

By Rachel E. Dewey
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IONIA, NY: If naysayers think it can't be done, Kris Hadlock and Richard Scudder are going to be the first in line to prove them wrong.

Hadlock, who grew up in Victor; and graduated from McQuaid Jesuit High School in 1991, fronts his own rock band, Hadlock; as lead singer after years touring with other bands, such as the Chesterfield Kings. If things go according to plan by, this time next year, Hadlock's albums will be out - as well as the buzz on the film crafted around them, "An American Rock Star".

In short, the duo intend to do is promote themselves with two-hour documentary instead of a single or two on the radio and making a couple of videos.

Right now, Hadlock, 33, and Scudder, 40, a music video director and photographer from Los Angeles, are filming in Ionia. The footage will comprise much of the heart of "An American-Rock Star," which Scudder plans to release next summer if he can cut a distribution deal he says is now in the works.

Here's the plan: Interspersed between 14 music videos, culled from the band's "After Sunset" disc, will be commentary from 20 or so folks, in the film and music industries. All of them will offer perspective on the question Scudder says his film is trying to answer: In today's world, can an unknown band - which just happens to be Hadlock -- make it from the garage to the arena sound-stage one little more than raw talent?

Hadlock says his music is about "singing to what people can relate to, all the love and pain." His goal - as a self-described performer, rather than singer - is to electrify an audience. That's one reason he believes marketing his band in the visual format of the film will draw in fans

"The key is, nobody else is doing this right now. One vehicle helps the other get there," Hadlock said of the

collaboration between film and music recording.

The project has been a "massive undertaking Hadlock said, noting he and another member of the band have sold prize guitars to help cover costs.

So far, the band has filmed at Niagara Falls, the George Eastman House in Rochester and the Greater Rochester International Airport. When Lake Placid freezes, they plan to film right do the ice with an acrylic drum set that appears to be crafted of ice too, Scudder said.

By the time this film is completed; Scudder expects the budget to push \$2 million.

And yet it's pretty much a do-it-yourself operation. Right now, the band is doing "what a whole production; team would be team would be doing," Scudder said, referring to the daily setup of lights, cables and microphones, not to mention costume, hair and, makeup.

"It's a team effort," said Hadlock, who wrote all the songs himself, and will also score the film. "The guy that lights, the lights is no better than the one in front of the lights. No one here prima donna."

Hadlock said.

As for production values and original songs, Scudder contends Hadlock can compete with any band out

there. "People will take notice," he predicted.

Rounding out Hadlock are Bob Muslin of Farmington who plays drums and sings backup vocals, Bryan Babcock of Canandaigua, an piano and keyboard; Scott Roblee of Le Roy, on guitar; and Jeremy Rezz also of LeRoy, on bass guitar.

Some are married, some not, but "we all have responsibilities, reality - it's a lot to take on," Hadlock said. The band ought to be called Perseverance, he joked, because "people have a tendency to tell me or all of us, 'It's a 14-year-old dream, give it up now, get a real job.'"

"We can all vouch for our staying power," Muslin pointed out.

Hadlock said he values the loyalty and commitment of his bandmates. With Scudder serving as virtual manager and publicist, the band will focus on artistic development, an oft-neglected aspect of today's music industry he said. For example, while recording one song, the band spent about three hours perfecting one 15-second segment on a track, Hadlock said.

Once filming wraps up, the band will go into intense rehearsals and work on a second album to be released about the time the film comes out, Hadlock said. Scudder hopes to take the film to, as many film-festivals as time permits; and Hadlock hopes to tour the U.S., Japan and Russia if possible.

"If you make it to the dance, it's worth it Hadlock said.