



25 YEARS OF MAXIMUM PR!

- JIM DELLA CROCE -

ABOUT US

Recognized as a pioneer and innovator in Entertainment Public Relations and Artist Development, The Press Office's founder-owner, **Jim Della Croce**, has been featured throughout the international media in: USA Today, MSNBC TV, The New York Times, BBC, London Times, Billboard, Washington Times, Fox TV, CBS, ABC and NBC TV. He proudly serves a broad spectrum of valued clients with reverence, respect, creativity, honest-counsel, strategic-planning, strong and effective execution and consistency for over 20 years! We are deeply indebted to our friends and clients within the industry.

OUR APPROACH

We are Press Agents!

Our mission is to strategize and design media campaigns that WIN! Carefully crafted Media Plans that clearly provide a road map for us to follow to aid us as we generate MAXIMUM PR for our valued clients. Exposure that adds great value to your name, trademark, recording project and/or event by booking and securing valuable national

media opportunities worth, in many cases, millions of dollars over the life of your project. Our seasoned media specialists bring to industry public relations backgrounds in journalism (*Billboard, Pro Sound News, R&R, TV Guide, People*), record and TV production, heading record label departments (BNA Entertainment/BMG), national TV, radio network booking, photography and marketing.

MISSION

The Press Office mission is to aggressively represent the music industry's highest caliber artists, labels and professionals with reverence and vision and to generate mass awareness of, and exposure to, their finest art.

REPEAT TARGETED IMPRESSIONS GAIN BIG RESULTS

With a Keen Eye on the Bottom-Line, We Promote Your Good News to the World. WE TARGET, REACH AND IMPACT A MIX OF SOME 8,000 STRONG ENTERTAINMENT INDUSTRY TV BOOKERS, CONCERT TALENT BUYERS MEDIA VIPS AND TASTMAKERS

We exhibit a solid working understanding of the world of music industry public relations as it pertains to live recording, touring, booking, TV, video, radio and publishing. We earn our keep by cross promoting to the consumer and the talent buyer. Constant never ending publicity is always in play. Custom designing and creating a strategic media plan to broaden the scope of your national image is a top priority. This tool will be a road map that serves as the template that directs us to: celebrate your accomplishments, look to the future, organize and re-tool your press-kit and present you to the world with the class and sophistication commensurate with your status as music industry stars. With this plan in place, the deft execution and follow-through of our plan will position you prominently on the national media's radar screen. With this achieved, TV bookers, editors, talent buyers, promoters, film and TV industry leaders and the music industry at-large will be aware of you. We'll create and de-

liver A-Level media opportunities.



SERVICES MENU

I. National TV & Awards Shows

We Book TV Shows. We have booked our artists on TV's most important, national, international and regional television shows and channels including: VH-1's Behind The Music, The Late Show with David Letterman, MTV, NBC's Today Show, ABC's Good Morning America, Fox TV's Fox and Friends, O'Reilly Factor, E!, BBC, The Tonight Show with Jay Leno, The Grammy Awards show, The Macy's Day Parade, The Jerry Lewis Telethon, Fox TV, CBS This Morning, NBC's Weekend Today, HBO, the Country Music Association Awards Show, Late Night with Conan O'Brien, the Academy of Country Music Awards show, the Grand Ole Opry, MSNBC, FOX TV, MuchMusic (Canada), The Family Channel, The Today Show, Live with

Regis & Kelly, The American Music Awards, Entertainment Tonight, 20/20, Primetime Thursday, The Rock & Roll Hall of Fame Awards Show, CNN, A&E and others. In addition, we have also booked "host" slots for television award shows and specials for many of our clients. Additionally...through our sister company, Pathfinder Productions, Jim produces videos and TV specials (reference) MTV networks show, *Classic Rock*, with guests: Jethro Tull, Christopher Cross, Edgar Winter, Blood Sweat & Tears, Am-



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II. Print, (Magazines & Newspapers)

Through The Press Office's vast state-of-the-art electronic database of electronic outlets, magazines, newspapers and specialized news services, an artist's stock rises with the placement of each cover story, photo, profile, feature, review, news item, career update and tour itinerary.

Among the hundreds publications we have secured for our clients are *USA Today*, *Rolling Stone*, *The New York Times*, *The Wall Street Journal*, *Newsweek*, *Esquire*, *Billboard*, *Radio & Records*, *People*, *L.A. Times*, *Tower Pulse*, *Entertainment Weekly*, *Forbes*, *Interview*, *Musician*, *Spin*, *US*, *Stereo Review*, *Performance*, *Pollstar*, *Country Weekly*, plus AP, UPI, Reuters and hundreds of other outlets.

III. Syndicated Radio



STRONG MEDIA RELATIONSHIPS BRING RESULTS with offices in Nashville & The Poconos, PA at the world's hub of top media outlets.

Scoring repeat impressions at radio greatly supports record-label efforts to sell records. Millions of people have heard--and heard about--Press Office clients on *SIRIUS Radio Networks*, *Jones Radio Network*, *ABC Radio*, *Westwood One Radio Networks*, *Sony Radio Networks*, *Premiere Radio Networks*, *MJI Broadcasting*, *CNN*, *CBS*, *NBC*, *NPR*, *AP Radio*, *United Stations Radio Networks*, *Launch Radio*, *XM* and others. And..we've also produced, written and edited syndicated radio specials for CBS Records, BNA/BMG, Epic Records, Arista Records, The Beach Boys and many others. Sample: The *Gotta Drive* interview show with Garth Brooks and Steve Wariner is a sample.

IV. Tour/Event Press

"...after 10 Hard Tickets are sold, through our efforts,-- We've Paid for ourselves and You are now in the (PR) black." We have an ever evolving national database for tour press. We've honed our process to suit modern technology, resulting in the greatest efficiency and effectiveness so both our client's time is not wasted and ours is maximized. We use two programs that interact. Our database pro-

grams are updated daily and they allow us streamline our tour press efforts. A 100-mile radius is the traditional reach of each market, but this is subject to the client's needs.

THE PRESS OFFICE'S Tour Press EXECUTION Protects and Adds Value to Your Trademark, Promotes Re-bookings Through Successful Shows and Events and Increases Your Value in the Marketplace Insuring Continued Profits

Tour Press Results = Hard Tickets Sold!

One way to offset the expense of independent publicity is to think in terms of concert tickets sold. Through tour press alone, if we can help sell an extra 10 -100 tickets per-market/event, then the gross receipts quickly cancel out the cost of PR and you enjoy the profits.

We're Plugged into e-Marketing & PR

Client History



Artists

Over the years we have either launched or help establish and develop the careers of Rock, Country, Folk and Bluegrass artists including: **John Anderson, Vince Gill, Ralph Stanley, The Beach Boys, Grand Funk Railroad, Martina McBride, Jesse Winchester, Little Feat, Waylon Jennings, Merle Haggard, The Band, The Clash, Eddie Money, Bad Company, Aaron Tippin, Alabama, Larry Gatlin & The Gatlin Brothers, Jesse Winchester, Night Ranger, Clint Black, Lorrie Morgan, Karla Bonoff, Steve Wariner, Leon Redbone, Roy Rogers, Little Feat, Phil Vassar, Pam Tillis, NASCAR driver Chase Mattioli, The Power Station w/Robert Palmer, Hippiefest Tour, Herman's Hermits starring Peter Noone...**

Corporate Clients

(Record Companies, Concert Venues, Casinos and more)

In addition to working closely with a broad palette of recording and performing artists, we have been responsible press agents for dozens of leading entertainment industry corporations including: **Arista Records Nashville, Asylum Records, BNA Entertainment, Nashville Songwriters Foundation, BMG, Capitol Records-EMI, Capitol Records, EMI-CMG Records, RCA Records Nashville, Sony Music and Warner Bros. Nashville, The Mountain Laurel Center for the Arts,**



RECENT TV BOOKINGS

NBC Today Show, ABC Good Morning America, Regis and Kelly, NBC / Macy's Thanksgiving Day Parade, NBC Weekend Today, MSNBC, Extra!, Diy Network, Imus In The Morning, SIRIUS /The Howard Stern Show, PBS/ A July 4, 25th Anniversary Special, Fox And Friends, ET Entertainment Tonight , FOX O'Reilly Factor, Access Hollywood, Inside Edition, CMT, VH-1, VH-1 Classic, GAC, RFD Crook and Chase Show.



The Liquid Fence Company, Vernon Downs Casino (NY), Tioga Downs Casino (NY), Red Man-Swedish Match, MAXIM Magazine, and a host of independent music-related concert venues, publishers, record companies and their top brass.

Greatest Hits

Jim Della Croce /The Press office have been awarded dozens of Gold, Platinum and Multi-platinum RIAA record awards for their PR/marketing expertise for projects in Rock, Country, Folk, Bluegrass and Soundtracks representing artist including: John Anderson, Badfinger, The Band, The Beach Boys, Vince Gill, Grand Funk Railroad, Martina McBride, O' Brother Where Art Thou, Steve Wariner, Merle Haggard, Ralph Stanley, Lorrie Morgan, Bad Company, Arista

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