



A good reputation is just as important as a good beat.

Be seen. Be heard. **Make an impact.**

Who Are We?

SAMaMGlobal is the entertainment company of choice when you want to stand head and shoulders above the rest in the music industry. Our firm offers across-the-board services to meet your needs at every stage of the game and our seasoned team specializes in developing comprehensive strategies to *creatively* and consistently promote you and build your brand. Our capabilities include: Public Relations, Artist Management, Tour Management, Booking and Marketing Research.

We Have a Pretty Awesome Team!

Our innovative organization is well acquainted with the competitive terrain of your field, and uniquely capable of providing both a full-service music publicity and artist management firm. In addition, we offer a range of resources that now include tour management and booking. Our skilled specialists are results-driven and will get you where you want to go and need to be. We see ourselves as an extension of your brand and work with efficiency, integrity and in partnership with your team. SAMaMGlobal takes emerging artists and music entities and makes them household names, and helps established artists and music entities soar to new heights. Want to know more?

Choose Us.

Whether you're an up-and-coming artist or a major music conglomerate or entity, an underground sensation or a jet setting hit-maker, we'll position you to convey your message in a manner that appeals to and impacts the people who are critical to your success.

We're talking about everyone from traditional media outlets to online and social media networks, record labels to distributors, programming directors to DJs, booking agents to publishers, retailers to consumers and all those in between.

Since 1994, we have actively cultivated credible relationships with top tier local, regional, national and international press. As a result, we pack a powerful PR punch that delivers value for our clients and presents them with opportunities to increase visibility in the global marketplace.

In addition, we have up-to-date databases, great relationships with writers, editors and producers and access to the most reliable media guides, industry resources and wire services.

A Few of Our Capabilities:

Press Releases

Press Kits

Tour & Festival Publicity

Record Release Parties

National and International PR Campaigns

Music Showcases

Tour Management

Artist Management

Booking

Branding, Cross Promotion and Brand Integration

Tour Support

Strategic Partnerships

Event Planning and Production

Crisis Communication

Brand and Image Protection

PUBLIC RELATIONS...

With so many acts and music entities competing for attention these days, it's nearly impossible to succeed in the music industry without a publicist – a well thought out PR campaign can raise awareness, increase record and product sales, result in more digital downloads, help move merchandise, make room for a growing fan base and boost ticket sales for live performances.

As the liaison between you and the media, we'll come up with newsworthy angles, write press releases, pitch story ideas, follow up, and get you coverage with the outlets best suited for your campaign – every effort is a stepping stone paving the way to your success!

WE CAN'T RESIST. WE HAVE TO TOOT OUR OWN HORN!

A Few of Our Media Placements. MTV, VH-1, BET, Billboard, RollingStone, Pollstar, Paste Magazine, Entertainment Weekly, The Hollywood Reporter, Variety, Daily Variety, CNN Showbiz Tonight, Entertainment Tonight, The Insider, Access Hollywood, Extra, E! Entertainment, Best Damn Sports Show, Howard Stern, People Magazine, The Wall Street Journal, The Los Angeles Times, The Washington Post, New York Magazine, Ocean Drive, The Source, AllHipHop.com, Clear Channel and Radio One Stations in major markets, network affiliates in major markets and regional print and broadcast media outlets in major markets.

Check Out Our Portfolio. [Get It.](#)

Culturevators®

Culturevators® is a fan-driven advisory board made up of a diverse group of adults and teens from around the globe. They provide our clients with their input, thoughts and opinions via surveys, questionnaires, personal interviews, focus groups and advisory panels.

The Greenhouse is a secure virtual backroom that interactively integrates the principles associated with a traditional think tank into the totality of the client's campaign - from development to launch. Operated like an online chat room, small groups of Culturevators® can come together with the client and a SAMaMGlobal representative to provide direct feedback to questions about merchandise, music, tours and more. Culturevators®' tastes and interests are varied to allow for an accurate audience response to a wide range of musical genres and artists.

The business of music has always been just that, a business. Artists earn income from selling show tickets, merchandise and, of course, songs and albums. Essentially the sale of these products is influenced by a musician's brand, and this can have more impact on an audience than the music itself. Therefore, understanding and creating this brand can make or break an artist's career.

Have Questions? Need More Info? Reach Out.

Please contact Alyce Hartman via email at ahartman@samamglobal.com or phone 310.954.0754 ext 701.

We Get Around.

[MySpace](#)

[Twitter](#)

[Facebook](#)

People Are Talking

“[SAMaMGlobal is]...right on with what’s happening in today’s music scene & getting the music out.”

David Wilkes

VP of A & R

E1 Entertainment formerly Koch

SAMaMGlobal
PRESS RELEASE
(Sample)

For Immediate Release

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Cultivating culture with music Culturevators®

LOS ANGELES, CALIFORNIA – February 1, 2010 – Providing the kind of feedback that music managers, moguls and executives previously only dreamed of, entertainment company SAMaMGlobal recently launched its consumer opinion panel, the Culturevators®.

Rapidly growing, the diverse panel currently includes Culturevators® from countries including New Zealand, France, Canada, the United Kingdom and the United States. SAMaMGlobal’s Chief Executive Office, Alyce Hartman, is working to grow the panel to as many as 7,000 members by year’s end.

With such a wide variety of music appreciators and aficionados, Culturevators® is able to provide invaluable market research – research which allows artists and music business entities to hear directly from their audience.

“The model we have in place is “like gold” as one music manager recently said,” says Hartman. “Artists can now not only be strategic in development of their brand, but precise. It’s also a great tool for established artists. They can forecast trends and adapt to consumer changes and industry fluctuations and continue to cater to their audience without missing a beat,” she adds.

SAMaMGlobal has created the panel with the intention of becoming the go-to ‘guru’ for major and independent music labels, artists and managers when searching for input from their target demographic.

Music fans worldwide are encouraged to join Culturevators®. SAMaMGlobal’s Director of Audience Research and Development, Joanna Jurgens, points out, “Anyone who has ever complained about what’s on the radio or what’s current and relevant in music media is encouraged to join us. This is their platform

to be heard by the right people in the industry.” Becoming a member is as simple as filling out an online registration form (visit www.samamglobal.com to sign up). From time to time, surveys and questionnaires are sent, typically via email. “And we like to reward our active participants with free music downloads, CDs or other goodies, often in direct appreciation from our clients,” says Jurgens. Other forms of research include polls, think tanks and an interactive program known as the Greenhouse.

The Greenhouse is a secure virtual backroom that interactively integrates the principles associated with a traditional think tank into the totality of the client's campaign - from development to launch. Operated like an online chat room, small groups of Culturevators® can come together with the client and a SAMaMGlobal representative to provide direct feedback to questions about merchandise, music, tours and more. Culturevators®’ tastes and interests are varied to allow for an accurate audience response to a wide range of musical genres and artists.

The business of music has always been just that, a business. Artists earn income from selling show tickets, merchandise and, of course, songs and albums. Essentially the sale of these products is influenced by a musician’s brand, and this can have more impact on an audience than the music itself. Therefore, understanding and creating this brand can make or break an artist’s career. “We are able to utilize our Culturevators®’ demographic data along with other information we collect, such as purchasing habits, concert attendance and radio format preferences as a means to target exactly what the clients are looking for,” said Hartman. “With some projects we select very specific participants based on client need and what they’re hoping to accomplish.”

For more information about the Culturevators®, visit www.samamglobal.com.

About the Culturevators®

Culturevators® is a fan-driven advisory board made up of a diverse group of individuals, from around the globe, between the ages of 13 and 50. They provide SAMaMGlobal’s clients with their input, thoughts and opinions via surveys, questionnaires, personal interviews, focus groups and advisory panels.

When client projects require, a segment from the Culturevators® network will be selected to consult with the client, our team members, and work closely with SAMaMGlobal to cultivate their project.

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