

OVERVIEW... 28TH ANNIVERSARY

CYBER  <sup>®</sup>

PUBLICITY  
CAMPAIGNS



**WE SERVE**  
**INDEPENDENT MUSICIANS**



**DELIVERING SUCCESSFUL**  
**PR CAMPAIGNS SINCE**  
**1996**





**OUR PLACE IN THE PR LANDSCAPE**

# **FOUNDATIONAL PR CAMPAIGNS**

**OUR ARTISTS RECEIVE MULTIPLE PLACEMENTS  
ON SMALL TO MEDIUM-SIZED  
BLOGS, PODCASTS, AND PLAYLISTS**

**WE ARE IDEAL FOR ARTISTS WHO HAVE NOT (YET) RECEIVED  
A HUGE AMOUNT OF PUBLICITY PLACEMENTS, WHO ARE  
TRANSITIONING FROM HANDLING ALL THE PR THEMSELVES  
OR WHO HAVE HIRED A PR FIRM IN THE PAST AND GOTTEN  
DISAPPOINTING RESULTS.**

10BESTPR.COM

10 BestPR

OUR PUBLIC RELATIONS AWARDS



**WE HAVE BEEN ON  
ON THE TOP 10  
BEST PR FIRMS  
LIST FOR OVER A DECADE**



**HOW WE'RE DIFFERENT...**

**WE'RE NOT A FACTORY**  
**WE ARE A BESPOKE FIRM AND WE**  
**REPRESENT A FINITE AMOUNT OF**  
**ARTISTS AT A TIME.**

## **WE RESPECT THE PRESS**

**WE NEVER "BLAST" GENERIC PRESS RELEASES TO SEE**  
**WHAT WILL STICK. DURING YOUR CYBER PR CAMPAIGN,**  
**WE METICULOUSLY PLAN AND PITCH YOU TO WRITERS AND**  
**EDITORS WE HAVE ESTABLISHED RELATIONSHIPS WITH AT**  
**CAREFULLY CURATED PUBLICATIONS.**



HOW WE'RE DIFFERENT...



## **WE'RE MUCH MORE THAN PUBLICISTS**

**LONG-TERM PLANNING, SOCIAL MEDIA STRATEGY, GRAPHIC DESIGN, EMAIL MARKETING, ORGANIC SEO, AND SPOTIFY PLAYLISTING EXPERTISE ARE JUST A FEW OF OUR ADDITIONAL SUPERPOWERS.**

**WE WOULDN'T DARE LAUNCH A CAMPAIGN WITHOUT MAKING SURE YOU'VE GOT YOUR BEST FOOD FORWARD.**



HOW WE'RE DIFFERENT...

# YOU GET A TEAM – LED BY ARIEL

MANY AGENCIES PASS YOU OFF TO ONE PUBLICIST WHO IS A “JUNIOR” OR EVEN AN INTERN  
WE ARE A TEAM OF PROFESSIONALS WHO ALL WORK TOGETHER **TO GET RESULTS**

ARIEL



MELISSA



SARAH



# WE HELP YOU PREPARE FOR YOUR CAMPAIGN

BECAUSE EMPOWERED ARTISTS ARE MORE LIKELY TO SUCCEED

YOU RECEIVE A STEP-BY-STEP GUIDE SO THAT YOU ARE FULLY READY FOR PR!

CYBER PR

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**PUBLICITY**  
*Rollout*

IN  
THIS  
GUIDE

HERE WE GO!

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- GETTING READY FOR YOUR CAMPAIGN
  - SUBMITTING YOUR MATERIALS TO US
    - YOUR MUSIC - SOUNDCLIPS
  - BEFORE WE CAN BEGIN
  - YOUR TIMELINE
  - SPOTIFY OPTIMIZATION
  - SOUNDCLIPPER ACTIVATION/PR
  - WEBSITE OPTIMIZATION
  - SOCIAL MEDIA OPTIMIZATION
    - FACEBOOK
    - INSTAGRAM
    - TWITTER
    - BANDCAMP
    - PANDORA
    - SONARCK
    - MUSETRADER
    - SOUND EXCHANGE
-



# HERE'S HOW OUR PUBLICITY CAMPAIGNS WORK

**STEP BY STEP...**

# **1 FOUNDATIONS SURVEY**

**OUR OFFICIAL ONBOARDING DOCUMENT IS SENT TO YOU SO WE CAN UNDERSTAND WHERE YOU ARE CURRENTLY, DISCOVER YOUR GOALS, AND GET YOU THINKING ABOUT WHAT YOU WANT FROM YOUR PUBLICITY CAMPAIGN EXPERIENCE.**

# **2 CAMPAIGN PLANNING**

**WE TAKE THE TIME TO DISCUSS HOW WE WILL ROLL OUT - ARE WE GOING AFTER A PREMIERE OR GOING "WIDE?" WHICH SINGLES ARE COMING OUT IN WHICH ORDER AND WHAT IS ON YOUR CALENDAR THAT WE CAN ADD INTO YOUR CAMPAIGN (SHOWS, TOURS, NEW DROPS, VIDEOS, ETC.)**



# 3 BEFORE ANY PITCHES GO OUT

WE ONLY HAVE ONE CHANCE TO IMPRESS TASTEMAKERS

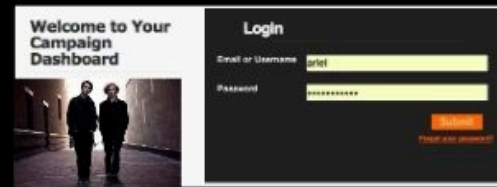
WE GIVE YOU A GUIDE THAT LEAVES NOTHING TO CHANCE SO YOU WILL BE MEDIA-READY!

NEXT, WE WORK ON YOUR SIGNATURE PITCH TO BE SURE IT PACKS PUNCH

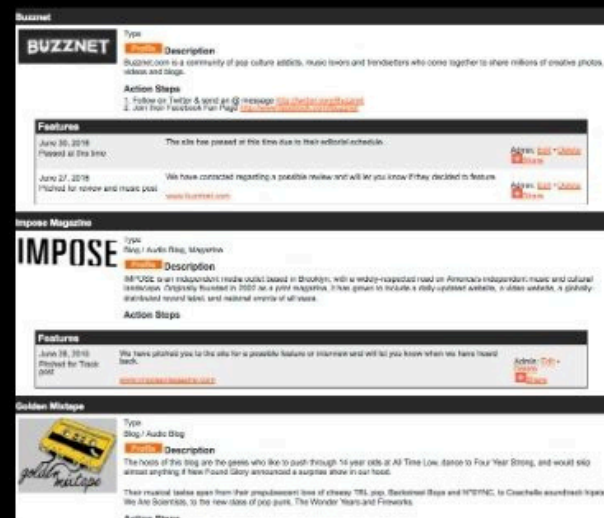


# CYBER PR DASHBOARD

YOUR CAMPAIGN IN REAL TIME



LOGIN AND CHECK PROGRESS ANY TIME  
(YOU NEVER HAVE TO WAIT FOR A REPORT)



SEE WHERE WE ARE PITCHING

WHO'S LISTENING, AND READ MEDIA FEEDBACK



WE SHARE JOURNALISTS & BLOGGERS SOCIALS, LEADING TO LIFE-  
LONG CONTACTS AND OPPORTUNITIES THAT YOU TAKE WITH YOU

# 4

# WE'RE THE ONLY PR FIRM THAT OFFERS

# COMPLETE TRANSPARENCY.

- ON YOUR PRIVATE DASHBOARD
- IN REAL TIME
- EXACTLY WHO WE PITCH
- EVERY SINGLE DAY

# YOU WILL NEVER WONDER WHAT WE ARE DOING OR HAVE TO WAIT FOR A REPORT

**5**

## **PITCHING IN WAVES**

**THROUGHOUT YOUR CAMPAIGN WE WILL STRATEGICALLY PITCH YOU TO OUTLETS THAT MAKE SENSE**

**WE NEVER BLAST**

**EACH PITCH IS PERSONOLIZED AND THOUGHT OUT. SLOW AND STEADY PITCHING GETS THE WINS**





RESULTS...

6

OUR BLENDED  
PR CAMPAIGNS

WILL YIELD **THREE**

TYPES OF PLACEMENTS:



1. MUSIC REVIEWS

2. INTERVIEWS TO BUILD YOUR  
BRAND & SHOWCASE YOUR  
PERSONALITY

3. PLAYLIST ADDS

RESULTS...

# 7 FULL REPORT

AT THE CONCLUSION OF YOUR CAMPAIGN

WE WILL SEND YOU A FULL REPORT  
DETAILING ALL OF OUR PLACEMENTS  
ON BLOGS, PLAYLISTS, AND PODCASTS  
AS WELL AS ALL SOCIAL SHARES

IMP Zurich  
Vulcan Dome  
Sunrise and Ammunition

NoEsFm Radio | Indie Playlist  
Vulcan Dome  
Sunrise and Ammunition

Sinusoidal's Uncharted  
Vulcan Dome  
Sunrise and Ammunition

Kaoszine - Kiinnostavimmat uutuudet  
Vulcan Dome  
Sunrise and Ammunition

Global Media Rock  
Vulcan Dome  
Sunrise and Ammunition

It's Psychedelic Baby Magazine - Triangulum  
PREMIERE  
'Triangulum' by Sunrise and Ammunition | EP Premiere

Elicit Magazine - Triangulum  
FEATU  
Rock Band Sunrise and Ammunition Debut Latest EP 'Triangulum'

MODERN MYSTERY  
Modern Mystery - Triangulum  
REVIEW  
WE ARE RUNNING IN CIRCLES OVER SUNRISE AND AMMUNITION'S 'TRIANGULUM'

TINNITIST  
Tinnitist - "Mt. Fuji"  
FEATU  
Tuesday Mixtape | 92 Songs That Will Cure What Ails You (Side 1)  
14 | Sunrise And Ammunition | Mt. Fuji

# EXAMPLES OF PR PLACEMENTS



AND AMAZING  
CLIENT TESTIMONIALS



glide  
MAGAZINE

ALBUM PREMIERE: HONEYPOT MIXES ARRAY OF ROCK STYLES WITH DARK COMMENTARY ON 'ON THE B SIDE'

March 16, 2021 | by Glide | in Audio, PREMIERES | 1 Comment



Honey Pot consists of Frank Hartman (guitar, drums, vocals) and Chris Chamberlain (bass, backing production). Heavily influenced by the classic rock bands of the 60s and 70s, Honey Pot infuses a long musical history with elements of prog rock, classic rock, and grunge. The songs are socially conscious, politically-minded, and always of the moment.

Hartman, a lifelong student of classic rock bands and progressive rock icons like RUSH, Tool, and Alice in Chains, adds a uniquely Southern-rock teeing into the music of Honey Pot. The South Carolina native is a practicing lawyer by day and guitarist/drummer/songwriter by night. His fans, whom he affectionately calls Honey Potheads, are music nerds, gearheads, comic book- and film-buffs. Honey Pot's previous singles, "Fake News", "Over the Line" and "On the B Side" were mostly political, anti-Trump protest songs. The full album, *Blind On the B Side*, comes out March 19th on vinyl and digital.

Today Glide is excited to offer an exclusive early listen of *On The B Side*. With songs that are frequently irreverent (think WEEN), never apologetic, always electric guitar-driven, the band conjures up a big and bold rock and roll sound that is laced with prog, charged up 70s rock, angst, and plenty of darkly humorous commentary on the state of our world. There is plenty of guitar shredding throughout, which is contrasted with vivid lyrics. The album is the product of two life-long friends pulled in different directions by the wayward winds of life. The songs birthed from this tension represent the seven cardinal sins: pride, greed, wrath, envy, lust, gluttony, and sloth.

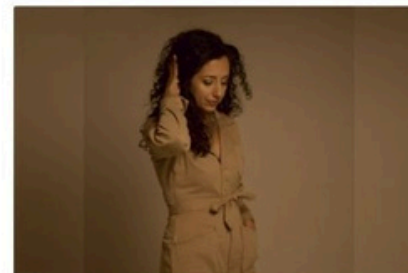
LISTEN:



WORLD PREMIERE

## Song Premiere : "Storms" – Atoosa Grey

March 16, 2021



Brooklyn-based folk singer and poet Atoosa Grey composes a beautiful, orchestral experience with her latest single, "Storms". Grey just returned to the music scene after a 10-year hiatus by announcing her newest project, an album titled *Dear Darkness* in 2020, and we could not be happier that she is back! "Storms" is a beautiful mix of classical strings, woodwinds, and piano that pairs perfectly with Grey's powerful lyrics. She speaks of looking at the aftermath of a dark relationship by using the metaphor of the aftermath of a storm. The song beautifully encapsulated a sentiment she said about her music, which was, "In telling the truth, these songs gave me hope and freedom. The dark can transform, heal, and strengthen us, and ultimately struggle can be a source of much richness in our lives".

"Storms" takes a different approach to folk than most artists to by utilizing classical instruments instead of a guitar. Being a classical instrumentalist myself, I really appreciated hearing a string section and woodwinds being used, and knowing that she herself is a pianist makes me love her writing even more. The song has a serene feeling to it like something bad has finally come to an end. It is a really beautiful sentiment that Grey delivers perfectly.

Outside of her music career, Atoosa is a published poet whose works have appeared in print and online journals, including *Flight Hand Painting*, *The Best American Poetry Blog*, and *Dogwood Journal*, among other outlets. Her first chapbook, *Black Indigo*, was released Fall 2015 on *Finishing Line Press*.

The album was co-produced by Atoosa and her husband, music industry veteran Noel Grey. Joining Atoosa and Noel in the studio is gifted engineer Saucha von Gersten. The musicians featured on the album include longtime guitarist James Mastro (San Hunter Band, Matt The Hoopie), bassist Todd Sockolove (Jesse Mitchell, Am DiFrancesco), percussionist Mathias Kuech (Pegina Spector), oboist Dave Egger (Esperanza Spalding).

"Storms" is the third single to be released from *Dear Darkness* after the title track of the album and the single "It Takes Time". All of her new music is beautiful and pervasive and we can't wait to see what else she delivers this year.

Stitched  
Sound

Christopher Hill and the Stardust Crush  
premiere their latest track "The Gravity of the  
Goddess (No One Else Can Dance Like You)"

POSTED ON DECEMBER 16, 2021 BY STITCHED SOUND



Chris Hill and the Stardust Crush is unlike any other musical group you've heard before. The Stardust Crush is more like a musical community in Seattle than a formal band. Chris Hill does the writing, singing, and most of the instrumentals and their music is genreless. They span from Pop/Rock to Rhythm and Blues or Middle Eastern and Jazz. There are also a great deal of soundscapes and ambient noises in the background of the tracks. The lyrics have a folk sensibility to them in a Bob Dylan sort of way. Their newest song, "The Gravity of the Goddess (No One Else Can Dance Like You)" is an alternative rock song that takes musical inspiration from the Middle East by using the sitar and an overall sound very much like Bob Dylan meets Pink Floyd meets Johnny Cash.

"This is a song of encouragement with themes from pop culture and ancient culture," says Chris. "The line 'the broken bowl will be glued with gold...stranger and more beautiful, behold' refers to the Japanese Kintsugi method of repairing pottery with liquid gold. I'd been thinking of telling my friend about Kintsugi as a metaphorical encouragement but I felt like putting the concept into the actual song lyrics would be more powerful. Kintsugi makes pottery stranger and certainly more beautiful than before it was broken! The gold looks like fingers of lightning going through the pottery. Kintsugi comes from a legend of a shogun warrior who had broken his favorite tea bowl and liked it so much that he decided to repair it with gold and tree sap instead of throwing it away."

"Another idea inherent in this song is that there is a value in following the proverbial Yellow Brick Road in life provided you are learning from and caring for your friends along the way. You don't need the wizard of the future when you already have the road of the present to teach you the wisdom of the moment. The wizard is right there in the energy released by the rhythm of dancing down the yellow bricks! The line in the song, 'You clutch four emeralds in your fist' talks of having the wisdom of the emerald city within your grasp already before you get there. My friend had found two separate four leaf clovers in short succession during their difficult time and was encouraged by this multi-clover find. So it refers to that hope bringing find as well, also a gift of the moment. The four emeralds/clovers represent the luck and the magic of the moment!"

# PREMIERES



### Song Premiere: Christian Parker "Faded Memories"

[Listen & Watch](#) [Song Premieres](#)

January 24, 2022 Melissa Clarke

0

Christian Parker — "Faded Memories"

Americana Highways is hosting this premiere of Christian Parker's song "Faded Memories," from his upcoming album *Every Passing Mile*. The album was recorded at Subcat Studios in Syracuse NY; engineered and produced by Ron Keck and Christian Parker; and mastered by Larry Lachmann at Kevorkian Mastering.

"Faded Memories" is Christian Parker on acoustic and 12 string guitars; Phil Hurley (Lisa Loeb) on backing vocals and electric guitar; Andy Rudy on bass; Ron Keck on drums; and Michael Scriminger on drums and percussion. Life doesn't always, or even often, turn out the way we expected it to, and this song points to the wistful aspects of then things fell all the way apart. Parker has a soothing croon amidst the rubble of life.

Originally inspired by a friend's poem about his failed marriage and the home they raised their children in. Everywhere he turns something reminds of him her and the children, "a fresh coat of paint will never do" pictures on the wall leave faded spots. Nothing can erase the memories inside the home and innate objects are a constant reminder of the past. — Christian Parker

Here's an order/pre-save link for the music: <https://orcd.co/everypassingmile>

Enjoy New Americana Music you may not have heard of, on our playlist here: [New Americana Music playlist by Americana Highways](#)



### Mary Jennings Premieres Her Stunning Video for "Liar"



Mary Jennings uses music as therapy, as an outlet for her emotions. Due to this, her songs are vulnerable, raw, and extremely powerful. She takes inspiration from her pain, especially the grief from the death of her mother and, more recently, her daughter Eliza.

Her song "Liar," a pop ballad from her album *Mantichora*, is about keeping the innocence of her child for a little longer. Accompanied by her piano, she sings "I don't mind being a liar, for my child to keep that fire, the magic, the power." The melody is infectious and her words carry so much weight that even someone who isn't a parent can feel them.

The music video, to premiere on August 18, is a wholesome representation of "Liar." It's carried by images of Mary's daughter being a kid. She's jumping, running, playing, and using her imagination. Interspersed is Mary playing the piano with some cuts to Eliza's hands over Mary's. The video shows the connection between not only Mary and Eliza, but between mothers and daughters too. It gives a whole other layer to the songs and shows how important Eliza is to her. It's an intimate look at her life and her feelings, which not many other artists do.

Mary says "The music video for 'Liar' is incredibly personal. It isn't flashy or dramatic, but it is a real insight into my relationship with Eliza over the past 5 years. During the darkness of 2020 (and quite honestly 2022) I needed something to lift up my spirits and a compilation of my favorite Eliza home movies shot by friends, family, and even from my own phone is EXACTLY what I needed. This will be a great legacy video for her to have as well. I am forever grateful to Carlos Boellinger for taking all of the footage I sent and making it magical. This song and video will be something I look forward to reflecting on when we are both adults reminiscing about the 'good ole days' because even though in the song I say, 'she can hate me when she's older, colder, wiser, I bet she won't.'"

"Liar" is bold, melodic, and beautifully written all around. The video only showcases the rawness of the song. You can listen to "Liar" on Spotify, Apple Music, and SoundCloud. You can watch "Liar" below.



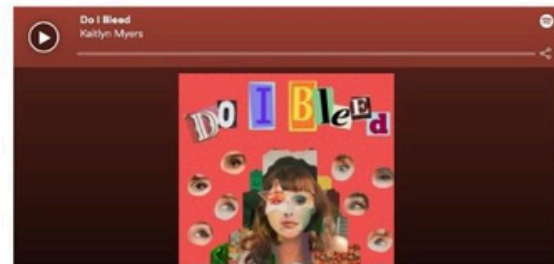


# EARMILK

## Kaitlyn Myers addresses mental health on "Do I Bleed"



Mental health and social activist **Kaitlyn Myers** has been revealing a series of singles in 2021. Her most recent track, "Do I Bleed," is dedicated to mental health awareness as the lyrics discuss moments of dehumanization and depression. The soft and woeful piano sets the tone for "Do I Bleed," which touches on a dark and difficult topic as Myers steps forward and raises awareness.



# RollingStone India

## American Artist Sandhya Balances Darkness and Mirth on Soaring Rock Album 'Innocent Monster'

The Indian-origin writer and singer-pianist based out of Baltimore turns away from her previously established jazz palette but keeps things groovy

Anurag Tagar | Sep 14, 2021





do · N · Y · C



#### FEATURING

MARY JENNINGS  
Profile → Follow +

ALI ASLAM  
Profile → Follow +

#### ABOUT

spotify Youtube

It takes a lot of life experience to craft engaging, universal song lyrics—and singer, songwriter and musician Mary Jennings has had more than a lion's share. How's this for a start: stops as a teacher, aerobics instructor, clothing retailer, bartender, luggage saleswoman, paranormal researcher and now mother. Add to that the early loss of her mom, and there are plenty of stories to share. Jennings states that music has kept her sane. Not surprisingly, her songs [more...](#)

#### RECOMMENDATIONS

Patch

Arts & Entertainment

## Birmingham Musician Pixellay Featured on Emmy Winning Ted Lasso

At just 17 years old, Pixellay is already taking the world by storm



17-year-old Birmingham, Alabama electronic music producer, songwriter, remixer, and DJ Landon Friedman, professionally known as Pixellay, had one of his songs featured on Ted Lasso, which picked up 7 Emmys in last week's ceremony.

Pixellay's track is featured in the seventh episode in the series, entitled "Make Rebecca Great Again". In this episode, Rebecca (Emmy winner Hannah Waddingham) celebrates her first anniversary as a divorcee, while Ted (Emmy winner Jason Sudeikis) struggles to come to terms with his own divorce. Pixellay's "Decoder" appears towards the end of the episode during a climatic club scene.



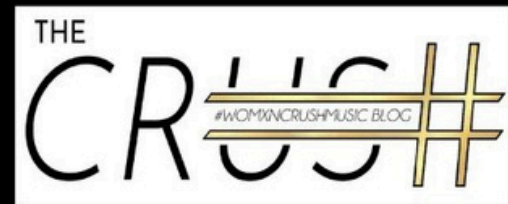
### Women, If Someone Kicked You to Get Your Attention, What Would You Do?

As far back as I can remember I have been a natural feminist. I remember sitting by the kitchen table at 5 years old when my mom came in from the "beauty parlor", my dad freaked out saying, "Why did you do that to your hair? I did not say you could do that." I remember the feeling like it was yesterday. I said to myself, "No man will treat me that way!"

A few years later I can still see my mom crying at the kitchen sink because she had to leave the house early for choir practice on Wednesday evening. She prepared the meal for me to heat up, but when she came home there was a terrible scene with my dad exclaiming, "Your place is in the home." Again the memory so vivid and the feeling, "I won't be treated by a man this way."



Kelly McDemott is a musician from Ann Arbor, Michigan. She is a classical flutist and the leader of the World Music/Celtic inspired group "Nessa". Her music has elements of classical, jazz, folk, celtic and world music creating a unique fusion. She uses her musical platform to promote social justice and topics around nature and healing the earth. Her favorite topic is telling creative stories about feminism. She is also the mother of two children and a foster mother to teens in need.



### ARTIST INTERVIEW : ABBY K - "IT'S OKAY (NOT TO BE OKAY)"

7/6/2020 0 Comments



#### 1) Who are your top three female inspirations in the music industry? What do you find most inspiring about them?

Brandi Carlile, Neko Case, and Carol King. All three of these women have found their own sound. Each have a unique voice unlike any other artist and each writes compelling lyrics with memorable melodies. All three women are inspirational and reminders of the kind of artist I strive to be.



### YV Ministry Spreads God's Love through Music in Their New Single "Glory and Honor"



(Los Angeles, CA) November 16, 2021 - Artists Kelley Nicole, a seasoned singer and performer, and C-Aye, an established producer, engineer, and performer, came together to create the worship and gospel musical duo, YV Ministry. They came to fruition from their music ministry work at Covenant Blessing Fellowship, where they both led musical worship.

Their new single, "Glory and Honor," released on November 12, is an R&B worship song based in the comfort of God's love and presence in our lives. With a sound similar to that of a gospel version of Boyz II Men and Khalid, "Glory and Honor" is the vessel to connect to one's spirituality. Music has always been, and always will be, an excellent tool to do so, and YV Ministry uses that God-given tool to spread God's Love.

"It was in that time of prayer and worship when God gave me this song," shares C-Aye. "I was thinking about the principle of keeping yourself focused on glorifying God, and if the work that you're trying to do in life is honoring God, it keeps you on the path of that perspective. The perspective that glory & honor belong to God. The more we put effort into other stuff, the easier we split into distraction and the like. So I wanted to write a song that said exactly that. And God directed me to the fact that you don't always have to find another way to say what you want to say. Just say it. He gave me a wonderful melody and the rest just poured out."

Listen to "Glory and Honor" here: <https://soundcloud.com/yvministry/gloryandhonor>

#### More About YV Ministry

What does it mean to be a yielded vessel? It means "doing one's best to distinguish our will from God's, and then follow the latter" (2 Tim 2:21). It's a process the leaders of YV Ministry - Kelley Nicole & C-Aye - endeavor to surrender to daily. Born out of their music ministry work as a couple at Covenant Blessing Fellowship (CBF) in Wilmington, CA, they shared a desire to use their God-given talents and combined musical life experiences to form YV Ministry in 2019. With over 15 years of experience in music performance, direction, production, and engineering, C-Aye is a seasoned music professional. He has worked for or shared the stage with such acclaimed producers and artists as Aaron Lindsey, Pop/R&B group All-4-One, Poo Bear, Donnie McClurkin, Kirk Franklin, Claude Deuce, Twinkle Clark, India.Arie, Hip-Hop and R&B hit writers Nate Dogg, Devine Evans, David "DQ" Quiñones, and more. Prior to becoming one of the praise and worship leaders at CBF, Kelley Nicole was formerly one of the lead vocalists for the critically-acclaimed Afro-funk band, Souffège, and has performed around the world. She's even shared the stage with renowned artists Bobby McFerrin and El DeBarge.

# NICHE BLOGS





**cooking\_with\_katya**

Рецепты с маминой кухни 🍳

Подписаться

138 Подписки 676.4K Подписчики 2.4M Лайки



**cooking\_with\_katya** Рецепты с маминой кухни 🍳

Супер бюджетно и вкусно 😊

🎵 Waiting For - Pixellay



2230



8



35



**tytannerwilson**

Ty Wilson

Follow

349 Following 671.5K Followers 7M Likes



**tytannerwilson** Ty Wilson · 6d ago

CATCH IT, I'LL BUY IT 😊🤔 #fyp🔥 #catchitillbuyit #fatherandson #friendshipgoals #dadssoftiktok

🎵 Waiting For - Pixellay



5127



30



3



**taniahabib\_\_**

Tania Habib

Follow

740 Following 198K Followers 1.2M Likes



**taniahabib\_\_** Tania Habib · 3d ago

Batroun Lebanon 🇱🇧

🎵 Waiting For - Pixellay



52



2



Share

# TIK TOK INFLUENCERS





In-depth and personal conversations with established and rising figures of the music industry. Join me as we explore the musician mindset.

Visit:  
[www.nebulamusicpodcast.com](http://www.nebulamusicpodcast.com)



### Up and Coming Artists: May edition pt 2

I've been exposed to so many great "up and coming" artists that I decided to share their music. Now's the perfect tim

May 12, 202

46:1



### Ep64: Music-Preneur Spotlight: Eli Lev

Music-Preneur Mindset Podcast

Music

[Listen on Apple Podcasts](#)

In a world of singles and buying followers, Eli Lev is walking his own path as a global citizen, connecting with people around the world with his music & storytelling. For all links, resources, and free downloads from this episode, visit the full set of show notes here: <http://therockstaradvocate.com/ep64>

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### BTB Ep 182: We discuss managing musician mental health with Gregg and...

Break the Business Podcast | 5/26/2019

For our final episode of National Mental Health Month, Ryan sits down with Gregg Sgar and Matt Pelosi of electronic duo MGSP to talk about the strategies they use to stay grounded in their music careers. Gregg and Matt have written and spoken a lot on the subject and have some great insight to share with musicians. We also discuss their latest single "Signs," a powerful song with a strong mental health focus. You can listen to "Signs" on this week's episode and you can find out more about the band by visiting [www.mgspmusic.com](http://www.mgspmusic.com).

Rate/review/subscribe to the Break the Business Podcast on iTunes, SoundCloud, Stitcher, and Google Play. Follow Ryan @ryankair and the Break the Business Podcast @thebtbpodcast. Like Break the Business on Facebook and tell a friend about the show. Visit [www.ryankairalla.com](http://www.ryankairalla.com) to find out more about Ryan's entertainment, education, and business projects.

# PODCASTS



# TESTIMONIALS

“

CYBER PR GOES BEYOND A TRADITIONAL PR COMPANY

- ELI LEV



“

ARIEL HELPED ME PROMOTE MY MOST SUCCESSFUL ALBUM TO DATE. SHE GAVE ME ADVICE THAT I STILL PROFIT FROM IN MY CAREER.

- MANAFEST



“

WORKING WITH ARIEL AND HER TEAM NOT ONLY GAVE ME A CLEAR GAME PLAN FOR RELEASING MY MUSIC AND CREATING A RELEVANT AND SUSTAINABLE MUSIC CAREER BUT ALSO GAVE ME CONFIDENCE.

- ATHENA BURKE



“

WORKING WITH CYBER PR WAS ONE OF THE BEST DECISIONS I MADE FOR MY MUSIC CAREER. THE NUMBER OF RESPONSES AND LOVE I RECEIVED SURROUNDING MY EP WAS INCREDIBLE - I COULDN'T HAVE ASKED FOR A BETTER TEAM!

- ZACK KING



“

THE ENTIRE TEAM DID SUCH A WONDERFUL JOB. I SO APPRECIATED IT AND THE FEELING OF VALIDATION THAT CAME WITH THESE OUTLETS WRITING ABOUT OR PLAYLISTING MY SONGS.

- CARLOYN SHULMAN



“

THEIR SKILL IN NAVIGATING A SIDE OF THE MUSIC BUSINESS I KNEW NOTHING ABOUT WAS INVALUABLE AND I'M THRILLED WITH THE RESULTS!

- KIRA SMALL



# 28 ANNIVERSARY FLASH SALE

**4 WEEK CAMPAIGN! \$928**

(See how we priced that? 😊)

**YES**

**YOU CAN PAY IN INSTALLMENTS**

**WE DO ACCEPT CREDIT CARDS**





**LET'S SCHEDULE A CALL  
AND CHAT ABOUT YOUR CAMPAIGN**

**FILL OUT THE FORM  
RIGHT HERE**