

# Send2Press Newswire to Sponsor NARIP Music Marketing and PR Seminar

LOS ANGELES, CA – July 27 (SEND2PRESS NEWSWIRE) – Send2Press(R), a leading targeted newswire service, announced today it will sponsor a record industry workshop presented by the National Association of Record Industry Professionals (NARIP), entitled 'Getting Ink & Working the 'Net: Secrets, Tips & Tricks of Publicity & PR.' The event instructor is Scott G 'The G-Man,' a successful recording artist and marketing guru, and will take place Tuesday, August 15th, 2006 at the Beverly Garland Theater in Studio City, California.



Send2Press® Newswire

Admission is \$25 for NARIP members and \$45 for non-members. Register online at [www.narip.com](http://www.narip.com) or by phone at 818-769-7007. Can't attend? NARIP programs are recorded and available for purchase.

*\*(Photo Caption: Image of Scott G.)*

## **Event topics include:**

- \* The art of the press release
- \* Using editorial content to reach more readers
- \* Approaching editors and journalists

- \* Online versus print publications
- \* Your 1-sheets say you're a pro or an amateur
- \* Web strategies for improved Google rankings
- \* Networking power tips
- \* The 12 URLs you must know online
- \* Ways to reach magazines, newspapers and ezines

### **Who Should Attend:**

- \* Record Industry Professionals
- \* Personal Artist Managers
- \* Music & Entertainment Attorneys
- \* Producers
- \* Publicists
- \* Marketing Professionals
- \* Music Publishers
- \* Bloggers
- \* Ezine Editors

"We're excited to sponsor this event," said Christopher Simmons, president of Neotrope(R), parent company of Send2Press. "With the extreme changes of the past few years, it's important for those in the music industry to re-evaluate what works, what doesn't and how to maximize any PR effort." Simmons is a member of PRSA, and ASCAP, and has been a public relations expert for over 25 years.

### **About Scott G ("The G-Man")**

As the creative head of G-Man Marketing in Los Angeles, Scott G consults on advertising, marketing, positioning and branding for companies from Albertsons to Zenith. As a recording artist The G-Man, his 5 albums are played on college radio, in clubs, on TV and often in commercials. He made history by giving away all the music on "Grin Groove," his first album, offering tracks for remixers and DJs around the world. As a journalist, he contributes articles to numerous music industry focused Web sites and content portals. In the field of marketing, he writes the "Communication Nation" column for AdvertisingIndustryNewswire.com.

### **About the National Association of Record Industry Professionals**

NARIP promotes education, career advancement and good will among record executives. NARIP offers professional development opportunities, educational programs and seminars, interaction with peers, a job bank, a member resume database for employers, a mentor network, a newsletter and other services.

NARIP was created specifically for – and is restricted to – record industry professionals. To qualify for membership, you must work at a major or independent label, record distributor, record marketing or personal management firm. Lawyers, publicists and consultants whose main client base is the record business are also welcome.

### **About Send2Press Newswire**

Founded in 1997, Send2Press ([www.Send2Press.com](http://www.Send2Press.com)) is one of the leading online-based news release creation and distribution companies helping small businesses and start-up companies reach and inform their target media. It is the only online newswire service to provide a single source for news writing, rich media, media coaching, targeted distribution, search engine marketing, and media representation.

Send2Press is a unit of Neotrope(R), established 1983 in California, and is the only news distribution service with a staff entirely comprised of accredited PR professionals and working journalists. Send2Press was the first news service in the world to optimize content for search engines in 1997, using Neotrope's proprietary ContextEngine(R) technology. Prior to 2000, the company was known as MindsetNetwire.

For more information on the NARIP workshop, visit:  
<http://narip.com/index.php?page=events&id=75>

For information on Send2Press services, visit:  
[www.send2press.com/PRservices/press\\_release.shtml](http://www.send2press.com/PRservices/press_release.shtml)

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