

Press Release Samples by Joe Stahl
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Claimed Media Hits/Clips (annotated with #)

Sample 1:

- Description: Press release announcing a tour date for Adam Cohen (son of legendary singer Leonard Cohen).
- Client: Decca Label Group.
- Target Market: Eastern PA.

Adam Cohen At Penn's Landing River Stage July 25 with Rufus Wainwright and Josh Ritter

***Like A Man* Is Hailed As Cohen's "Greatest Accomplishment To Date"**

Charismatic singer-songwriter **Adam Cohen** has confirmed a summer tour of the United States, opening for **Rufus Wainwright**. Cohen, whose *Like A Man* (April 3, Decca) has been called his "greatest accomplishment to date" (*BlackBook*) and a "gem of a record" (*Dallas Morning News*). Cohen recently played to packed houses across Europe, Australia, New Zealand, and Asia.

The tour will begin on July 25, 2012 at Penn's Landing River Stage, 1212 Columbus Blvd., Philadelphia. Doors open at 6:00 pm. Cohen's set is at 6:45 pm. Tickets are \$39.50 and can be purchased via Ticketmaster.com.

Writing in *AllMusic*, Thom Jurek observes that *Like A Man* marks "the first time [Cohen's] own voice so completely possesses his material," and declares, "Measure him up to other great songwriters of his own generation – born between the late '60s and the mid-70s – and he shines."

NPR's 'All Things Considered' recently profiled Cohen, and host Audie Cornish praised the album's "masculine romanticism," while New Hampshire Public Radio's Virginia Prescott noted that listening to *Like A Man* is like "being let in on a secret."

Cohen will showcase material from his "strikingly personal album" of ten intimate songs that "truly fit to bear the family name" (*Sunday Times of London*). Joining Cohen will be his longtime musical cohorts, multi-instrumentalist/singers **Mai Bloomfield** and **Michael Chavez**.

Confirmed US Tour Dates:

July

Wed 25th - PHILADELPHIA, PA - Penn's Landing River Stage

Fri 27th - PURCHASE, NY - The PAC at SUNY

Sun 29th - BOSTON, MA - Bank Of America Pavilion

Tues 31st - PORTLAND, ME - State Theatre

August

Wed 1st - BURLINGTON, VT – Higher Ground

Fri 3rd - CLEVELAND, OH - House of Blues

Sat 4th - MUNHALL, PA - Carnegie Music Hall
Sun 5th - LOUISVILLE, KY - Iroquois Amphitheater
Tues 7th - BLOOMINGTON, IN - Buskirk-Chumley Theater
Wed 8th - CHICAGO, IL - Bank of America Theater
Fri 10th - MILWAUKEE, WI - Pabst Theater
Sat 11th - APPLE VALLEY, MN - Minnesota Zoo Amphitheater

www.adamcohen.com

For press inquiries, please contact:
Joe Stahl
CONTACT INFO REMOVED

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Sample 2:

- Description: Press release for a tech venture capitalist/novelist, Rob Reid. It includes information about his 2012 Comic-Con appearance.
- Client: Rob Reid (Published Author by Random House).
- Target Market: Media attending Comic-Con 2012, Business Media, Entertainment Media.

Author of *Year Zero* Rob Reid Comes to Comic-Con

Notable Media Hits Include *Marketplace Tech Report* and NPR's *All Songs Considered*

Rob Reid is an author, entrepreneur and pioneer of digital music who paved the way for paid music services like Spotify and iTunes. Random House/Del Rey will publish his debut novel ***Year Zero*** tomorrow, July 10, 2012. He will be at Comic-Con on the panel "Stunted Fools and Scary-Ass Clowns," located in room 25ABC on Sunday, 7/15 at 10:00 am - 11:00 am (full details below).

Reid's new novel explores the idea of aliens downloading the music of earth and committing the biggest copyright violation since the Big Bang. Listen to Reid's interview with ***Marketplace Tech Report*** that ran this morning by clicking here: <http://bit.ly/LbfBYh> #

Bob Boilen, host and creator of ***NPR's All Songs Considered***, calls *Year Zero* "so good" (<http://n.pr/MQriBc>) # in a post that just hit today. They are currently offering an exclusive download of ***The Daily Show***'s John Hodgman reading the first chapter of the novel. Access the post and download the mp3 right here: <http://n.pr/NbPuNV> #. Hodgman will narrate *Year Zero* in its entirety in the audiobook version of the novel, which will be available for purchase tomorrow.

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Want to read the first chapter of the novel? **Entertainment Weekly** recently published the text from the first chapter of *Year Zero*. Access it here: <http://bit.ly/OzxHnY> #.

As the founder of Listen.com/Rhapsody, Reid was the first to negotiate music licenses with all of the major labels over a decade ago. Reid has taken all of his experiences as a tech venture capitalist and channeled them into the context of a novel, making cutting criticism about the absurdity of our entertainment industry. Already, the novel's "sharp" (**Publishers Weekly**) Swiftian satire has caught the attention of **Wired**, **Nerdist** #, **Gawker's io9**, **USA Today** (<http://usat.ly/SVbD3P>) #, among others.

Reid has become familiar to millions of viewers recently as a result of his TED Talk, "\$8 Billion iPod" (the third most watched TED Talk of 2012). Check out a revealing article **AOL Spinner** asked Reid to write about the numbers behind his Copyright Math™ by clicking here: <http://aol.it/KkZoNP> (article removed after AOL Music dissolved) #.

Reid will be signing copies of *Year Zero* at the Random House booth. He is available for interviews in San Diego.

Comic-Con Panel, "Stunted Fools and Scary-Ass Clowns," Sunday, 7/15/12, 10:00 a.m. - 11:00 a.m., Room: 25ABC. Description: "The pen is mightier than the sword if the sword is very short, and the pen is very sharp." And these authors' pens are...very sharp. But, as *The Hitchhiker's Guide* so sagely advises, DON'T PANIC. Humor is everywhere you look in science fiction and fantasy. So, wrap your towel around your head to ward off noxious fumes, and join us for an irreverent hour celebrating sly wit and unholy humor with some of the most devilish quipsters, wisecrackers and satirists writing today. Warning: You will snicker. And you may just laugh out loud.

Panelists:

1. Richard Kadrey (DEVIL SAID BANG, September 2012)
2. Doyce Testerman (HIDDEN THINGS, August 2013)
3. Rob Reid (YEAR ZERO, July 2012)
4. Ned Vizzini (The Other Normals)
5. Gini Koch (Alien Diplomacy)
6. Nathan Long (Jane Carver of Waar)
7. Moderator: John Scalzi (tentative) Redshirts

Connect with Rob Reid:

Twitter: @Rob_Reid

Facebook: www.facebook.com/ReadRobReid

For press inquiries, please contact:

Joe Stahl

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Sample 3:

- Description: Press release announcing a new album by soul artist, Betty Wright.
- Client: S-Curve/Ms. B Records.
- Target Market: National online, print, and broadcast entertainment media.

Betty Wright and The Roots Unveil *Betty Wright: The Movie* On November 15 (S-Curve Records/Ms. B Records)

Guests Include Lil Wayne, Snoop Dogg and Joss Stone

Soul music icon **Betty Wright** – singer, composer, producer, arranger, vocal coach and spiritual godmother to countless young artists – has announced the release of ***Betty Wright: The Movie*** (S-Curve Records/Ms. B Records) on November 15. This is her first solo album since 2001's *Fit For a King*, but don't call this a comeback: Ms. B has never gone away.

Indeed, the 15-time Grammy nominee and Grammy winner for Best R&B song "Where Is The Love" has never been busier: Wright co-produced **Joss Stone's** first two albums, ***The Soul Sessions*** and ***Mind, Body & Soul***, the latter of which won a Grammy nomination for Best Pop Album in 2005. In 2006, Wright was hand-picked by **Sean "Diddy" Combs** to be the vocal coach for the hit TV show ***Making the Band***.

2008 was a particularly prolific year for Wright: she co-produced two songs on **Tom Jones' 24 Hours**, was nominated for a Grammy with **Angie Stone** for the single "Baby," and was a Grammy nominee for Album of the Year as a writer, producer and singer on **Lil Wayne's** triple platinum selling ***Tha Carter III***, which includes Wright's duet with Lil Wayne, "Playing With Fire." Just last year, Wright's single "Go!" received a Grammy nod for Best Traditional R&B Vocal Performance.

Betty Wright: The Movie serves up 14 earthy, funk-drenched soul anthems, all of which were co-written by Wright and co-produced by Wright, **Ahmir "Questlove" Thompson** of **The Roots**, and **Angelo Morris**.

Wright, affectionately known to friends and family as Ms. B, reflects on the album's title: "I am more griot than singer. You can usually see what I say." She continues "I decided that each song would be a vision that you could take to the screen...14 songs equal 14 movies."

She has been releasing music on her own Ms. B label for 25 years. This album is Ms. B Records' first in collaboration with S-Curve Records, which is helmed by producer/executive **Steve Greenberg**. Wright wryly observes "I try not to release any music until I have something to say. Since I *have* something to say, I turned to my trusted friend Steve Greenberg. We've been successful in joint ventures many, many times." Greenberg responds "I believe Ms. B Records combined with S-Curve Records is a marriage made in heaven – or at least in soul heaven, definitely!"

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The album kicks off with “Old Songs,” a sentimental paean to classic soul that name checks some of Ms. B’s favorites, both old and new. A vibrant and varied group of guests accompanies Wright, including members of hip-hop neo soul trailblazers The Roots.

Tower of Power’s Lenny Williams duets with Wright on the plaintive ballad “Baby Come Back.”

The formidable duo of **Lil Wayne** and **Snoop Dogg** appear on the album, as well as Wright’s protégée **Joss Stone**. The soul prodigy joins her in a poignant call and response on “Whisper in the Wind.”

The album closes with the powerful Grammy-nominated single “Go,” a ten-minute-plus epic that sheds light on the issue of domestic violence. Wright notes “I made this record for those victims of abuse whose name *won’t* make the headlines, but whose pain is just as real.”

Wright began singing at about the time she began walking: she started performing with Miami-based gospel **The Echoes** at age three and remained with them for the next seven years. She released her first single at age 13 and had her first bona-fide smash at 19: “Clean Up Woman,” earning her a gold record and the first of her fifteen eventual Grammy nominations.

From “Clean Up Woman” though the Grammy-winning “Where Is the Love,” Wright has scored eleven Top 30 R&B hits and made music business history by becoming the first female artist to earn a gold record on her own label with 1988’s ***Mother Wit***. In recent years, she has become a highly sought-after producer, writer, arranger, and vocal coach. Her legacy lives on as she continues to be among the most in-demand vocalists around.

Simply put, *Betty Wright: The Movie* reasserts her as one of the greatest soul singers of all time.

For more information about *Betty Wright: The Movie*, or to request a download code, please contact Regina Joskow (CONTACT INFO REMOVED) or Joe Stahl (CONTACT INFO REMOVED) at the Missing Piece Group.

Betty Wright: The Movie Tracklist:

1. Old Songs
2. Real Woman featuring Snoop Dogg
3. In The Middle of the Game (Don’t Change The Play)
4. Surrender
5. Grapes on a Vine featuring Lil Wayne
6. Look Around (Be a Man)
7. Tonight Again
8. Hollywould featuring Robert "The Messenger" Bozeman
9. Whisper in The Wind featuring Joss Stone
10. Baby Come Back featuring Lenny Williams
11. So Long, So Wrong
12. You and Me, Leroy
13. The One [bonus track]
14. Go! (Live) [bonus track]