



The Sundance, Hot Docs, and Canadian Screen award-winning feature documentary film about a missing part of popular music history: the Indigenous influence.

PRODUCED BY REZOLUTION PICTURES

Directed by **Catherine Bainbridge** (*Reel Injun*), Co-director **Alfonso Maiorana**
Executive produced / produced by **Stevie Salas, Tim Johnson, Catherine Bainbridge, Christina Fon, Linda Ludwick, Ernest Webb, Lisa M. Roth, Jan Rofekamp, Diana Holtzberg, Ray Halbritter**

Canada • 2017 • 102 Minutes

World Premiere: January 22, 2017 (Sundance)
US Theatrical Premiere: July 26, 2017 (New York)
Canadian Theatrical Premiere: July 28, 2017 (Toronto)
Canadian Broadcast Premiere: Nov. 5, 2017 The Movie Network / HBO Canada
French Theatrical Premiere: Nov. 7, 2018

U.S. Broadcast Premiere on PBS: Jan. 21, 2019

Available on [Amazon](#), [iTunes](#), [Google Play](#), and [DVD](#).

Website: <https://www.rumblethemovie.com/>

Facebook: <https://www.facebook.com/RumbleTheFilm>

Twitter: <https://twitter.com/RumbleFilm>

YouTube: <http://bit.ly/2rw1DvU>

RUMBLE



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RUMBLE

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VIDEO & SOCIAL MEDIA LINKS

1) Official Trailer RUMBLE: The Indians Who Rocked the World

<https://www.rumblethemovie.com/home>

2) Official film excerpts:

Film Excerpt 1 — RUMBLE: The Indians Who Rocked the World

<https://vimeo.com/196502183>

pw: rumble

Film Excerpt 2 — RUMBLE: The Indians Who Rocked the World

<https://vimeo.com/196502109>

pw: rumble

Film Excerpt 3 — RUMBLE: The Indians Who Rocked the World

<https://vimeo.com/196501910>

pw: rumble

3) Exclusive web videos:

<https://www.rumblethemovie.com/video>

Website: <https://www.rumblethemovie.com/>

Facebook: <https://www.facebook.com/RumbleTheFilm>

Twitter: <https://twitter.com/RumbleFilm>

YouTube Channel: <http://bit.ly/2rw1DvU>

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AWARDS & NOMINATIONS

CANADIAN SCREEN AWARDS 2018 (3 awards)

1. Ted Rogers Best Feature Length Documentary Award

Stevie Salas, Tim Johnson, Christina Fon, Catherine Bainbridge, Alfonso Maiorana, Linda Ludwick, Lisa M. Roth, Ernest Webb, Diana Holtzberg and Jan Rofekamp

2. Best Cinematography in a Feature Length Documentary

Alfonso Maiorana

3. Best Editing in a Feature Length Documentary

Benjamin Duffield

Jeremiah Hayes

SUNDANCE Film Festival winner 2017

World Cinema Documentary Special Jury Award: Masterful Storytelling

HOT DOCS International Film Festival (2 awards)

1. Rogers Audience Award for Best Canadian Documentary 2017

2. Hot Docs Audience Award 2017

Boulder International Film Festival winner 2017, Colorado:

Best Music Documentary

Audience Award, Illuminate Film Festival, Arizona 2017:

Audience Award

Albuquerque Film and Music Festival, New Mexico 2017:

Best Documentary

Biografilm Festival Music Section, Bologna, Italy 2017:

Audience Award

History Film Festival in Rijeka, Croatia 2017

Best Independent Documentary & Best Production

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UNERHÖRT! / Reeperbahn Festival Music Film Contest, Hamburg, Germany 2017
Main Prize

Festival Ciné Alter`Natif, Paris. France 2017
Prix du public / Audience Award

Doc'n Roll Film Festival, London, England 2017
Best Music Documentary Film

NOMINEE - Best Music Documentary - Critics' Choice Documentary Awards
OFFICIAL SELECTION - MOMA's THE CONTENDERS 2017

CATHERINE BAINBRIDGE, DIRECTOR, WRITER, PRODUCER, EXECUTIVE PRODUCER

- 2017 recipient of the BIRKS DIAMOND TRIBUTE TO THE YEAR'S WOMEN IN FILM
- Breakout Director Award from the Hampton's Take 2 Documentary Film Festival

RUMBLE

LOGLINE & SHORT SYNOPSIS

RUMBLE: The Indians Who Rocked the World is a feature documentary about the role of Native Americans in popular music history.

RUMBLE: The Indians Who Rocked the World brings to light a profound and missing chapter in the history of American music: the Indigenous influence. Featuring music icons **Charley Patton, Mildred Bailey, Link Wray, Jimi Hendrix, Jesse Ed Davis, Buffy Sainte-Marie, Robbie Robertson, Randy Castillo**, and **Taboo**, ***RUMBLE*** shows how these pioneering Native musicians helped shape the soundtracks of our lives.

RUMBLE has a long list of music artists, historians, family members, and experts participating in the film, including: **Buddy Guy, Steven Van Zandt, Tony Bennett, Taj Mahal, Cyril Neville, Ivan Neville, Martin Scorsese, Quincy Jones, John Trudell, David Fricke (Rolling Stone Magazine), Steven Tyler, Taboo, Derek Trucks, Corey Harris, Guy Davis, Alvin Youngblood Hart, Monk Boudreaux, George Clinton, Jackson Browne, Joy Harjo, Iggy Pop, Wayne Kramer (MC5), Marky Ramone (The Ramones), Taylor Hawkins (Foo Fighters), Pura Fé (Ulali), Dan Auerbach (The Black Keys), Phil Soussan (Ozzy Osbourne), Matt Sorum (Guns 'N' Roses), Mike Inez (Alice in Chains), Robert Trujillo (Metallica), Taboo (Black Eyed Peas), Slash (Guns 'N' Roses), Charlie Sexton (Bob Dylan), Rhiannon Giddens (Carolina Chocolate Drops), Pat Vegas (Redbone), Robbie Robertson, Buffy Sainte-Marie, and many others.**

RUMBLE

LONGER SYNOPSIS

Many artists and musical forms played a role in the creation of rock, but arguably no single piece of music was more influential than the 1958 instrumental “Rumble” by American Indian rock guitarist and singer/songwriter Link Wray.

When recalling Link Wray’s shivering guitar classic, “Rumble,” Martin Scorsese marvels, “It is the sound of that guitar . . . that aggression.” “Rumble” was the first song to use distortion and feedback. It introduced the rock power chord — and was one of the very few instrumental singles to be banned from the radio for fear it would incite violence.

RUMBLE explores how the Native American influence is an integral part of music history, despite attempts to ban, censor, and erase Indian culture in the United States.

As *RUMBLE* reveals, the early pioneers of the blues had Native as well as African American roots, and one of the first and most influential jazz singers’ voices was trained on Native American songs. As the folk rock era took hold in the 60s and 70s, Native Americans helped to define its evolution.

Father of the Delta Blues Charley Patton, influential jazz singer Mildred Bailey, metaphysical guitar wizard Jimi Hendrix, and folk heroine Buffy Sainte-Marie are among the many music greats who have Native American heritage and have made their distinctive mark on music history. For the most part, their Indian heritage was unknown.

RUMBLE uses playful re-creations and little-known stories, alongside concert footage, archives and interviews. The stories of these iconic Native musicians are told by some of America’s greatest music legends who knew them, played music with them, and were inspired by them: everyone from Buddy Guy, Quincy Jones, and Tony Bennett to Iggy Pop, Steven Tyler, and Stevie Nicks.

RUMBLE shows how Indigenous music was part of the very fabric of American popular music from the beginning, but that the Native American contribution was left out of the story — until now.

RUMBLE

RUMBLE BACKSTORY

Years ago, when Stevie Salas, an Apache Indian, guitarist and producer (Mick Jagger, Justin Timberlake, Jeff Healey, Public Enemy, George Clinton, Bill Laswell, Adam Lambert, etc.) was playing sold out arena shows on his first tour with Rod Stewart, he started to wonder why there were no other Native Americans in the biz. So, after a bit of digging he discovered there were indeed others who, for reasons unknown to him, people didn't know about.

Jeff Beck, considered one of the greatest guitar players on the planet, loves Link Wray and loves Native American culture. Salas recalls: "He even told me how he and Jimmy Page from Led Zeppelin would play air guitar to Link's records as teens BUT he didn't know Link Wray was a Shawnee Indian, and he flipped when I told him".

Then Canadian writer Brian Wright-McLeod asked Salas to be in his book "The Encyclopedia of Native American Music", which included the little-known Indian heritage of many famous musicians in pop culture, and from that book, Salas and Tim Johnson (Mohawk) co-created the Smithsonian National Museum of the American Indian's exhibit, "Up Where We Belong: Native Musicians in Popular Culture". To their surprise, many legendary music industry friends like Steven Tyler, George Clinton, Jackson Browne, Eric Clapton, Mike Inez, Taylor Hawkins, Taboo and others were really excited to talk about the influence that these Native American musicians had on their art and their lives.

Salas then met with Rezolution Pictures in Montreal who had just made a great film called *Reel/Injun* to talk about making a feature documentary about this story and *RUMBLE* was born. *RUMBLE: The Indians Who Rocked the World* tells the story of a profound, essential and, until now, missing chapter in the history of American music.

REZOLUTION PICTURES AND RUMBLE

Rezolution Pictures' founders, Catherine (an Irish Canadian) and her husband Ernest Webb (a Cree from James Bay in Northern Quebec), have been directing and producing Native-themed documentaries for 20 years.

Stevie Salas (Apache), a brilliant musician and producer came to the filmmakers with the idea for *RUMBLE*. Salas, had just finished collaborating on a successful Smithsonian exhibit (*Up Where We Belong: Native Musicians In Popular Culture*) about influential Native rock stars with another brilliant mind – Tim Johnson (Mohawk), who was then the Associate Director for Museum Programs at the Smithsonian Institution's National Museum of the American Indian.

We knew right away this would be a powerful documentary – the untold story about the indigenous influence on American music – using the power of music to speak to a global audience.

RUMBLE

DIRECTORS' STATEMENT

In **RUMBLE**, for the first time a film reveals a fascinating, and until now unknown, influence on the formation of rock and roll... The music that has become a part of who we are.

We are so honoured to be able to tell this story about the influence of iconic Native American musicians like Link Wray, Charley Patton, Mildred Bailey, Robbie Robertson, Jimi Hendrix, Buffy Sainte-Marie, Jesse Ed Davis, Redbone, Randy Castillo and Taboo.

We are excited by the incredible access we were granted to some of the world's greatest rock stars who tell this important piece in the story of rock and roll. When you hear Slash, Stevie Nicks, Van Zandt, Buddy Guy, or Steven Tyler speak about how these icons were an influence, you listen!

Native American music – born of this land – was violently suppressed for many years as both American and Canadian governments outlawed Native ceremonies and rituals in a deliberate attempt to break the people.

As a result, the music was forced underground and found its expression in alternative ways.

Is it any wonder that one of the most powerful songs in the history of rock music – the song that helped start the revolution - was by a Shawnee Indian named Link Wray, and it had no lyrics? Just raw, powerful, distorted guitar. A powerful yell .

Legend has it Link Wray created the sound for **RUMBLE** by punching out holes in old speakers creating the revolutionary sound, which would become one of the most important songs in rock history.

Iggy Pop, Slash, Dan Auerbach, Wayne Kramer, Taylor Hawkins and Marky Ramone all tell us about the influence **RUMBLE** had on the evolution of rock. It was what made heavy metal and punk even possible. It is cited as an influence on [The Kinks](#), [The Who](#), and Jimmy Page among others. [Pete Townshend](#) said "He is the king; if it hadn't been for Link Wray and '**RUMBLE**,' I would have never picked up a guitar."

But most of us have never even heard of Link Wray.

It is important to note that the primary drivers in the creation of blues and jazz and therefore rock were African Americans, but Native Americans, like Europeans , also played a part.

Take the creation of the Blues itself where the trauma of slavery, genocide and continuous violent oppression brought Native American and African American survivors together in many

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different ways. In those violent and frightening times – music was a healing balm, a clandestine protest and cry for freedom. All of the ingredients that helped make American music.

In North America, each corner, on each piece of land that we tread, where Indigenous people lived and thrived long before most of our ancestors did, lies a musical history that is precious.

We feel that it is important for everyone, and especially Native youth who have so few pop culture role models, to have proof, through the icons we feature and the famous people that give our story credibility, that Indigenous cultures were an integral part of the evolution of popular music.

The truth that we want to expose in RUMBLE is that the attempted erasure of Native American people, their culture, and their music, didn't work. As Robbie Robertson said in one of our interviews with him "you wouldn't let me talk about it before, well now I'm going to talk real loud."

Catherine Bainbridge, *Director and Rezolution Pictures co-founder*

Alfonso Maiorana, *Co-Director and Director of Photography*

RUMBLE: The Indians Who Rocked the World feature documentary film.

MEET THE DIRECTOR & CO-DIRECTOR

Meet the Artist video for Sundance

<https://vimeo.com/196503299>

RUMBLE

EXECUTIVE PRODUCER STATEMENT: STEVIE SALAS

I am a Native American guitarist who has worked with some of the most amazing and diverse acts in history such as Mick Jagger, Justin Timberlake, Jeff Healey, Public Enemy, George Clinton, Bill Laswell and Adam Lambert to name a few.

This whole thing happened because at a young age I was playing sold out arenas and stadiums with Rod Stewart and while on the road across America I started to wonder, why are there were no other Native Americans in the biz? So after a bit of digging I discovered there were indeed others who, for reasons unknown to me, people didn't know about. In fact to my surprise I was playing guitar parts on Rod Stewart songs that were recorded by a Kiowa Indian named Jesse Ed Davis...and I had no idea!

Jeff Beck who is considered one of the greatest guitar players on the planet loves Link Wray and loves Native American culture. He even told me how he and Jimmy Page from Led Zeppelin would play air guitar to Link's records as teens BUT he didn't know Link Wray was a Shawnee Indian and yes he flipped when I told him.

Canadian writer Brian Wright-McLeod asked me to be in his book "*The Encyclopedia of Native American Music*", which included the little-known Indian heritage of so many famous musicians in pop culture, and from that book, that's how Tim Johnson and I created the Smithsonian National Museum of the American Indian's exhibit, "*Up Where We Belong: Native Musicians in Popular Culture*".

To our surprise many of the many legendary music industry friends like Steven Tyler, George Clinton, Jackson Browne, Eric Clapton, Mike Inez, Taylor Hawkins, Slash, Taboo and others were really excited to talk about the influence that these Native American musicians had on their art and their lives.

I then met with Rezolution Pictures in Montreal who had just made a great film called *Reel/Injun* to talk about making a feature documentary about this story and RUMBLE was born.

To avoid making it a film about race we wanted the most famous of famous musicians in the world to talk about how important these almost unknown Native American musicians were because if Eric Clapton tells you someone is a great guitar player you can believe it!

RUMBLE tells the story of these Native American heroes that was unknown to most EXCEPT for the most famous musicians in pop music history. They know about them and they tell the story how these unsung Native American musicians indeed Influenced pop music history.

- **Stevie Salas**

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EXECUTIVE PRODUCER STATEMENT: TIM JOHNSON

While serving as associate director overseeing exhibitions and programs at the Smithsonian Institution's National Museum of the American Indian I directed productions representing myriad orientations ranging from ethnography and history to contemporary arts. One of our most engaging programs focused on contemporary Native American music.

As examples, in 2009 program offerings included a tribute concert dedicated to jazz singer Mildred Bailey (Coeur d'Alene) whose music from the 1920s to 1940s greatly influenced and shaped jazz vocal styling. We also produced a revelatory symposium with related concert entitled *The Blues: Roots, Branches, and Beyond*, that provided a fascinating look at the contributions Native musicians made to the development of the blues, including points of convergence between Native American and African American communities. These and other offerings advanced my interest in music produced by Native musicians and I wondered what more could be done to increase recognition of their contributions and talents.

It was during that time and within that context that Stevie Salas first came to my attention. On a recommendation from my wife, who learned of Stevie's work to help establish a recording studio in my home community, Six Nations of the Grand River, I read up on his career. Even though the museum's existing Native music program was strong, I had an instinctual and entrepreneurial sense that Stevie could bring new energy and insight to our work. I hired Stevie as my contemporary music advisor and thus was formed the creative and structural confluence that would lead directly to the development of our popular Smithsonian exhibit, *Up Where We Belong: Native Musicians in Popular Culture*, and the follow-up documentary by Rezolution Pictures, *RUMBLE: The Indians Who Rocked The World*.

From our initial meetings and subsequent discussions our conversation deepened quickly when we started reviewing Brian Wright McLeod's epic work, *The Encyclopedia of Native Music*. With over 1,700 entries covering Native musicians across all genres, traditional and contemporary, we began to wonder if an exhibit could be gleaned from that vast repository of information.

As chair of the museum's Exhibit Assessment Group I was responsible for shaping exhibit concepts. We eventually arrived at a thesis I thought might work, an exhibit that featured Native musicians who achieved crossover success or whose contributions influenced and shaped the sound and direction of American popular music. When the concept was confirmed by one of my staff researchers, Chris Turner, thus was born *Up Where We Belong: Native Musicians In Popular Culture*.

Because the exhibit was so popular we started talking seriously about the need to transfer the exhibit concept into a documentary film to ensure its lasting value as an inspirational chapter of Native American and American music history. From my perspective Rezolution Pictures was a good fit because director Catherine Bainbridge had as much enthusiasm and passion for the topic as we did, and because the company had shown great intellectual and artistic capacity with their Peabody Award-winning documentary *Reel Injun*.

Catherine's insightful storytelling, Alfonso Maiorana's brilliant cinematography and filmmaking skills, combined with dozens of talented film editors, staff members, researchers and production assistants, who supported the effort to produce *RUMBLE: The Indians Who Rocked The World*, crafted our Sundance and multiple award-winning documentary that has not only repositioned music history, but also deepened our understanding of the American identity. It's been a remarkable and rewarding journey, one that all began with a planned introduction in a Native community.

Thanks for watching. -- **Tim Johnson**

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CAST / PARTICIPANTS

RUMBLE: The Indians Who Rocked the World has a long list of music artists, historians, family members, and experts participating in the film, including:

Buddy Guy Steven Van Zandt Tony Bennett Taj Mahal Rickey Medlock - LAKOTA / SIOUX Cyril Neville Ivan Neville Martin Scorsese Quincy Jones John Trudell - SANTEE DAKOTA David Fricke (Rolling Stone Magazine) Steven Tyler (Aerosmith) Derek Trucks Corey Harris Guy Davis Alvin Youngblood Hart Monk Boudreaux George Clinton Jackson Browne	Joy Harjo – MUSCOGEE / CREEK Iggy Pop Wayne Kramer (MC5) Marky Ramone (The Ramones) Taylor Hawkins (Foo Fighters) Pura Fé (Ulali) – TUSCARORA /TAINO Dan Auerbach (The Black Keys) Phil Soussan (Ozzy Osbourne) Matt Sorum (Guns N' Roses) Mike Inez (Alice in Chains) Robert Trujillo (Metallica) Taboo (The Black Eyed Peas) - SHOSHONE Slash (Guns N' Roses) Charlie Sexton (Bob Dylan) Rhiannon Giddens (Carolina Chocolate Drops) Pat Vegas (Redbone) – YAQUI /SHOSHONE Robbie Robertson - MOHAWK Buffy Sainte-Marie - CREE and many others.
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Buffy Sainte-Marie



Martin Scorsese



Stevie Van Zandt

RUMBLE

PRODUCTION STILLS

(also see Icon descriptions)



Tony Bennett



Alvin Youngblood Hart



Taj Mahal



Stevie Salas



Taboo



Iggy Pop

RUMBLE



Slash (Guns N' Roses)



Rhiannon Giddens and Justin Robinson

SELECT QUOTES

From participants

“One can’t help but notice the rhythms of—or the pulse that was here, that is here; been here. The feel of Native American is in a lot of rock 'n' roll.”

– GEORGE CLINTON, musician, Parliament and Funkadelic

“It’s interesting how much the Native American element just filters through”.

– MARTIN SCORSESE, film director

“Our peoples were part of the origin story of blues and jazz and rock of American music but we’re left out of the story consistently from the beginning.”

– JOY HARJO – Muscogee-Creek musician and poet

“It’s an American story. It’s a human story; don’t break it apart. Pay the respect that is due.” – DAVID FRICKE, Rolling Stone Magazine

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RUMBLE

PRESS QUOTES

“A master class in the mixing of cultures... lively throughout... sharing the same spirit of *20 Feet From Stardom* and *Searching for Sugar Man*.” – **Ken Jaworowski, The New York Times**

“Documentary of the Week! No matter what your musical taste, there’s something to be gained from this invigorating history.” – **Thom Powers and Raphaela Neihausen, WNYC Radio**

“A truly thrilling multi-cultural experience.” — **Lewis Beale, The Daily Beast**

“Illuminating.” – **Studio 360, WNYC Radio**

“Four stars! Fascinating. I wish the film were at least four times as long. What is strikingly brought home in “RUMBLE” is how the vast stew of influences in American music, rather than diluting everything, makes the music all the more powerful.” – **Peter Rainer, Christian Science Monitor**

“A great rock doc and also necessary correction to the historical record, *RUMBLE* reveals how musicians with Indigenous roots have shaken, rattled and rolled pop culture. *RUMBLE* is truth you can rock to. Play it loud!” – **Peter Howell, Toronto Star**

“Essential viewing! Music documentaries at their best are often fun and informative. Rumble is certainly both of those things, but it’s also an increasingly rare music doc with the power to rewrite history. Rumble: The Indians Who Rocked the World should stand as an inspiring and vital document of things frustratingly forgotten.” – **Andrew Parker, Toronto Film Scene**

“A compelling and necessary survey of pioneering Native American musicians. The story is one not only of rock- and pop-culture history, but of human persistence and indigenous contributions that have been historically (and often intentionally) overlooked.” – **Brad Wheeler, The Globe and Mail**

“This crackling work of reclamation... [is] a deep dive into the influence of Native American artists on American popular music.” – **Now Magazine (Toronto)**

“The feel good music film of the year, a game changer.” – **Robin Menken, Hollywood Progressive**

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PRESS LINKS

2018

POV Magazine

It's a clean sweep! *Rumble: The Indians Who Rocked the World* won all three awards for feature-length documentary at last night's Canadian Screen Awards. The doc directed by Catherine Bainbridge and co-directed by Alfonso Maiorana picked up honours for Best Documentary Feature, cinematography and film editing. The wins for *Rumble* marked the first time that a film swept all three documentary categories at the Screenies.

<http://povmagazine.com/blog/view/rumble-sweeps-screenies>

660 News / Canadian Press – March 13 (interview with Catherine Bainbridge)

<http://www.660news.com/2018/03/13/rumble-doc-maker-catherine-bainbridge-sees-a-turnaround-in-indigenous-interest/>

Espaces Autochtones – Radio-Canada (In French)– March 13 (interview with Ernie)

<http://ici.radio-canada.ca/espaces-autochtones/a-la-une/document/nouvelles/article/1088971/rumble-indians-who-rocked-world-canadian-screen-awards-prix-cinema-canada>

2017

New York Times

<https://www.nytimes.com/2017/07/25/movies/rumble-the-indians-who-rocked-the-world-review.html?mcubz=0>

Los Angeles Times

<http://www.latimes.com/entertainment/movies/la-et-mn-mini-rumble-indians-rock-documentary-review-20170824-story.html>

The Park Record

<http://www.parkrecord.com/entertainment/sundance-slamdance/sundance-doc-rumble-reveals-surprising-roots-of-rock/>

The Hollywood Reporter 'Rumble: The Indians Who Rocked the World': Film Review | Sundance 2017

<http://www.hollywoodreporter.com/review/rumble-indians-who-rocked-world-967199>

The Toronto Star

RUMBLE takes two top prizes at Hot Docs International Film Festival

<https://www.thestar.com/entertainment/movies/2017/05/08/rumble-takes-two-top-prizes-at-hot-docs-2017-film-festival.html>

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PROFILES OF 10 FILM SUBJECTS: THE MUSIC ICONS

Charley Patton (Choctaw / African American)

Mildred Bailey (Coeur D'Alene)

Link Wray (Shawnee)

Buffy Sainte-Marie (Cree)

Jimi Hendrix (Cherokee)

Robbie Robertson (Mohawk)

Jesse Ed Davis (Kiowa)

Redbone (Yaqui/ Shoshone)

Randy Castillo (Isleta Pueblo / Apache)

Jimmy Gomez "Taboo" (Shoshone)

RUMBLE

1920s



1920s – CHARLEY PATTON “Father of the Delta Blues”

Charley Patton (Choctaw/African American, 1887?–1934) was a seminal influence on the careers of Robert Johnson, Muddy Waters, and Howlin’ Wolf, and by extension an influence on future rock and roll, most notably the Rolling Stones. Charley Patton spent his formative years with his family at Dockery Farms in Mississippi, and is a product of the little known mixture of cultures that found stable work and secure living conditions on plantations like Dockery. He raucously played the 1920s delta roadhouses and juke joint scenes, banging on his guitar, swinging it around wildly, and even playing it behind his back. In an era where the US government banned drums and dance for Native and African Americans, Charley Patton creatively used the guitar as percussive instrument.

“Hell, Yeah, I play guitar! You know who taught me how to play? Charley Patton! Charley Patton was an Indian and he was the baddest mother**r in the world!”***
– HOWLIN’ WOLF

“I love Charley Patton, his spirit and his music, it just connects me right back to where I come from, you know, I can hear all those old traditional songs.” – PURA FÉ, ULALI

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1930s



1930s – MILDRED BAILEY – PIONEER JAZZ DIVA

Mildred Bailey (Coeur d’Alene, 1907–1951) has been praised as the first non-African American jazz singer to successfully adapt the rhythms and improvisational flavours of Dixieland and ragtime into swing jazz. Mildred started out with some of the best jazz musicians in New York City, where she was regular act at the first integrated Speakeasies. Mildred’s unique style of singing, the way her notes glide and lilt, now a standard for jazz singing, are uncannily similar to the style of singing that Mildred would have heard on visits to the Coeur d’Alene Indian reservation with her Native American mother.

"From 16 to 20 years old.... that's the only thing I listened to, Mildred Bailey. She sang perfect, for me -- she was a great jazz singer!" – TONY BENNETT

"The one group that hasn't really been investigated in terms of their contribution [to music history], is the Native Americans." – GARY GIDDINS, JAZZ CRITIC (The Village Voice)

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1950s



1958 LINK WRAY – ROCK LEGEND

Link Wray's (Shawnee, 1929–2005) song 'Rumble' was an instrumental song that was banned from radio for fear that it would incite teenage violence. The dark, sinister quality of the tune was very different from other instrumentals heard on the airwaves. Having grown up as an Indian in KKK territory, one has to wonder what kind of impact that had on his music. The enigmatic Link Wray originated a raw guitar sound shaped by volume, distortion, and simple song structures that became a hallmark of rock and roll. He is almost universally credited with inventing the "power chord" (without which hard rock could not exist, it is the major modus operandi of modern rock guitarist), and in doing so made possible the birth of both heavy metal and punk rock. Wray inspired such major rock figures as the Who's Pete Townshend, MC5's Wayne Kramer, Guns N' Roses' Slash, and countless other rock, punk and heavy metal guitar legends.

"Rumble had the power to push me over the edge, and it did help me say: 'Fuck it, I'm gonna be a musician'". -- IGGY POP

"That was the rawest form of the kind of guitar that all of the guys that I listened to, that's where it started." -- SLASH (Guns 'N Roses)

"Here comes Link Wray with the theme song of juvenile delinquency.... I'm not surprised it was banned." – STEVIE VAN ZANDT (The E Street Band)

".. He was one of the first that really had a tone that pointed the way to the future."
– WAYNE KRAMER (MC5)

"There might not be a Who, were there no Link Wray; there might not be a Jeff Beck Group, were there no Link Wray; there might not be a Led Zeppelin, if there were no Link Wray." – TAYLOR HAWKINS (Foo Fighters)

RUMBLE

1960s



1960s BUFFY SAINTE-MARIE – FOLK HEROINE

Buffy Sainte-Marie (Cree, b. 1941 or 1942) is one of the greatest folk singers of the 1960s. She developed her style in college cafes and later as a member of the Greenwich Village circle that included Peter La Farge and Bob Dylan.

Her commemorative ballads of Native history and its hard truths carried on in La Farge's tradition, and her social commentary during the Vietnam War era with songs such as "Universal Soldier" earned her attention as a notable voice of conscience. Her core work focused on Native American social issues, bringing awareness of challenges Native peoples face in the modern world to a wider audience, and she was successful despite having been censored from commercial radio during the 70s.

***"Universal Soldier on, she was an activist, she was the first woman of activism that had an audience."* – GARY FARMER, (Actor -- Cayuga)**

***"They went after Buffy and they went after a lot of people at that time just to kind of keep them silenced."* -- JOHN TRUDELL (Poet, Activist & Musician - Santee-Dakota Nation)**

RUMBLE



Photo credit: Elaine Mayes

1960s - JIMI HENDRIX - WOODSTOCK LEGEND

Jimi Hendrix (1942–1970 Cherokee) is widely considered the most influential guitarist in music history. The timelessness of his music can be found in the generations of musicians and fans who embrace his sound and style. Hendrix was part African American, Scottish, and Cherokee. His Native ancestry and aspects of his lifestyle were inherited from his paternal part-Cherokee grandmother. She was the first traveling performer in the family, following the vaudeville circuit across the country. Hendrix used all of his experiences in the creative factory of his imagination to write music that reflected the complexity of his identity.

“Being part Native was very meaningful to my Grandma, and she instilled that in all of us, especially Jimi.” – JANIE HENDRIX (Jimi’s sister)

“When he was doing Star Spangled Banner at Woodstock... it was just an amazing collision of putting what the country was going through, or his generation, to sound.”
– DEREK TRUCKS (Tedeschi Trucks Band)

RUMBLE



1960s-70s ROBBIE ROBERTSON - GOING ELECTRIC

Robbie Robertson (Mohawk, b. 1943) was already an accomplished songwriter and guitarist when Bob Dylan hired him and his friends from the Hawks for his historic tour, when Dylan went “electric”. Robbie went on to be one of the founders of the iconic American band “The Band”. - They went on to become a commercially successful roots-music vehicle, groundbreaking in the world of Americana for their eclectic instrumentation, purity of sound, and pop refrains sung in a unique, angelic tonality.

“My real guitar lessons were at the Six Nations Indian Reserve. All my cousins, uncles – everybody -- seemed like they could play an instrument.” – ROBBIE ROBERTSON

“The entire industry got right back to song writing, and Robbie Robertson, one of the great song writers of all time, had effectuated that change by his own sensibility, and The Band's sensibility.” – STEVEN VAN ZANDT (The E Street Band)

RUMBLE

1970s



1970s-80s JESSE ED DAVIS - GUITARIST TO THE GREATS

Jesse Ed Davis (Kiowa/Comanche, 1944–1988) grew up in a family of musicians in Oklahoma, where he was very conscious of the racial boundaries that made him feel “a little weird being Indian,” especially when it came to pursuing rock and roll. Jesse Ed Davis was one of the greatest guitarists of all time—sought after by the biggest stars in rock because he brought a soulful sound that as neither black nor white—but something else, something in between. He was the lead guitarist for Taj Mahal, who brought authentic, bluesy rock to a more mainstream audience, and across to England.

“I particularly fell in love with Jesse Ed Davis, because he was with Taj Mahal and Taj’s album is what spurred me to rock more, that touched something inside of me.”

– STEVEN TYLER (Aerosmith)

RUMBLE



1970s REDBONE (Pat and Lolly Vegas) - DO THE INDIAN THING

Brothers Pat (b. 1939) and Lolly (1939 - 2010) Vegas (Yaqui/Shoshone) formed Redbone in 1968 after almost a decade in the music industry. During that time, the duo kept trying different gimmicks to stand out in the LA music world. Surf music, Cajun music, Mohair-suit pop music – nothing really stuck. It was Jimi Hendrix who told them to just “do the Indian thing, man”, and they launched it as “Redbone”. Redbone fulfilled the Vegas brothers’ dream of creating a successful Native-themed band during a time when the pop-oriented music industry was transitioning toward disco. Their classic hit “Come and Get Your Love,” a strutting dance tune that revolved around the group’s trademark call-and-response vocal style, earned them a permanent place among the most memorable song makers of the ’70s.

“They couldn’t believe it: here they are, these four Indians, with, you know, garb and moccasins and—and all the things that they’ve seen in films, actually playing rock!”

– PAT VEGAS

“You can be explicitly political and make an important point, but ultimately getting through is the best revenge. You want to do it with class; you want to do it with dignity. And Redbone did that.”

– DAVID FRICKE (Senior Editor, ROLLING STONE MAGAZINE)

RUMBLE

1980s



RANDY CASTILLO - HEAVY METAL MEGASTAR

Randy Castillo (Isleta Pueblo/Apache, 1950–2002) was one of the most influential heavy metal drummers in the world. Randy was from in New Mexico where, at a certain point in history, like many other places, the last thing you wanted to be was an Indian. But he grew up in an age where he could be proud of his heritage, and he connected to it. Randy's style of playing drums was unique and powerful and he gained international success with Ozzy Osbourne and Motley Crue. Huge arenas, corporate rock, glam rock, and the big hair– when Randy needed to recharge he went back to Indian country, the heartbeat of his heritage. Randy died young but his legacy is that he is a role model for future generations of Native musicians.

“Randy Castillo was confident and loved being a Indian, heads up, loud and proud....a great ambassador for the American Indians.” – MIKE INEZ (Alice in Chains)

“Ozzy always mentioned Randy as being a direct connection to that Indigenous energy and that rhythm that he loved.” – ROBERT TRUJILLO (Metallica)

“He knew exactly who he was, and who he was going to be.” – PHIL SOUSSAN (Ozzy Osbourne)

“I run into Hispanics and Native Americans today that come up to me and ask about Randy Castillo: he is a celebrated hero amongst that community.” – ROBERT TRUJILLO (Metallica)

RUMBLE

1990s - Present



1990s-2000s TABOO – BLACK EYED PEAS

Jimmy Luis Gomez “Taboo” (Shoshone/Mexican, b. 1975) has reached the pinnacle of commercial success as a member of the Grammy award-winning, platinum-selling group the Black Eyed Peas. He is of Shoshone and Mexican descent but grew up only knowing about his Mexican heritage. It took spending more time with his grandmother to find out the truth about his family. It is only later in life that he has begun exploring his Native identity and incorporating aspects of it into his performance identity. Like the Native musicians who came before him, Taboo continues the tradition of redefining what it is to be a Native artist in the world of popular music.

“For me, it was like I was brought up in a Mexican community, so all I knew waswhat goes on in East Los Angeles, but when my grandmother took me to Arizona, and I felt the energy of spirituality of my Native culture and I really got immersed in it, and I started appreciating it.”

-- TABOO

RUMBLE

FILMMAKER BIOS

DIRECTOR & CO-DIRECTOR

Catherine Bainbridge, Director/Writer/Executive Producer/Producer, on RUMBLE, and Co-founder of Rezolution Pictures and Minority Media. She has brought her signature enthusiasm and passion for storytelling to countless documentary, drama, comedy, and interactive media projects, notably the Peabody award-winning documentary “Reel Injun”, about Native stereotypes in Hollywood films. Her role as Director on RUMBLE encapsulates her love and devotion to music, history, politics, and bringing important Indigenous stories to the mainstream.

Alfonso Maiorana is Co-director and Director of Photography on RUMBLE. Based in Montreal, Alfonso's DP experience on Hollywood films, Independent features, MOWs, and television series brings a distinctive look and feel to the films he shoots. His directing credits include The Big World which premiered at the Montreal International Film festival. Passionate about music history and inspired by filmmakers like Jarmusch, Truffaut and Coppola, Alfonso's combination of visual style and storytelling come together in RUMBLE.

RUMBLE

EXECUTIVE PRODUCERS

Stevie Salas, Executive Producer and co-creator on RUMBLE, is also a world-renowned guitarist and producer of music, film, and television. As a guitar player, Stevie Salas has recorded, written, and produced with artists as diverse as George Clinton, Mick Jagger, Public Enemy, Justin Timberlake, T.I., and Rod Stewart. A major label recording artist who has sold over two million solo albums around the world, Guitar Player magazine named Stevie is regarded as one of the top 50 guitarists of all time. He was Music Director and consultant on American Idol when it had top ratings, 2006 to 2010. Stevie is also an accomplished composer, credited with providing the score for several films including the guitar score for the legendary film *Bill and Ted's Excellent Adventure*.

A Native American (Apache), Stevie has been involved in prominent projects that support Indigenous communities. Notably, he served as the Advisor for Contemporary Music at the Smithsonian's National Museum of the American Indian and co-created the music exhibit "*Up Where We Belong: Native Musicians In Popular Culture*" that had amazingly successful runs in Washington, DC and New York City. For his efforts in support of Native American culture, Stevie received the Native American Music Award for Lifetime Achievement in 2009.

Tim Johnson, Executive Producer and co-creator on RUMBLE, is an experienced museum executive who recently led the development of two public memorials of national significance that honour First Nations' contributions to Canada. As the former Associate Director for Museum Programs at the Smithsonian's National Museum of the American Indian, Tim (Mohawk) managed the museum's largest organizational group in both Washington and New York. A long list of critically acclaimed exhibits and programs (LIVE EARTH D.C. with Al Gore) were produced during his tenure, creating an era that significantly advanced the institution's museology and reputation.

In 2009 Tim enlisted Stevie Salas to collaborate on advancing the museum's contemporary music program. Their creative partnership resulted in an exhibit that focused on Native musicians who had achieved popular music fame or influence and which, collectively, formed a legacy not widely acknowledged in music history. Thus was born the Smithsonian exhibition *Up Where We Belong: Native Musicians In Popular Culture* that inspired the documentary RUMBLE. Active in his home community of Six Nations of the Grand River and with several prestigious art and education institutions over more than 35 years, Tim received the Dreamcatcher Foundation Award for Art and Culture in 2016.

RUMBLE

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CO-DIRECTOR

Alfonso Maiorana

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RUMBLE

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Taj Mahal
Buffy Sainte-Marie
Martin Scorsese
Tony Bennett
Steven Tyler
Iggy Pop

DEDICATION

In memory of John Trudell

DEDICATED TO THE WORK OF
Brian Wright-Macleod

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OUTREACH SUPPORT

Seminole Hard Rock Entertainment
The Chickasaw Nation
The Oneida Indian Nation
Seeing Red

--

RUMBLE

RUMBLE: The Indians Who Rocked the World

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