

Lisa Matassa shoots video at Watertown location

By Jimmy L. Foster, Watertown Gazette Staff

Watertown has been privy to some of the most unique, popular and influential performers in the music industry. Garth Brookes, Tim McGraw and Justin Bieber have utilized the small town as the location of video shoots, and now, up-and-rising Long Island country singer Lisa Matassa adds her name to the ever-growing list of stars.

Matassa, who previously hit the charts with club hits under the name Lysa Lynn, is branching out of her pop days and entering into country music - a genre she says is close to her heart.

"I grew up in south Florida and I was raised on country music," says Matassa. "Yet, there was no avenue for it in Long Island. Dance music was an opportunity to play."

Recently, Matassa found her avenue, and the launch of Long Island's first country music station WJVC 96.1 helped encourage her to chase after her dream genre.

"Country music is America's music," she says proudly.

Matassa took time away from the limelight to raise her children and enjoy time with her husband, but she never stopped writing music and recording. Her musical talents rubbed off on her children, whom she says have great tal-

ent and great voices.

It was Monday, Aug. 29, when Matassa rode into Watertown to shoot the video for her latest single "Me Time" at the White Elephant Emporium - a film studio owned and operated by award-winner Ruby Guidera. "Me Time" can currently be heard spinning on over 40 country format radio stations nationwide and landed at #55 on the Billboard Indicator Chart for Monday, Aug. 15, making Matassa the highest debuting country artist on the Indicator chart that day.

The video was directed by Traci Goudie, whose past video credits include pieces for Merle Haggard, Patty Griffin, Shawn Colvin and Lynyrd Skynyrd, to name a few. The EP "Me Time" is currently available for purchase via Matassa's website www.lisamatassa.com or available for download on iTunes. The LP "Sunrise Highway" is slated to be released this fall.

One of Matassa's greatest joys of performing is the interaction with her fans. She has a habit of making time for them after shows and getting to know them, and letting them get to know her - something rare in today's industry. If you'd like to get to know Lisa Matassa a bit better, or sample her music, you can find her all over the

internet via Twitter, Facebook, MySpace and other various sites. Feel free to write her and share your thoughts on her music. Also unlike many artists today, she responds personally to her fans, adding a bit of friend and family feel to her steady, calm lifestyle.

Lisa Matassa, formerly Lysa Lynn, shot scenes for her "Me Time" video in Watertown. She is shown at right in one of her recent publicity shots. *photo submitted*

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