

Joyce Linehan

10 Burt Street
Dorchester, MA 02124

(617) 282-2510
joyce@ashmontmedia.com

Professional Experience

Ashmont Media

Dorchester, Massachusetts

1999-present

Principal. Media relations and consulting company specializes in the arts. Activities include strategic planning, management, media relations, collateral material development and publicity. Current clients include Institute of Contemporary Art, The Boston Conservatory, Opera Boston, New England Foundation for the Arts. Past clients include The Junkman, Agassiz Neighborhood Council, plus pro bono work for St. Mark's Area Main Street, Dorchester Open Studios and The Strand Theatre in Dorchester.

Ashmont Records

Dorchester, Massachusetts

1999 – present

Co-Owner/Director. Oversee all aspects of running a small nationally distributed independent record label and book publisher. Activities include coordinating recording sessions; administering budgets; working with manufacturers; hiring publicists, retail specialists, tour personnel; preparing accounting; working with distributors; designing and implementing marketing plans; coordinating tour activity; securing and administering foreign licensing; supervising mail order department. Company has released four CD's, a DVD and one book, which have exceeded sales expectations.

First Night, Inc.

Boston, Massachusetts

2000 - present

Public Relations Director/Consultant. Coordinate all aspects of securing and facilitating publicity for the country's oldest and largest live New Year's Eve celebration. Write all press releases, tailored to specific types of media outlets. Identify and develop aspects of event that will warrant good media coverage. Oversee execution of all media follow-up. Monitor media for event coverage. As a consultant, contribute ideas and research for the programming department.

South Shore Playhouse Associates

Cohasset, Massachusetts

Summers 1999 - 2001

Director of Marketing and Public Relations. Coordinated and executed all aspects of marketing, promotion and publicity for two 2300-seat summer concert venues. Developed marketing plans for specific performances, and for the venues overall. Wrote and oversaw production of playbill and other advertising materials, including press releases, radio commercials and web site content. Supervised sponsor fulfillment.

Freelance Publicist/Writer

Boston, Massachusetts

1990 - 2001

Publicist. Wrote and assembled press kits and contacted writers for clients such as Brattle Theatre in Cambridge (film and performance), Strand Theatre in Dorchester (performance and community outreach), Dorchester Open Studios (visual arts), Regent Theatre in Arlington (film), Lilli's (music) as well as individual performances in other venues. Secured notices and collected articles for clients.

Freelance Writer. Wrote entries for *The St. James Encyclopedia of Popular Culture*, published 1999 by Full Circle Press, and book reviews for *The Journal of Popular Music* in 2001.

Sub Pop/Warner Brothers Records

Boston, Massachusetts

1993-1997

Senior Director of A&R. Identified unsigned talent for label owned by the Warner Music Group. Worked with artists from negotiating contracts through recording process, choosing producers, studios, etc., and into marketing process, developing plans with label department heads as well as lawyers, booking agents, publishers, managers and others. As Retail Promotions Director from

-more-

