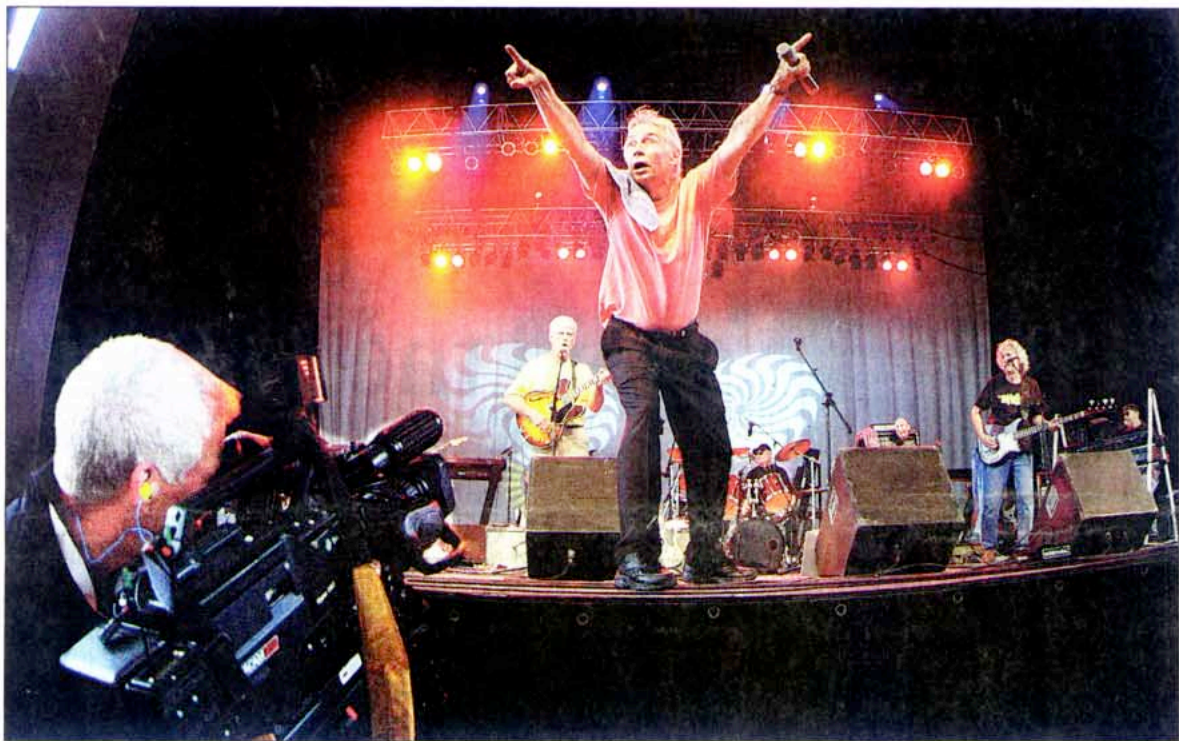


'TODAY' SHOW SHOOTS ROCHESTER'S INVICTAS

Rocking fans, not chairs



JAMIE GERMANO staff photographer

Today show videographer Harvey Marshall of Buffalo tapes The Invictas during a show at the Constellation Brands-Marvin Sands Performing Arts Center, where they opened for The Beach Boys on Sunday.

JEFF SPEVAK

STAFF MUSIC CRITIC

Forty-five hundred people and NBC's *Today* show. The Invictas haven't had this much attention paid to them since the mid-1960s, when upstate New York teen girls were screaming as though the band were The Beatles and dancing suggestively to its then-scandalous hit, "The Hump."

With The Beach Boys headlining Sunday's benefit for The Arc of Monroe County at the Constellation Brands-Marvin Sands Performing Arts Center in Hopewell, Ontario County, NBC correspondent Bob Dotson is using the show as the climax for a profile on the Rochester rocking-chair rockers. The segment, "American Stories With Bob Dotson," is tentatively scheduled to air Sept. 1.

"Just a one-in-a-million thing, out

of thousands of old guys playing rock and roll, that they picked our band," guitarist Bruce Hickey said. Over the years, 62-year-old band leader and lead singer Herb Gross estimated that there have been about a dozen Invictas. Sunday, there were six: Originals Gross, Hickey and his brother, drummer Dave Hickey; guitarist Dave Profeta, who was with the band for a brief 1980 reunion; keyboardist Sam Gruttadauria, an addition for last year's reunion; and bassist Jim Kohler, who played on the original recording of "The Hump."

But the story's not simply a case of aging rockers and Viagra riffs. "How do you get somebody in Topeka to care?" said Dotson. After watching tape shot of the band's show at the Pelican's Nest in Charlotte, and interviews with the band and family members, Dotson and

producer Nick Palladino chose to focus on drummer Hickey and his son, Colin.

Colin, 18, likes music but does not play an instrument and has nothing to do with The Invictas (although he did help the band carry its equipment onstage Sunday).

"I don't understand either," shrugged the Brighton High grad, who will be a freshman at State University College at Plattsburgh.

Dotson suggested that a little cross-generational play — "My dad, the 59-year-old rock star" — would help move along the story.

Standing backstage, Dotson estimated that *Today* had accumulated four hours of tape on The Invictas, which will be reduced to a mere four minutes. Yet, "that's a lot of time in network television," Dotson said. □

JISPEVAK@DemocratandChronicle.com