

100% ONE-STOP CLEARABLE



PROJECT ROD WILLIAMS

ELECTRONIC PRESS KIT

THE NEW ERA

*For fans of New Order, Depeche Mode, and Gary Numan —
dark synthwave with a story.*

ALTERED IMPACT • OUT NOW





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THE ARTIST

Project Rod Williams is the dark pop, synth-rock, and electronic-dance project of songwriter and producer Roderick M. Williams. He built a foundation of 80s-infused electro-pop before executing a massive sonic pivot with the January 2026 rock-dance fusion album, *Altered Impact*, and its opening track, *Invasion*, released on his independent record label, August First Music.

Anchored by songwriting first and cutting-edge production second, the project is characterized by a cinematic, faceless cyberpunk universe. Based in the Washington, D.C. metro area, Williams wrote every track on *Altered Impact*, retains full copyright ownership, and is affiliated with BMI as a writer and publisher—using advanced AI production tools as modern instruments to drive a distinct, uncompromised artistic vision.

THE NEW ERA: ALTERED IMPACT

Released in January 2026, *Altered Impact* is a hard reset. Nine of the album's ten tracks are ground-up sonic re-imaginings of previous releases—using AI as a production tool to achieve a massive rock-dance fusion—anchored by the brand-new track, *No One Can Love You (Baby Like I Do)*.

The record unfolds as a visceral narrative arc, tracking a continuous journey from infatuation (*Invasion*, *Come On*) and betrayal (*Dangerous Lover*, *Bad Boys Don't Cry*) to healing (*So Over You*, *Take Cover*, *Stronger*) and unrequited love (*No One Can Love You*, *Only in My Dreams*, *Now*).

To support the release, every track is paired with a cinematic *Altered Impact Mix* video, bringing the project's dark, sci-fi cyberpunk universe vividly to the screen.



DISCOGRAPHY

Albums: *Fire* (2019), *Spin Me* (2020), *Run Away* (2021), *Altered Impact* (2026)

Singles & EPs: *We Thank You* (2026), *Daddy Singing Strong* (2026), *Well Runs Dry* (2025), *Deep Dive Inside Theme Song* (2025), *Like a Fool* (2024), *Only in My Dreams (Do You Love Me)* (2023), *Fantasy* (Maxi-Single, 2022)

WATCH THE ALTERED IMPACT MIX VIDEO SERIES



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AI AS A TOOL

Williams draws a sharp line when it comes to artificial intelligence in music: it is an instrument, not an impostor.

He compares the technology to the synthesizer. The pulsating drums, shimmering strings, and deep basslines on records by The Human League, Depeche Mode, and Erasure were all electronically generated, yet nobody ever questioned the legitimacy of those artists. He points to hip-hop, where sampling, digital manipulation, and computer production became foundational to the genre's evolution. He looks to the writer's desk, where the pen gave way to the typewriter, the typewriter to the word processor, and the word processor to the personal computer—each leap advancing the craft without replacing the author. *"Can you call a typewriter an artificial scribe?" he asks.*

What Williams rejects is passive creation—songs generated entirely by algorithms with no human soul or intent behind them. In his view, AI functions best as a collaborative assistant, much like a thesaurus helping a writer discover the precise word. He wrote every track on *Altered Impact*, retains full ownership of the copyrights, and deliberately harnesses AI as a production tool to re-imagine his original compositions.

— RODERICK M. WILLIAMS

COMING NEXT

JANUARY 2027

New single: a reimagined *How Can You Say Your Love Is True* (originally from *Spin Me*)

APRIL 2027

New album: *Intense* — the next chapter of the new era.

PRESS & BOOKING

corporate@projectrodwilliams.com

Label: August First Music (BMI)

Distribution: CD Baby

ONLINE

projectrodwilliams.com

Spotify · Apple Music · YouTube

TikTok · Instagram · Facebook: @projectrodwilliams

SYNC LICENSING

100% one-stop clearable — full stems, instrumentals, and clean edits available on request.

Pitch playlist (streaming): <https://s.disco.ac/czblorvswvko>



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PRESS

"What makes 'So Over You' stick is the emotional pivot... that's the real hook here: not the pain, but the power that comes after it."

NAOMI JOAN · ILLUSTRATE MAGAZINE – on "So Over You" (2026)

"Project Rod Williams operates with a clear musical intent, and 'So Over You' delivers that intent through focused songwriting, controlled production, and a defined sonic identity."

MUSIC EARSHOT – on "So Over You" (2026)

"With well executed three part harmony vocal melodies, catchy groove beats, melodic song structures and many different electronic textures, this record really brings the dynamics of technical production and strong songwriting to the forefront."

JUSTYN W. BRODSKY · THE PACT MUSIC SOCIETY – on Spin Me (2020)

"Project Rod Williams delivers a captivating fusion of 70's pop and 80's synth-pop, expertly blending nostalgia with innovation... a name to watch in the contemporary music scene."

COLLEGE RADIO CHARTS – on "Only In My Dreams (Do You Love Me)" (2025)

"Project Rod Williams is more than just a band; they are storytellers, innovators, and artists... definitely a band worth listening to."

MUSIC AUTHENTIC (2024)