

—Slug:.....COMM-0861.arts.Unlucky_Shots
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—For section.....The Arts
—Format.....Column
—Dateline.....Brattleboro
—Article Number:.....43462



Notes from editor (not for publication):

Added the diaeresis on Zoë per <https://wishbonezoe.com>.
Trademark application for Unlucky Shots still pending per U.S. Patent and Trademark Office.



HEADLINE ELEMENTS:

####BEGIN HED####

1 New name, same music

####END HED####

####BEGIN SUBHED####

2 Unlucky Shots will play a free show at Marigold

####END SUBHED####

3 TEXT BODY:

####BEGIN TEXT####

4 THE UNLUCKY SHOTS will make their debut in Brattleboro
5 with a free show at Marigold Friday, April 17, on a bill that also
6 includes Wishbone Zoë and Babe, Wait.

7 The alternative rock band, based in Northampton,
8 Massachusetts, is led by singer-songwriter and multi-
9 instrumentalist Noam Schatz. He is joined in the band by Anand
10 Nayak on lead guitar, Jim Bliss on bass and Mike Benoit on

11 drums. The group formed in 2018, yet this is their first time
12 playing outside of western Massachusetts.

13 Now with a new four-song EP, *Line Up*, they are ready
14 for this next chapter in their musical journey. They also have a
15 new name, though that decision was beyond their control.

16 They were previously known as the Lucky Shots, a name
17 chosen in part as a play on Schatz's name. Last November,
18 however, Schatz was surprised to discover the band's music had
19 vanished from Spotify.

20 The mystery was solved when he received a cease-and-
21 desist letter from a band in California, also named the Lucky
22 Shots, who claimed ownership of the name.

23 "The thing is, I knew there was a band out there called
24 the Lucky Shots who had some music online, but they were in
25 Sacramento, and we were in Northampton," Schatz said. "We
26 were playing locally, and I didn't think it was a big deal."

27 But to the Lucky Shots in California, it was a big deal.

28 Schatz had hoped they could reach an agreement
29 allowing both bands to use the name, but the other band was not
30 open to it. Not wanting to invest the time or money into
31 contesting the issue, Schatz conceded and stopped using the
32 name.

33 One of his bandmates casually said they were now the
34 "Unlucky Shots," and that name stuck.

35 Schatz researched the new name to make sure it wasn't
36 in use. Last November, he started the process to trademark it and
37 relaunched the band.

38 Then they encountered another bump in the road.

39 "We accidentally leaked our new name online," Schatz
40 explained. "The day after, suddenly all these social media sites
41 popped up all on the same day from a band called the Unlucky
42 Shots. There was even a fan page with one fan and this all
43 happened on Nov. 19."

44 He was then contacted by someone from North Carolina
45 who claimed to be in that band and accused Schatz of stealing

46 their name. But something didn't feel right, especially with the
47 timing and look of these social media accounts.

48 Schatz then started researching the band, and the more
49 he dug, the less information he could find to confirm the actual
50 existence of this other Unlucky Shots band.

51 Was this a hoax? He feels it was. It was a strange
52 experience, and one that the band is ready to move on from.

53 "Overall, the name change thing has really only helped,
54 because now we have a story to tell," Schatz continued. "I'm a
55 really big believer that it's not what happens to you, but how you
56 react to it. If you play things a certain way, you can turn any
57 obstacle into an opportunity."

58 * * *

59 PRIOR TO FORMING the now Unlucky Shots, Schatz played
60 drums in various western Massachusetts bands over the years. He
61 never saw himself as a front man, and while he had dabbled a bit
62 in songwriting he never wrote for any of the bands he played
63 with.

64 In 2016, he was asked by some musician friends to join a
65 songwriting game where participants were required to write a
66 song every two weeks based on a specific prompt. Schatz was
67 initially terrified, but dived into this game, which proved life-
68 changing. He is still playing the songwriting game to this day.

69 "It's just proven to be this unbelievable hack that
70 unleashes so much creativity," he said of the game, adding that it
71 provides accountability and motivation that can be very helpful.

72 Becoming more confident in his songwriting, Schatz
73 moved from behind the drum kit to leading his own band.

74 The Unlucky Shots were just getting started when the
75 pandemic brought everything to a halt. Schatz continued writing
76 songs during Covid and in 2023 recorded an album, *Count to*
77 *Nothing*, on which he played most of the instruments.

78 When it came time to do some shows in support of the
79 album, Schatz got the band back together, and they've been
80 going strong since.

81 In March, they released *Line Up*, recorded during the
82 sessions for the 2025 album *Second Tongue*. Schatz noted that
83 the songs on the EP are “heavier and darker” than his previous
84 material and, in keeping with their unlucky streak, they released
85 *Live Shot* on Friday the 13th.

86 * * *

87 AT THE PERFORMANCE, “we’ll play songs from the EP,
88 which people are really responding to,” Schatz said. “We are
89 sitting on some new songs as well. That is one advantage of
90 playing the songwriting game — you never run out of songs.”

91 Schatz said he is excited about the Marigold show, which
92 he’s pleased includes fellow western Massachusetts artists such as
93 experimental singer-songwriter Wishbone Zoë and indie pop
94 band Wait, Babe.

95 He is hoping people will come out to this show to hear
96 the band’s catchy rocking tunes, and mentioned that he is doing
97 more promotional work these days, something he had not done
98 before.

99 “The whole name-change thing forced me to have
100 something concrete to share with people and to tighten up all
101 aspects of being in a band,” he said.

102 “The idea that having a band isn’t just about the songs
103 and the shows,” Schatz said. “There is a story to everything you
104 are doing and what you are about. I have a great band and good
105 songs, and I’ve got something good to offer here. I’m not going to
106 be shy about it anymore. I’m going to put in the effort to let
107 people know.”

108 * * *

109 *The Unlucky Shots, with Wishbone Zoë and Babe, Wait,*
110 *will perform at the Marigold, 157 Main St. Brattleboro on Friday,*
111 *April 17 at 7:30 p.m. The bar and kitchen open at 5 p.m. Free*
112 *admission. The show is for ages 21 and older.*

113 *For more information about the band, visit*
114 theunluckyshots.com.

####END TEXT####

BIO/COATTAIL:

####BEGIN BIO/COATTAIL####

115 **SHERYL HUNTER** is a freelance writer from
116 Easthampton, Massachusetts, and has reported extensively on the
117 regional music scene for many years. Her work has appeared in
118 various regional and national publications.

####END BIO/COATTAIL####

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