

NKU student plans concert for a cause

By Josh Blair Contributor

The Community Recorder

Thursday, August 25, 2005

Adam Rosing doesn't look like your stereotypical punk rocker. Lacking are piercings, tattoos, mohawk, spiked bracelets, black stretch jeans and combat boots.

But one thing Adam does have in common with other punk rockers is his do-it-yourself work ethic.

Adam, 22, is working hard and devoting much of his free time planning, preparing, organizing and promoting Cincypunk Fest IV, a two-day concert on Aug. 26 at the Southgate House in Newport and Aug. 27 at Sudsy Malone's in Clifton, presented by [www.cincypunk.org](http://www.cincypunk.org).

But don't let the title of the fest fool you. In addition to punk rock, the multi-stage concert will also feature indie rock, emo, rock 'n' roll, hardcore, acoustic rock and even a stand-up comedy routine.

Adam likes having the concert set up on multiple stages because there are always bands playing and because of the variety, "there's something for everyone," he said.

"I think it's good because it keeps people interested. For me, when I go to a show, I don't want to see four bands play the exact same type of music. I want to go and get a variety. I love all different types of music."

Cincypunk Fest IV boasts an impressive schedule of 32 local bands and performers. What's even more impressive is the fact that all proceeds will go to the Mental Health Association of Northern Kentucky and the Mental Health Association of Hamilton County.

This is the second Cincypunk Fest to donate all of the profits to charity. The last Cincypunk Fest, held this past January at the Southgate House, had approximately 750 attendees and raised nearly \$2,500 for Lighthouse Youth Services.

Natalie Schwab, director of development for Lighthouse Youth Services, said she was "thrilled" by the donation.

"We were just really, really excited about it," she said. "It's very meaningful. The gifts from private donors and events are real important to us."

The attendance number of the last Cincypunk Fest was quite shocking to Adam, who expected only 250 people to show up. That number is made even more impressive considering Adam only spent about \$75 promoting the event. Other than that, the concert was promoted via the Internet and, most importantly, word of mouth.

Adam said doing it yourself "shows that you don't have to have money to get yourself out there."

About 10 other people are volunteering to help Adam run the shows.

It takes a lot of work, but "It's my hobby," said the Northern Kentucky University senior. A former intern at the Community Recorder, he's double majoring in journalism and history.

"I really enjoy music. I enjoy booking festivals. I've come across this hidden passion. I never thought that I would like organizing events. I love the organization of it

and just going out and getting people to come to a show. But also, giving the money to the charities and to know that you made a difference is pretty cool."

Adam, an Edgewood resident, hopes to make at least \$4,000 with Cincypunk Fest IV.

He chose to donate to the Mental Health Association because there are people close to him who are affected by mental health issues.

"I think a lot of people are affected by (mental health issues), but a lot of people don't like to talk about it," he said. "It's not people's faults that they have mental health issues. They should be able to go to an association like the Mental Health Association ; to help them fight their problems."

Jeni Rolfes, program director for the MHA of Northern Kentucky, said her organization is "very excited to see that people out in the community were thinking of mental health being a worthy enough cause to donate (to)."

Rolfes said the money raised by Cincypunk Fest IV will go toward the MHA's suicide prevention efforts.

"They've been very generous to think of us. We're very grateful. What they're doing is great."

Adam would like to continue the Cincypunk Fest tradition by having two concerts a year, hoping to have it be all ages or at least include one all ages night.

In regards to future concerts, Adam certainly has determination.

"It takes a lot of work," he said, "a lot of mindless effort, but there's a lot of organization involved and I love doing it."