

Specialist music PR consultancy launched

Tuned In Publicity, Cape Town, has opened and is specialising in the music and entertainment industry. The consultancy's services will include album launches, concerts, tours and will also specialise in submitting singles to regional and national radio stations.

Built on a passion for music and a respect for the importance of building and maintaining relationships, Tuned In Publicity is the brainchild of industry publicists Martin Myers, Charise Matthews and Tim Hill.

"One of the insights we took out of the recent Music Exchange conference was the need for good, strong yet affordable marketing and publicity services for the music industry," said Myers, who has worked as an entertainment publicist for the last 20 years. Myers has worked very closely with South African music legend Sipho "Hotstix" Mabuse for two decades and Tuned In Publicity will be working with him in activities surrounding the celebration of his 50th year in music in 2011.

Passionate about South African music

"Martin, Charise and I have been in the communications game for a long time and are passionate about South African music. We saw this as an opportunity to set up a business that will assist in raising awareness for performing artists in this country so that their talent will be noticed nationally and in time internationally," continued Hill, who has worked at a Cape Town-based public relations consultancy on brands including Protea Hotels and Virgin Active.

Prior to joining the company, Charise Matthews spent 15 years at Gallo Records and dealt with a host of local and international artists including Danny K, Lucky Dube and Michael Buble.

Myers and Hill were instrumental in setting up Music Exchange, South Africa's independent music summit which was held in Cape Town in March this year. For more information, go to www.tunedinpublicity.co.za or follow on Facebook and Twitter [@tunedinpr](https://twitter.com/tunedinpr).