th.

You can listen to the interview here: <http://tinyurl.com/3sgzkn7>

CAMPUS RADIO

Peak Campus Radio Stats:

#1 on the **Earshot Top 50** chart - weeks of September 6th, 13th, 20th, 27th, October 4th, & 11th

****The album debuted at #1 on the Top 50 chart, which was the first time an album has done that since 2008 with Wolf Parade's "At Mount Zoomer"**

#1 on the **Earshot October 2011 Top 200**

#1 on the **Earshot September 2011 Top 200**

#6 on the **Earshot National Top 200 of 2011**

#6 on the **Earshot November 2011 Top 200**

#15 on the **Earshot December 2011 Top 200**

#33 on the **Earshot January 2012 Top 200**

#92 on the **Earshot February 2012 Top 200**

#1 on CKXU in Lethbridge - week of November 22nd

#1 on CFOU in Trois-Rivieres - week of October 11th

#1 on CKUW in Winnipeg - weeks of October 11th, 18th, & 25th

#1 on CHUO in Ottawa - week of October 4th

#1 on CFBX in Kamloops - weeks of September 27th, & October 4th

#1 on CFMH in Saint John - week of September 27th

#1 on CITR in Vancouver - weeks of September 27th, & October 4th

#1 on CFUV in Victoria - weeks of September 20th, & 27th

#1 on CSCR in Toronto - weeks of September 20th, 27th, October 4th, & 11th

#1 on CHMR in St. John's - weeks of September 20th, & October 4th

#1 on CHRW in London - weeks of September 6th, 13th, October 4th, 11th, & 18th

#1 on CJAM in Windsor - week of September 13th

#1 on CILU in Thunder Bay - weeks of September 13th, 20th, & 27th

#1 on CJSR in Edmonton - week of September 6th

#2 on CJUM in Winnipeg - week of October 11th

#2 on CKXU in Lethbridge - week of October 11th

#2 on CJLY in Nelson - week of October 4th

#2 on CKLU in Sudbury - week of October 4th

#2 on CJSF in Burnaby - weeks of September 20th, & October 18th

#2 on CJSW in Calgary - week of September 6th

#3 on CFRC in Kingston - week of October 25th

#3 on CIVL in Abbotsford - week of September 13th

#4 on CKDU in Halifax - week of September 27th

#5 on CFRU in Guelph - week of September 20th

#5 on CFCR in Saskatoon - week of September 13th, October 4th, & 11th

#6 on CIOI in Hamilton - week of November 9th

#8 on CHYZ in Montreal - week of October 11th

#8 on CFMU in Hamilton - week of August 30th

- #13 on CFBU in St. Catharines - weeks of September 20th, & 27th
- #15 on CHLY in Nanaimo - week of September 6th
- #17 on CFRE in Mississauga - week of October 18th
- #19 on CHRY in Toronto - week of December 13th
- #22 on CJLO in Montreal - week of September 13th
- #27 on CAPR in Sydney - week of September 27th

2011 Year-End Campus Radio Stats

"Unpersons" charted at:

- #6 on the **Earshot National Top 200 of 2011** chart
- #2 on CKUW in Winnipeg's Top 100 of 2011 chart
- #8 on CFUV in Victoria's Top 100 of 2011 chart
- #28 on CFBX in Kamloops' Top 100 of 2011 chart
- #30 on CFMH in Saint John's Top 107.3 of 2011 chart

Album Added at:

- CAPR Sydney, NS
- CFCR Saskatoon, SK
- CFMH Saint John, NB
- CFMU Hamilton, ON
- CFOU Trois-Rivieres, QC
- CFRC Kingston, ON
- CFRU Guelph, ON
- CFUV Victoria, BC
- CHLY Nanaimo, BC
- CHMA Sackville, NB
- CHMR St. John's NL
- CHOQ Montreal, QC
- CHRW London, ON
- CHSR Fredericton, NB
- CHUO Ottawa, ON
- CILU Thunder Bay, ON
- CIOI Hamilton, ON
- CITR Vancouver, BC
- CIUT Toronto, ON
- CIVL Abbotsford, BC
- CJLX Belleville, ON
- CJLY Nelson, BC
- CJSR Edmonton, AB
- CJSW Calgary, AB
- CJUM Winnipeg, MB
- CKDU Halifax, NS
- CKUA Edmonton, AB
- CKUW Winnipeg, MB
- CSCR Scarborough, ON

****We sent Maya a list of all the Campus stations that have added the album, and included the name of the Music Director and their e-mail. Maya sent a thank you e-mail to each MD.**

CAMPUS ALBUM GIVEAWAYS:

**** Shena sent out a "Thank You" package to the 13 Campus stations that had "Unpersons" at #1 on their individual Top 30 charts. The package includes a personalized LP and t-shirt. All 13 stations received the package, and were really appreciative!**

****We followed up with key stations in major markets that are huge supporters of the band to set up a 5 album giveaway. Shena mailed out a package to them, and this definitely helped secured spins and chart numbers early on.**

Stations That Were Sent 5 copies:

- CFCR Saskatoon (plus 2 vinyls)
- CFMH Saint John
- CFOU Trois-Rivieres
- CHUO Ottawa
- CITR Vancouver
- CJSR Edmonton
- CJSW Calgary
- CJUM Winnipeg
- CKDU Halifax

762 Queen Street West, Main Floor Toronto, ON M6J 1E9

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CMW 2012: The Pack AD Smash the Horseshoe

The Pack AD delivered a mind-boggling performance amidst a swarm of sweaty, beer spitting party animals at the Horseshoe last night as part of Canadian Music Week (CMW).

“Holy sh*t. It’s a sweatbox in here,” said The Pack AD drummer Maya Miller.

“We’re going to play some songs, followed by some songs, because that’s what we do, we’re not very good at multi-tasking.”

The duo of Miller and lead singer/guitarist Becky Black from Vancouver, BC were one of the highly-anticipated shows on CMW’s Thursday night. Despite sound issues, an overcrowded venue and blistering heat, the ladies delivered a stellar show that had fans going nuts.

Black’s voice and energy resonated throughout the building and immediately had the audience’s attention by the time she sang “Cobra Matte,” a quick, jerky, pick-me-up of a tune that really had the crowd moving early on.

As the packed venue cheered for more, the pair gave their audience exactly what they craved. They stayed away from their early blues rock roots of Tintype and Funeral Mixtape sticking with material from We Kill Computers and their latest album Unpersons. Tracks such as “Crazy,” “Deer,” “Sirens,” and “Haunt You” received huge ovations as mosh pits were created, bodies were flung and heads were

banging. Black and Miller caused mass hysteria with their killer music.

Black delivered the highlight of the night when she climbed towards the ceiling of the venue singing the opening to “Snow,” a tune with heavy blues sounding

lyrics and guitar work, albeit at a much higher tempo than most blues music. This song absolutely rocks live.

As the sweat poured off their bodies and utter exhaustion crossed their faces, the pair still made sure they interacted with their lively fans. The group encouraged the audience to belt out the lyrics of “Don’t Have to Like You,” and the building erupted when the fast-paced breakdown of the song hit the sound system.

The group, who were recently nominated for three Indie Awards, are on a roll.

They have sold out tour

dates all over North America on the horizon, as well as dates in France this coming April, and based on last night’s performance, the roll they are on doesn’t look like it’s going to stop anytime soon.

The Pack AD is cooler than cool. They’re awesome.

The Pack AD will be performing again this Saturday as part of The Indie Awards. The group opens the show at 8:00 p.m. and it will take place in the Canadian Room of the Royal York Hotel.



Pack a.d. – Unpersons

*Posted by Tom Tom Magazine
October 27, 2011*

The Pack a.d.
Unpersons
Mint Records
September 20, 2011



Vancouver duo, the **Pack a.d.**'s drummer Maya Miller and guitarist/vocalist Becky Black layer storytelling on their fourth album, throatily rupturing compositions beyond confrontational ferocity. Miller drives us through the record, with a deft brush stroke in "Ride," a raging cowbell in "8," and her consistently catchy and unpredictable tribal-punk garage power throughout. Black conjures bits of PJ Harvey, Grace Slick, Jean Smith, and even Alice Cooper in her vocals, proving decided range as she delivers eerie lines like "Your future is uncomfortable" from "Positronic."

The album begins with "Sirens," catching the listener immediately on the rocks; it's percussive and irresistible. Black taunts, "Can't catch me. My back has wings. Yeah, right." On "Haunt You," it's hard not to feel the grip of a zombie fist. The most clever track "8" advises, "I know your pain. Let's have soup together, kill the world, and all have lunch." Unpersons brings us the personality and sounds of ghosts.

Listen to this: During dance solos on apartment rooftops, tossing jump splits at cloud cover.

— *Bonnie MacAllister renders moments through a variety of media. Often pieces are multi-genre: writing, installation, film, and performance. For more of her work, bonniemacallister.wordpress.com.*



<http://tomtommag.com/2011/10/pack-a-d-unpersons/>

The Pack a.d. at the Tractor Tavern

Posted by Kathy Fennessy on Sun, Jan 22, 2012 at 1:25 PM

Based on their recorded output, I expected great things from Vancouver duo the Pack a.d. Last night at the Tractor: Becky Black and Maya Miller delivered.

What you can't tell from their albums: that rock-solid drummer Miller doubles as the band's comedian, while powerful vocalist Black is relatively shy in person (not as a musician; she just lets Miller do most of the talking). More blurry pics below.

Local quartet Watch It Sparkle got the party started in fine style. At first I was resistant to guitarist Justin Mellor's skinny John Belushi schtick, but I gave in soon enough. Dude doesn't sing, but rather yelps and wails as if he were having a sustained psychotic episode. Reminded me a little of the Divine Horsemen.

Like the Pack a.d., Hobosexual are a hard-rocking two-piece with more of a Southern sound, like ZZ Top meets Lynyrd Skynyrd. Ben Harwood and Jeff Silva got the bros in the



crowd to bro down big time (slam dancing, hoots and hollers, hands in the air). They were good, but the response was even better.



The Pack a.d.'s Maya Miller: get this woman her own TV show, she's hilarious.



Becky Black: All she needs is an ax and a Marshall Stack. Why talk? Let's rock.



The Pack a.d. makes a jaw-dropping statement at the Rickshaw

By Mike Usinger, January 30, 2012
At the Rickshaw Theatre on Saturday,
January 28

Even though Vancouver had plenty of time to get prepared for what unfolded at the Rickshaw on Saturday, it's not an exaggeration to suggest no one saw this one coming. Somewhere along the line, the Pack a.d. made the leap from a pretty damn good band to an insanely great one.

Four months after the release of its fourth and latest album, *Unpersons*, the two-piece made up of singer-guitarist Becky Black and drummer Maya Miller finally threw a local album-release party. Proving that some things are indeed worth waiting for, the sold-out show generated enough advance buzz to become a bona-fide event. If you somehow ended up with an extra ticket, there was no shortage of desperate takers outside the venue.

With the pressure on, the Pack a.d. used its first major headlining show in Vancouver to make a jaw-dropping statement. When the smoke finally cleared it was hard to tell who was more drained: the band or the PBR-liquored fans sardine-canned on the dance floor.

The night made a few things crystal clear, chief among them being that Black and Miller are a team in every sense of the word. You want showmanship? You had to look no further than Miller, who has obviously figured out that the last thing people want to see from a duo is a timekeeper who sits there like a Sominexed Meg White. By the night's second number, the chugging "Cobra Matte", she had a mile-wide smirk on her face, each hit of the snare drum administered with a wildly cartoonish, robo-monkey wallop.

Miller also understands the often-overlooked importance of in-between-songs banter. And by banter, we're not talking tired pronouncements like "This one's off our new album." As the band's unofficial emcee, she's funny in an endearingly self-deprecating way, filling the gaps between numbers with things like "That was a song that we do. We're going to try and play another one that we play."



A winning mix of detached cool and Joan Jett swagger, Black gave her drummer plenty of help. The singer was a one-woman wrecking crew, whether ripping through the ozone-crackle "Haunt You" with a snarling ferocity, or stalking the stage like a heart-full-of-napalm panther for "Rid of Me".

The Pack a.d. came out firing with songs pulled from their two most recent albums, *Unpersons* and *we kill computers*, both of which have found the group moving away from its garage-blues beginnings. Ironically, though, it was when the band dragged things back to the Delta that things officially caught fire. Halfway through the howling exorcism that was "Don't Have to Like You", it was like Black suddenly flicked a lit match onto a lake of gasoline, the audience roaring its awe-struck approval, the band responding by stomping hard on the accelerator.

Impossibly, the human blur that was Black actually seemed to get more amped with each passing song. The guitarist finished the encore number "Cabin" triumphantly perched on top of Miller's kit, the two bandmates beaming like they'd just conquered the world. Or, more accurately, kicked the ass of a city which, even though it's had plenty of warning over the past half-decade, likely never saw the Pack a.d. coming. Here's sincere condolences if you weren't there, because, as parties go, this one was a fucking rager.

My robot can kill your robot

QBIM SPiNS *Unpersons* by The Pack a.d.



Talk about great leaps forward: **The Pack a.d.** are back, and *Unpersons*, their brand spanking new fourth full-length is gonna scissor kick your groin so hard, yer kidneys'll come out yer ears. Drummer Maya Miller and guitarist Becky Black pretty much decimate anything and anyone that gets in the way of these 13 tracks. The chorus for "8" is just Black bellowing "I think your friends would hate my friends," like it was a picket line chant, but she barrels through the rest of the wordy lyrics like there's a prize for being the one to get the song sung in the shortest time. Along the way, The Pack a.d. promise to come back and haunt you after they're dead ("Haunt You"), even though they'll let you sap them of everything they have while they're here ("Take"), but no matter how bored, pissed or fucked up they get along

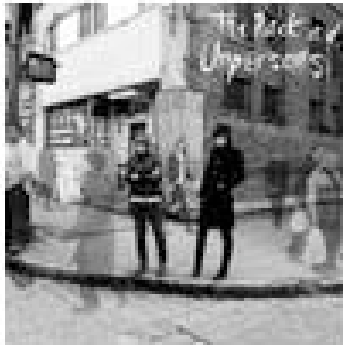
the way, they execute each song with the laser-guided precision of perfectionists.

Unpersons is certainly not for the faint of heart. Black's voice is reminiscent of prime PJ Harvey (especially on the aforementioned "Take"), raw, visceral and yet beautifully feminine. Miller pounds the rhythms into submission, providing The Pack a.d.'s sound its signature stomp and pulse. Take a break and catch your breath in the silence between songs, because that's the only reprieve from the sonic onslaught you're going to get.

It's a more confident and cohesive album than *We Kill Computers* was, though there isn't anything to really set it apart. I guess it's just down to the "a" and "d" of The Pack a.d.: attitude and delivery. They sing it and sell it better than anyone else out there. It's not easy to make blues punk and garage rock sound interesting or relevant when everyone and their sister is doing it, but The Pack a.d. have really come into their own over these last four albums, and now, they own this sound.

Unpersons was released on [Mint Records](#) September 13, 2011.

quick before it melts.



09/22/2011

The Pack A.D.



Unpersons

(Mint)

www.mintrecs.com

It has been said that Mint Records - the indie Vancouver imprint that has been home to Canadian artists Neko Case, the New Pornographers, and Lou Barlow - will often sign bands to their roster after a night of hearty drinking. Cheers then to owners Randy Iwata and Bill Baker for making some of the best drunk decisions ever with their label signings, the latest highlight being la femme duo the Pack A.D. whose newest album *Unpersons* continues to extrapolate their chronological blend of blues, garage rock, and post-punk steeped in the very essence of their prior two albums.

Like the name of the album implies, *Unpersons* is the deconstruction of the artists the Pack A.D. have become and of the music they create to their barest, simplest beauty. While other girl groups may bury themselves in flashy glitter and Auto Tune perfection, singer/guitarist Becky Black and drummer Maya Miller are rustic, raw, honest, and really damn entertaining. They're leather-jackets-messy-hair-take-us-as-we-are rock prodigies who continue to silence the stale comparisons that have hunted them since their birth in the prime season of 2006's game-changers.

If *Unpersons* symbolizes anything, it's the breakaway of Black and Miller from the White Stripes dogma and becoming persons spun of their own string. "Sirens," the album's first track heeds this call to attention and sets the guide map for the rest of the album with its gritty staccato beat and battle axe guitar that spar against Black's come hither snarl. "Haunt You" and "8" continue the intimidating record store soundtrack aura while warming the bench for the bait-and-switch to come later in the album when Black morphs from hard-ass into hard-on-her luck in dramatic, toned-down numbers "Seasick" and "Take." Both songs show a songwriter evolving in her liner notes and gaining confidence in her vocal track, still employing the hard grit but in a different mode of expression.

The righteous punk of "Body Parts" and primal scream of "Ride" bring back the furor to end the album with a multi-faceted appeal: perfect for workout reps, chore zoning, or good old drinking parties in the spirit of Mint Records. We look forward to seeing what happens when the label buys them another round.

DOWNLOAD: "Sirens," "Seasick," "Pieces" SELENA FRAGASSI





Becky Black (left) has discovered that her Pack a.d. bandmate Maya Miller is surprisingly easy to trip when she's wearing her BluBlocker sunglasses.

The Pack a.d.'s latest fuelled by self-loathing

> BY ADRIAN MACK

One of those strange human idiosyncrasies is that we tend to crave the food we're allergic to. In a broader sense, this might explain the behaviour of the Pack a.d., a band that charges on through album after acclaimed album, tours endlessly, and yet still appears in subtle and overt ways to totally hate getting any attention. "Yeah," chuckles drummer Maya Miller, about the allergy analogy. "That works."

You can hear loud traces of this conflict on the band's newest album, *Unpersons*. The tellingly titled record bursts with self-loathing, and no small amount of outward loathing, too. But most of the poison seems to be directed inward. As guitarist-vocalist Becky Black wails in the monster blues shuffle, "Pieces", "Making mistakes, I excel, excel/Such a phony, oh well, oh well."

"It was kinda creeping up on the last album," Miller notes, talking to the *Straight* from the band's van as it races through California. "It's funny 'cause I was just about to take the hit on the self-loathing and say that mainly it's me, and then I remembered that Becky wrote 'Pieces'. So I think we both clearly loathe ourselves."

In the most cheerful way possible, Miller admits at the very top of our conversation that "I hate my life," going on to say, "We've just been trying to get to the hotel so we can buy booze, and drink it."

On the previous night, the band opened for L.A. Guns at the Whiskey A Go Go in L.A., and if that's not dispiriting enough, they got paid a paltry 75 bucks to do it. The night before that, their van was rear-ended in San Diego. Miller says they're basically okay, if a little "whiplashy", but they figured it was best to dump a couple of shows and head home early. It can be the ultimate love-hate game, rock 'n' roll. Given all of the above, you have to wonder why anyone would do it in the first place?

"You're doing it, obviously, so that people will listen to your music and come to your show," Miller says. "But I don't think that either of us are ever going to be very comfortable with being looked at or anything."

Miller adds that after exploding like a rocket out of the garage in 2006, the Pack a.d. has only lately begun to make records that "come out in a more honest way". Therein lies the real reward, which is to hone your craft until the outer and the inner voices sound more or less the same.

"When we first started making albums, with *Tintype* and [*Funeral*]

Mixtape," she says, "I think that for whatever reason, we were beholden to some sort of old-time feel with the lyrics, and the sound, and everything. And I guess somewhere along the way we just realized that we really couldn't be anything but ourselves, and our selves are more like this album."

Significantly, when asked what best captures its true flavour, Miller name checks two of the most outré tracks on *Unpersons*. If "Pieces" and the gutbucket soul of "Seasick" harken back to the Pack b.c., "Positronic" breaks the mold by marrying gale-force guitar to cartoon new wave (complete with robot voices). "It's the weirdest, most out-of-place track on the album," Miller says. Meanwhile, "8" starts with Black announcing, in her best John Lydon accent that, "I don't give a fuck," before rushing headlong into a three-chord wonder built on little more than snot, vinegar, and a ludicrously shouty chorus.

"That song almost became, lyrically, a mission statement of who we are right now," says Miller. "It's this feeling of being part of something and not part of something at the same time. We don't really fit in, in a lot of areas." She sighs: "There's that self-deprecating thing again..."

Miller also figures that she and Black aren't "cool," though they're apparently cool enough that Jim Diamond went out of his way, by some 2,500 miles, to produce *Unpersons* at the Hive, in Burnaby. The Detroit-based garage rock giant gives the album an echo-drenched through line from the canned, robotronic menace of "Sirens" all the way to the snaky, bell-bottom British blues of "Cardinal Rule".

"He was a buddy the second we met him two years ago," Miller says of Diamond, who fell in love with the Pack a.d. when he was mastering *we kill computers* at his Ghetto Records studios in 2009. Despite production credits that include the White Stripes, Outrageous Cherry, and the Dirtbombs, Miller says Diamond is "just a guy".

"You wouldn't look at him and think he'd done anything of any importance," she continues. "He certainly has no pretension, and he doesn't name drop. He's worked with tons of great people, and done great things, but he doesn't put that out there at all. He's just regular."

Just regular? But secretly, actually brilliant? No wonder they all got along so well. ♦

The Pack a.d. plays at No Limits (68 West 5th Avenue) on Friday (September 23).

ENTERTAINMENT

THE VANCOUVER SUN

SERIOUSLY WESTCOAST

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F5

MUSIC

The Pack a.d. chooses to evolve, not fade away

Vancouver garage-punk duo looks to wipe its past clean on fourth album *Unpersons*BY FRANCOIS MARCHAND
VANCOUVER SUN

On their fourth album's black-and-white cover photo, Becky Black and Maya Miller are surrounded by faded passersby, people who don't exist.

On the back of the album, it's the opposite: The girls known as The Pack a.d. are the ones who don't fully materialize while everyone else seems solid.

Shot on a cold day in the Downtown Eastside, the picture could serve as an interesting metaphor, one based on an idea found in George Orwell's 1984 — that people we would rather forget can simply be erased from memory, wiped clean from the books, as if they had never even been there to begin with.

Unpersons. For Miller, the idea of being surrounded by "unpersons" is a byproduct of the time we live in: Vicarious and ubiquitous living on the Web, the world at once becoming more accessible yet more focused on oneself, everyone cultivating his or her own fame.

"Are we really there? Do we even notice anyone else around us?" Miller asks during an interview on the rooftop of the Rickshaw Theatre.

"The album is mostly about monsters and breakups and paranoia. Usual topics for us, anyway."

Cue album opener *Sirens* and its re-up of the riff from Black Sabbath's *Sweet Leaf*, and you find a duo whose evolution is still very much ongoing.

The piece moves away from the Black's quasi Jack White-esque yelp that was omnipresent on 2010's *We Kill Computers* and instead evokes a late '70s female punk menace, oscillating between sarcastic "yeah, right" punctuations and soothing "ooh-oohs" over the duo's stomp-and-crunch sound.

While Black's voice feels more at ease in her natural state, wedged somewhere between the warble of Poly Styrene, the rawness of Joan Jett and the smoothness of Chrissie Hynde, *Unpersons* is, in many instances, much heavier than its predecessors.

Lights' fuzzbomb attack channels Death From Above 1979, 8 is a punk rock song about feuding friends, *Positronic* is a snarling tale about a futuristic metal robot, and *Body Parts* is a retro rocket about a deformed individual.

"For other people, this fourth



Maya Miller (left) and Becky Black are blues-punk duo The Pack a.d., and plan to tour Canada and the U.S. to support new album.

LES BAZZO/PWG

album represents the 'make or break' album," Miller says. "For me, it was about doing certain things we were finally able to do. They're things we had started to do on the last one, but I think this one gets closer."

"I think we've been overthinking things a lot less in the recording process," Black adds. "On the last album, we were trying hard not to think too hard. With this one we eased up a little and just wrote songs we wanted to write."

"We don't talk about our first album (2008's *Tintype*)," Miller says. "It's an 'unalbum.'"

There are still a few White Stripes-esque moments on *Unpersons* — *Haunt You, Rid of Me* — but they are few and far between.

And there is still a strong connection to Detroit garage rock considering the work of veteran producer Jim Diamond (White Stripes, Dirtbombs, Detroit Cobras), who approached the band to help to record *Unpersons* alongside Jesse Gander at the Hive in Vancouver.

"We never went with a producer before because we're very close-minded and stubborn, and I don't think any producer ever approached us," Miller says with a chuckle.

Black and Miller admit they were unaware of Diamond's pedigree until well after they had begun working with him (Diamond first helped mix *We Kill Computers*, which led him to ask the band to work together again).

Far from trying to emulate a certain sound, they say they were simply aiming to do something they "would not cringe at."

And as far as comparisons go — The Pack a.d. is often lumped in the same box as the Stripes and the Black Keys — they hope it will soon be a thing of the past.

"I'm just looking to be compared to The Captain & Tenille or something — let's expand our two-pieces here," Miller says. "Hopefully it will start going away with this album. But it's an easy comparison."

"It's a way to explain what to expect," Black added. "That's the good part. The bad part is being pawned off as a copy of another band."

"Especially the Black Keys

thing — I'm just not that good a drummer," Miller said, before pointing to Black. "And you need a beard."

"Yeah, I tried," Black replied with a grin. "Nah, not really." In the meantime, The Pack a.d. is looking forward to getting back where it truly belongs: On the road and on stage.

The duo will be touring extensively following the release of *Unpersons*, with dates across Canada and the States as well as a potential European trek in the works.

Though the band lost its longtime touring companion, their van referred to as "Falcon" (in a nod to their love of *Star Wars*) that died earlier this year, they have found a sturdier, more reliable vehicle in

ROCK



UNPERSONS

The Pack a.d.
(Mint)

★★★★☆

The term "unpersons" refers to an idea from George Orwell's 1984 where individuals can be wiped from history completely and sent down the memory hole. While Vancouver's blues-punk duo The Pack a.d. is not completely erasing itself on its fourth album, Becky Black and Maya Miller do take a much different turn than on 2010's *We Kill Computers*. Black's vocals, especially on opener *Sirens* and on stomper *Lights*, feel softer, more natural and, ironically, much more menacing. Detroit veteran Jim Diamond's production really punches up Black's snarling guitars and Miller's powerful drums, and the album, laden with tales of former lovers (*Rid of Me, Take*), dystopian robots (*Positronic*) and broken friendships (8), feels destructive and urgent. The Pack a.d. may not truly have left their former selves behind yet, but *Unpersons* certainly offers more than its fair share of fresh, killer rock n' roll.

Francois Marchand, Vancouver Sun

their recently acquired 2001 van, a shiny black thing they have dubbed "Hal" (in a nod to 2001: *A Space Odyssey*).

"White vans are no good because they're kidnapping vans," Miller says.

"We thought we should write 'Rusty's Diaper Service' on the side," Black adds, "so no one will break into it."

Unpersons comes out today on Mint Records. The Pack a.d. will be playing during the Olio Festival in Vancouver on Friday, Sept. 23, 12 p.m., at No Limits (68 5th Ave.).

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Blog: bit.ly/MusicBlogVS
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By Ben Rayner
Pop Music Critic

thestar.com

Albums: Pack A.D. punkish power, and more



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Maya Miller, right, and Becky Black of Pack A.D.

Sep 13, 2011

Rock

THE PACK A.D.

Unpersons (Mint)

★★★★ (out of 4)

Although the Pack A.D. has grown closer to properly conveying the ferocity of its live show with each new recording, casual listeners not blessed with the opportunity to catch the Vancouver duo in action

onstage would still be forgiven for not quite getting what Becky Black and Maya Miller are all about based solely on their first three albums. The righteously bruising new *Unpersons*, however, is the calling card these hard-rockin' ladies have been waiting for.

Produced and mixed with hair-raising clarity and immediacy by Detroit garage-rock supremo Jim Diamond (the White Stripes, the Dirtbombs), it's the hardest and crabbiest thing the Pack's ever put to tape. Oddly enough, despite going pretty much full-throttle from start to finish, it's also the most refined album the band has yet delivered. Black's voice has evolved from an untamed growl to a versatile snark-delivery mechanism unafraid of the occasional harmony or a moment of (slight) vulnerability like "Seasick," while her guitar/drums partnership with Miller has tightened up well beyond its rangy blues beginnings into ruthlessly minimalist punk-rock battery.

Judging by scornful screeds like "Rid of Me" and "8" — 1:46 of pure, white-knuckled vitriol aimed both inward and outward — this is the soundtrack to one or two particularly nasty break-ups. At least the Pack has come out the other side with one of the year's nastiest rock 'n' roll albums.

MUSIC

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THE PACK A.D. play the Opera House October 15. [See listing.](#)

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READER'S RATING **n n n n n (1)**

DISC REVIEW

The Pack A.D. - Unpersons (Mint) BY BENJAMIN BOLES

If you don't want your guitar-and-drums garage-blues-punk duo to be constantly compared to the White Stripes, maybe don't say that in your press release. Or at the very least, don't hire the Stripes' former producer, Jim Diamond. Luckily, Vancouver rockers the Pack A.D. are good enough to transcend that hard-to-avoid reference point. If you've ever caught them on tour, you'll be pleased to find out that the new album finally captures their live show's brute volume and power.

Recording as a duo is a delicate balance between capturing that inherent minimalism and taking advantage of the studio to make things sound as big as possible. On *Unpersons*, the Pack A.D. pull it off perfectly. Guitarist/vocalist Becky Black has come into her own as a singer, and her soulful shouting is the highlight. She can pull her weight on guitar, too, but the more overt punk vibe leaves less room for guitar heroics than before. She does, however, lay down some gloriously nasty fuzz tones that more than make up for the lack of noodling.

Top track: Haunt You



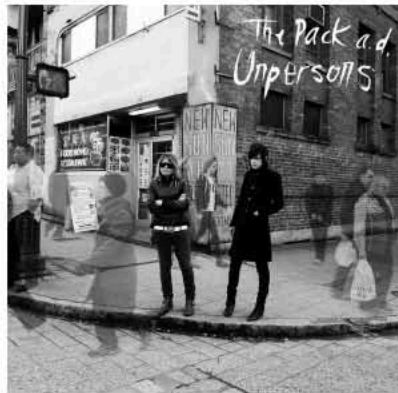
← Review- "WHOOOP-ssette"- WHOOOP-Szo

Review- "Unpersons"- The Pack A.D.

Posted on [September 13, 2011](#) by [glasspaperweight](#)

reviewed by Michael

The Vancouver duo of Becky Black (guitar, vocals) and Maya Miller (drums, "stuff") are back and once again kicking ass, roughly a year and a half after last year's *we kill computers*.



The duo of just guitar and drums may evoke images of a White Stripes knockoff but this is far from that- The Pack A.D. are way too high-octane and snarly to make the comparison. It's this insane rock n' roll energy that permeates *Unpersons* and what makes it such a thrilling album.

Almost half of the album is so intense that it makes one wonder where Black and Miller get their energy from. Miller pounds the drums harder than normal while Black plays the hell out of her electric guitar all while contributing badass "I don't give a fuck" type vocals. In fact, Black says those exact words when she starts their song "8."

Throughout the album, Black sings completely unabashed- in "Rid Of Me" for example she sings "You said I climbed in the sink well, shit/I don't remember that." Or back to "8" where she says "I think your friends would hate my friends."

The first five songs show the duo in overdrive, and the songs "Seasick" and "Take" help the two take it easy for a short while. Towards the end of the 13 tracks, the band is back up to the energy they had at the beginning.

"Positronic" shows the band's slightly experimental side while "Body Parts" shows a little more musical control.

The Pack A.D. have shown on *Unpersons* that you'd better not screw around with them (or anybody, really). Yet the ugly side of love always makes for the best music.

Top Tracks: "Sirens"; "8"; "Body Parts"

Rating: Proud Hoot (Really Good) +*swoop*

The Pack a.d. Go Motor City, BC

It's back to the garage on the Mint stars' latest.

Mint Records was founded by Bill Baker and Randy Iwata in 1991, and in the 20 years since then, the label has established itself as arguably the most successful independent record company in western Canada. And while Mint's catalogue spans a wide range of genres, renowned past signings like the New Pornographers, cub and Maow mean that the company is typically known for its fast and fun indie pop.

That's why it's a little surprising that, as the label enters its third decade, its franchise act is a down 'n dirty blues band that steers well clear of giddy keyboards and instantly-hummable choruses. I'm talking, of course, about the Pack a.d., the garage-dwelling duo made up of singer-guitarist Becky Black and drummer Maya Miller. It's these two alliterative ladies who grace the front cover of Kaitlin Fontana's book *Fresh at Twenty: The Oral History of Mint Records*, due out Oct. 1 through ECW Press.

This past week (Sept. 13), the Pack a.d. released *Unpersons*, its fourth album in as many years. In many ways, it's business as usual for the band: the riffs are raw and raunchy, the drums hit like a punch to the gut, and the no-bullshit production highlights the two-piece's primal power. This much is obvious from the opening track, "Sirens," which comes roaring out of the gate with fuzz-soaked guitar licks, crashing symbols and Black's spine-tingling wail.

But Black and Miller aren't simply repeating past successes. A lot has changed since the last time The Tyee wrote about the Pack a.d., and no one is likely to label *Unpersons* as another blues-inspired addition to the band's catalogue. These 13 tracks steer well clear of 12-bar patterns or other Robert Johnson-derived tropes, and their roots trace back to a Detroit garage instead of the Mississippi Delta.



Backs against the wall, Pack a.d.!

When recording their latest disc, the ladies teamed up with esteemed Motor City studio-whiz Jim Diamond, who has previously worked with acts like the White Stripes, Electric Six, the Mooney Suzuki and more.

The fact that the Pack a.d. recruited the White Stripes' former engineer is unlikely to quell the many comparisons the band has received to the now-defunct duo, but there's no denying the quality of Diamond's hard-hitting, full-bodied sonic style. Just listen to the blood-curdling "Positronic," with its menacing intro comprising a computerized voice speaking unintelligibly over an ambient swirl of amorphous noise. The punk stomp of "8" is far more straightforward, as an assault of powerchords provides a rowdy backdrop for Black's boast: "My robot can kill your robot."

Okay, so the singer's bragging is a little frivolous, but songs such as these kick up an awesomely face-melting racket and use only two instruments to get the point across. How many other Mint bands can claim that?

MUSIC: The Pack a.d. to rock the roof at Olio

The last time Becky Black and Maya Miller, the two halves of garage-rock whole the Pack a.d., were driving along the Oregon coast, it was all sun, sand and um, a dead walrus. This time around, Black is more hopeful. She and Miller are en route to Arcada, Calif. on the eve of the release of their fourth album, *Unpersons* (in stores Sept. 13). It's a blazing, bruising collection of emotionally charged rock 'n' roll, with deviations into blues and punk. It's the East Van pair's best offering to date and we'll get our first taste when they make their Olio Festival debut Sept. 24.

You're driving on the Oregon coast. Did you stop at the Sea Lion Caves?

Becky Black: No, but one time we stopped at the beach and there was a dead walrus. It was such a beautiful day and then there's a not very beautiful smell happening. Live seals, that would be better.

They smell bad, too, even the live ones. Those caves just smell like poop for miles.

Well, they're just sitting on rocks, sunbathing and pooping all day long.

Are you two trying to kill yourselves, releasing so quickly?

Is it that quick? When was the last one? Last year, yeah. We release every year. For us it's not that hard to come up with songs and do an album. It's almost better because then we can start playing new songs and dump the old ones. We have ADD; the older songs get boring after a while. Is that kinda soon? I guess.

Many bands take two or three years between records.



Yeah, that's true. I guess we just shit them out like seals.

Are you writing together?

It's split pretty 50/50. But quite often I'll write and song and not finish it. I don't really finish a lot of things in my life, so it's good to have a partner who can help me finish things. That happens with the songwriting, too. I'll have the first verse or the chorus and Maya will fill in the rest. Or, she'll write a whole song, it'll be like a poem, and we'll write the song around it. We kind of had a theme going with animals and — actually, well, things that aren't human, ghosts and demons, and then a few break-up songs.

What's the most personal song?

Maybe "Pieces." That song's just kind of about me. Some songs we'll write a story about a break up but it didn't actually happen in real life, like it sounds personal and everyone can relate to that.

***Unpersons* sounds more confident, more polished. This sounds condescending somehow.**

No, it's good. Everyone hopes to improve over time. Yeah, we feel more [confident]. When we

started this, neither of us had spent years in other bands trying to figure out what we really wanted to do. We just started this band on a whim, kinda, and recorded an album pretty soon after that. So, every year after it's just been all the touring and album after album, it's just been a learning curve. We've just naturally, hopefully, improved.

What is rock 'n' roll to you?

It's not really about the getting wasted and fucked up and being that kind of — I mean, I know that's the epitome of being a rock star and people kind of idolize people or look up to them even though they're messed up. I don't know what it is. Maybe people just like to watch a train wreck — that makes a person more interesting if they're unwieldy and messed up. I prefer to just enjoy the music part of it.

Have you played the Olio Festival before?

We've never played Olio before and I think it will be cool. I think we're playing on the rooftop of a clothing store. It seems like we barely ever play Vancouver. I always enjoy hometown gigs.

The Pack a.d. plays the Olio Festival on Sept. 24.
Tickets and full schedule: 2011.OlioFestival.com.



The Pack a.d. we kill computers

Produced by Jim Diamond (Dirtbombs), the fourth disc from this Vancouver two-piece guitar and drums demolishing duo kicks off hard with Sirens and never lets go throughout the 13 tracks. The disc is one of the few in recent memory that feels super clean, yet so raw that you just know that these are how the tunes will sound live. The listener is easily transported to a stinking club on a Tuesday night to have their face melted to songs such as Lights and the booze-soaked Rid of Me. Vocalist/guitarist Becky Black delivers a black widow seduction on the one-two punch of Body Parts and Pieces, and things close out on an incredibly focused Hear Me Out. This is a record for most occasions. In stores Tuesday, Sept. 13.

THE **UNITER**

The Pack A.D.

"I swear we could hear the ghosts of chickens there"

By Trista Orchard

Punky garage-blues duo the Pack A.D.'s latest release *Unpersons* (which is set for release September 13) will make you want to jump around and swill drinks, slopping cheap beer all over yourself in the process; if you're underage don't worry, you don't actually need the drinks to get you bouncing. *Unpersons* offers a heavier sound than the group's previous work, with tracks like "Sirens" honing in on grungy garage roots via Becky Black's fuzzy riffs and Maya Miller's boisterous drum beats. The band likewise gets dirty on "8," an old school punk number infused with Black's shouts. *Discorder* recently got the chance to speak with Miller about the album as the busy band was cabin' their way to a Toronto airport.

Discorder: It seems like *Unpersons* went a lot heavier in the rock direction, was this a conscious decision? What inspired you to do so?

Maya Miller: When we started off playing we didn't really have any direction that we were taking and then basically when we started playing we started figuring out what we actually like to play live. We wanted to be louder, heavier and punkier, and that's kind of where this album ended up. The only intention was that we wanted to be more garage. It's been something that we've been working towards since the last album. It just seemed like a natural place for us to go.



Illustration by Tyler Crich

D: You guys seem like you've been pretty busy, you're in Toronto right now, are you promoting your album?

MM: We came to promote it, but we really came to make a video for one of the songs.

D: How did that end up going?

MM: It was good. The guy who did it is an animator, so basically the video is going to be half live action and half animation with us turning into monsters and surrounded by ghosts—I think it's going to be pretty cool.

D: You guys recorded this album with Jim Diamond (the White Stripes, Fleshtones etc.). How did you hook up with him and what was that like?

MM: A couple years ago we were looking to play a show in Detroit and we needed to find a band to play with us. A friend of ours in Vancouver—Mike Roche from Thee Manipulators—told us to talk to Jim Diamond, so we sent him a message on MySpace. He said that he really liked our stuff and he came to our show, and then he started showing up to other shows. We started talking about doing a recording, but we already set up doing [2010's We Kill Comptuers] with someone else, so we had him come on for this album. The funny thing is we really had no clue who we were talking to [originally] and then we found out. It turned out to be a great experience.

D: I heard the recording locations were pretty interesting?

MM: Well, we recorded at the Hive Studios in Vancouver, but we did the mixing at Jim's studio, Ghetto Recorders, in Detroit, which was really cool; it's a great old studio. The building used to be a chicken processing plant. I swear we could hear the ghosts of chickens there.

D: How would you guys describe your creative process when making an album?

MM: We tend to set aside the time to make an album: we go to a jam space and just get together and jam things out until it makes a song that we like. I tend to write lyrics away from the jam space and then bring them in.

D: You guys started to become more known around 2008, but when did you start making music together?

MM: Well, we were in another band but we never played any shows or anything. In 2005 we left

that band and just started doing this. We didn't really have any extreme goals but then we got a phone call from a friend who wanted us to play at their BBQ, so it forced us to play our first show. From that, someone [approached us] to record an album, so we came up with 17 songs and recorded our first album [2007's Tintype] for like a hundred bucks.

D: That's pretty amazing that it all started from a BBQ. Was music what you always wanted to do?

MM: We just started that band because we thought it would be a fun idea when we were all hanging out one day. We said "lets be a band," and we did. So that's when I started playing the drums.

D: You seem to have a pretty dedicated fan base, why do you think that is?

MM: I like to think we're pretty nice people. We just try and have a fun show and I think a lot of people respond to it. It brings together all types. It's nice to have a variety of walks of life liking what we do because it seems to make it consistent for sticking with us.

D: What can people expect when they see you perform live?

MM: They can expect to spill their drink. People now tend to do weird things like mosh to our music, which I think comes from people attempting to dance to our music. We put on a loud, hyper show and they can expect a good time. It's garage rock, pop and punk.

The Pack A.D. play No Limits (68 5th Ave West) as part of the Olio Festival, September 23.

DISCORDER

MUSIC - ROOTS



THE PACK A.D.

the unrelating unpersons of the blues

By Kellen Mc

Until it becomes possible to scientifically erase the memory of certain people from the past, the Pack a.d. will have to settle on dealing with those who done did 'em wrong by singing the blues.

The Vancouver duo of guitarist Becky Black and drummer Maya Miller are back with their fourth studio effort, *Unpersons*, a name taken from George Orwell's vision of rubbing out those amongst us unfit for society and good for nothing - except maybe inspiring some wrathful rock 'n' roll tunes. The record comes after years of constant touring and countless live sets, which have cultivated a band that obviously knows

the ropes and know how to get'r done. *Unpersons* is set to be released September 13 on Mint Records and boasts producer Jim Diamond, who came all the way from Detroit and White Stripes alumni to lend his ear.

The result? An amped up, wound up, straight up blast of raucous garage rock. But don't let the high profile names, years of practice, and attention to detail fool you - Miller explains this pack is still as scrappy as they come. "We record at the same time, as a duo - not like a band of 4 or 5 people who lay down their parts separately. We have each other to feed off of and have a better chance of capturing that energy and rawness. When it comes to studio time, they say practice makes perfect but with us, the more we do it, the more it collapses. We usually nail it within a couple of takes, so that keep it natural."

These ladies may now be veterans in the studio and on the road, but seem to face enough adversity along the way to keep their angst intact. These road warriors will take off on yet another tour across North America following *Unpersons* release, kicking up dust and adding more fuel to the fire.

BEATROUTE

The Pack a.d. 'Unpersons' Music Review

September 13th, 2011 | Published in [Best New Music](#), [Feature](#), [Rock](#), [Pop & Folk](#)



vivoscene rating 8.0

Four albums in, the Canadian girlpunk blues duo **The Pack a.d.** demonstrates with their new record *Unpersons* that a blues riff can take you a long way. Particularly if you've hired noted producer Jim Diamond, who has worked with The White Stripes, Dirtbombs and Detroit Cobras.

Invite a few friends over, unPack *Unpersons* on just about any decent equipment and you'll soon be looking for a new set of speakers as well as a new landlord. Particularly if you let loose on "8", with its boot-heels chorus "I think your friends would hate my friends." And "Positronics" blissed-out drumming perfectly complements the thrashing guitar work.

The opening tune 'Sirens', though, is the standout track and is relentless in its fevered intensity, grabbing the listener and throwing him (her) to the wall in much the same way **The Black Keys'** *Brothers* album did a year ago. Some say they hear Black Sabbath in this tune, others say The White Stripes, but to these ears Maya Miller and Becky Black owe a substantial debt to the spirit of Messrs. Auerbach and Carney.

“ The album is mostly about monsters and breakups and paranoia. Usual topics for us, anyway.” – Maya Miller

Just keep your hand on the throttle, ladies, and continue on down this punkblues highway. You're about to do some traveling. World-wide if this album steers your fate.

Recommended.

The Pack a.d. we kill computers

I've followed The Pack A.D.'s music since their first release, *Tintype* (2008), and I can finally say they've hit their stride. Four records in and they now have an album that will enjoy endless spins on your favourite media player – vinyl, cd or mp3, since they are releasing on all three formats.

The girls really pack a punch right off the top with "Sirens," a testicle cracking track that comes at you with a Tony Iommi style riff then punches you in the gut with thundering drums. Another standout is "Positronic," with its Robot inspired trippy intro, it's a cool tune with some interesting studio ideas thrown around.

The production on *Unpersons* really stands out from other releases as the vocals are a little more polished throughout. Most respectable about The Pack A.D. is that they sound like The Pack A.D., there's no mistaking the vocals and overall sound they have carved out for themselves. My only criticism on this release is that I find they tend to fall short of musical variety, which has haunted previous releases, it seems once you've heard three or four songs you've basically heard them all. The tunes are up-tempo rockers all the way through. I'd really like to hear the band mix things up a little with a slow tune or an acoustic track. For fans of The Pack A.D. this album will kick your ass and should be picked up ASAP.

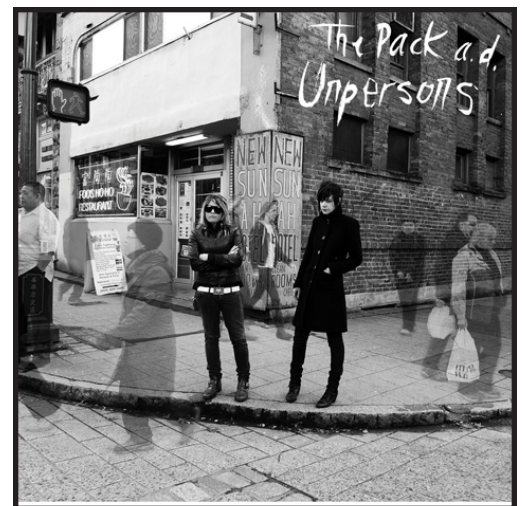
– Andre Skinner

[www.spillmagazine.com/
html/album_reviews.HTM#PackAD](http://www.spillmagazine.com/html/album_reviews.HTM#PackAD)

The Pack a.d. we kill computers

Consisting of guitarist/vocalist Becky Black and drummer Maya Miller, The Pack A.D. further venture into incendiary, menacing, and memorable garage rock territory on its latest release, *Unpersons*. Thematically a break-up album, the performances here are raw, angry, and honest with the female twosome wisely injecting elements of blues and punk into their fiery sound. Album opener *Sirens* is an undeniable fist pumper while gritty album standout *Take* is all about Black's wounded vocal performance. While some of the fuzzed-out, unadorned numbers on *Unpersons* certainly sound done before, The Pack A.D. has never been so focused, so assured of its abilities, that it's hard to resist the irrepressible spirit haunting this record.

[www.uptownmag.com/
music/cd-reviews/Unpersons-129959233.html](http://www.uptownmag.com/music/cd-reviews/Unpersons-129959233.html)



The Pack a.d. we kill computers

The Vancouver duo of Becky Black (guitar, vocals) and Maya Miller (drums, “stuff”) are back and once again kicking ass, roughly a year and a half after last year’s we kill computers.

The duo of just guitar and drums may evoke images of a White Stripes knockoff but this is far from that- The Pack A.D. are way too high-octane and snarly to make the comparison. It’s this insane rock n’ roll energy that permeates Unpersons and what makes it such a thrilling album.

Almost half of the album is so intense that it makes one wonder where Black and Miller get their energy from. Miller pounds the drums harder than normal while Black plays the hell out of her electric guitar all while contributing badass “I don’t give a fuck” type vocals. In fact, Black says those exact words when she starts their song “8.”

Throughout the album, Black sings completely unabashed- in “Rid Of Me” for example she sings “You said I climbed in the sink well, shit/I don’t remember that.” Or back to “8 1/2 where she says “I think your friends would hate my friends.”

The first five songs show the duo in overdrive, and the songs “Seasick” and “Take” help the two take it easy for a short while. Towards the end of the 13 tracks, the band is back up to the energy they had at the beginning.

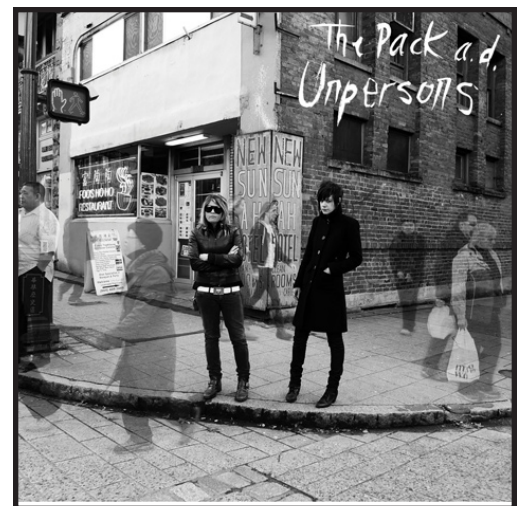
“Positronic” shows the band’s slightly experimental side while “Body Parts” shows a little more musical control.

The Pack A.D. have shown on Unpersons that you’d better not screw around with them (or anybody, really). Yet the ugly side of love always makes for the best music.

Top Tracks: “Sirens”; “8 1/2; “Body Parts”

Rating: Proud Hoot (Really Good) +*swoop*

[glasspaperweight.wordpress.com/
2011/09/13/review-unpersons-the-pack-a-d/](http://glasspaperweight.wordpress.com/2011/09/13/review-unpersons-the-pack-a-d/)



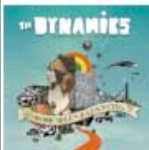
Reviews



Bill Bourne & The Free Radio Band



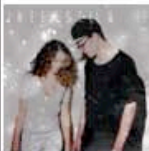
The Burning Hell



The Dynamics



Joshua Hyslop



INTERSTLLR



Robin Jessome Quintet



The Key Frame

| << Previous Week | Next Week >> | Latest > |
| Monthly Charts | learshot Charts |

This Month

2011 Polaris Prize: Who should win?

learshot's got some ideas about who should win the Polaris Prize this year and who shouldn't. What about you? By Anne-Marie Bruger

Austra: Feel Her Break

10 Questions with **Katie Stelmanis**, the woman behind 2011 Polaris Prize nominee **Austra**. By Scott Wood

The Word's the Thing : The Leslie Alexander Interview

Leslie Alexander is on the road with her buddy **Jenny Allen** and riding high in the strength of her latest album, *Nobody's Baby*. By Jim Dupuis

The Jazz Head and Funk Heart of Jason Raso

Jason Raso embraces his jazz leanings and begins a new musical chapter with *The Red Arrow*. By Shelley Gummeson

Charts

Top 200 of 2010

Monthly Charts

This Week's Charts

For the Week Ending:
Tuesday, September 13, 2011

Top 50

#1 **The Pack A.D.** - *Unpersons* - (Mint)

Electronic

#1 **Thievery Corporation** - *Culture of Fear* - (ESL/Eighteenth Street Lounge)

Hip Hop

#1 **The Extremities** - *The Mint Condition* - (Droppin' Science)

International

#1 **Tinariwen** - *Tassili* - (Anti-)

Jazz

#1 **Chris Andrew** - *Strange Days* - (Chronograph)

Loud

#1 **Devin Townsend** - *Deconstruction* - (Inside Out)

Folk/Roots/Blues

#1 **Deep Dark Woods** - *The Place I Left Behind* - (Six Shooter)

learshot The National Top 50

For the Week Ending: **Tuesday, September 13, 2011**

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Other charts: **Top 50** Electronic Hip Hop International Jazz Loud Folk/Roots/Blues

Reporters: **learshot** | CFBU CFBX CFCR CFMU CFOU CFRU CFUV CHLY CHMA CHOQ CHRW CHRY CHUO CILU CISM CITR CIVL CJAM CJLO CJLY CJSF CJSR CJSW CJUM CKDU CKLU CKUT CKXU CSCR

TWLW	Artist	Title	Label
1	1 The Pack A.D. +	<i>Unpersons</i>	Mint
2	4 Library Voices +	<i>Summer Of Lust</i>	Nevado
3	3 Dog Day +	<i>Deformer</i>	Fun Dog
4	2 Deep Dark Woods +	<i>The Place I Left Behind</i>	Six Shooter
5	12 Elliott BROOD +	<i>Days Into Years</i>	Paper Bag
6	17 Stephen Malkmus and The Jicks	<i>Mirror Traffic</i>	Matador
7	6 Hooded Fang +	<i>Tosta Mista</i>	Daps Records
8	23 Cuff The Duke +	<i>Morning Comes</i>	Paper Bag
9	37 Tasseomancy +	<i>Ulalume</i>	Out Of This Spark
10	11 Whitehorse +	<i>Whitehorse</i>	Six Shooter
11	9 Handsome Furs +	<i>Sound Kapital</i>	Sub Pop
12	5 Bon Iver	<i>Bon Iver</i>	Jagjaguwar
13	- Girls	<i>Father, Son, Holy Ghost</i>	True Panther
14	8 The Weather Station +	<i>All Of It Was Mine</i>	You've Changed
15	39 The Paint Movement +	<i>The Paint Movement</i>	Nevado
16	- St. Vincent	<i>Strange Mercy</i>	4AD
17	10 Chad VanGaalen +	<i>Diaper Island</i>	Flemish Eye
18	22 Various +	<i>National Parks Project</i>	Last Gang
19	21 Mister Heavenly +	<i>Out Of Love</i>	Sub Pop
20	7 Portugal. The Man	<i>In The Mountain In The Cloud</i>	Atlantic
21	31 Wooden Shjips	<i>West</i>	Thrill Jockey
22	41 War On Drugs	<i>Slave Ambient</i>	Secretly Canadian
23	24 Blackie And The Rodeo Kings +	<i>Kings and Queens</i>	File Under: Music
24	- Tinariwen	<i>Tassili</i>	Anti-
25	- Siskiyou +	<i>Keep Away The Dead</i>	Constellation
26	13 Eleanor Friedberger	<i>Last Summer</i>	Merge
27	18 Arctic Monkeys	<i>Suck It And See</i>	Domino
28	- Beirut	<i>The Rip Tide</i>	Pompeii
29	29 Moonface +	<i>Organ Music Not Vibraphone Like I'd Hoped</i>	Jagjaguwar
30	30 The Horrors	<i>Skying</i>	XL Recordings
31	35 Black Lips	<i>Arabia Mountain</i>	Vice
32	32 Apollo Ghosts +	<i>Money Has No Heart 7-inch</i>	Geographing
33	re SBTRKT	<i>SBTRKT</i>	Young Turks
34	46 Indian Wars +	<i>Walk Around The Park</i>	Bachelor