

## **Joyce Linehan**

10 Burt Street  
Dorchester, MA 02124

(617) 282-2510  
joyce@ashmontmedia.com

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### Professional Experience

#### **Ashmont Media**

**Dorchester, Massachusetts**

**1999-present**

*Principal.* Public relations consulting company specializing in the arts. Activities include strategic planning, management, media relations, government relations, community outreach, collateral material development and publicity. Clients include First Night Boston, Boston Book Festival, Institute of Contemporary Art, The Boston Conservatory, Fuller Craft Museum, Opera Boston, ArtsEmerson, and others, plus pro bono work for many arts, community and political campaigns.

#### **Ashmont Records**

**Dorchester, Massachusetts**

**1999 – present**

*Co-Owner/Director.* Oversee all aspects of running a 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 foreign licensing; supervising mail order department. Company has released 13 CD's, a DVD and two books, which have exceeded sales expectations.

#### **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, Strand Theatre in Dorchester, Dorchester Open Studios, and Regent Theatre, 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 by Full Circle Press, and book reviews for *The Journal of Popular Music*.

#### **Sub Pop/Warner Brothers Records**

**Boston, Massachusetts**

**1992-1998**

*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 1992-94, worked with label's distributors to maximize retail visibility. Maintained contact with buyers. Wrote and distributed a bi-weekly newsletter for buyers. Coordinated in-store appearances and promotions. Distributed P.O.P. materials.

#### **Maverick Management**

**Boston, Massachusetts**

**1983-1993**

*Co-owner/Artist Manager/Concert Promoter.* Owned and operated an independent artist management and concert promotion company. Oversaw all aspects of the careers of recording artists Smithereens, Lemonheads and others. Negotiated worldwide recording and merchandising contracts, coordinated worldwide touring activities and actively participated in all aspects of the professional lives of clients. As a local concert promoter, oversaw booking, production, and promotion of concerts in clubs and theaters in the Boston area.

#### **High School Times**

**Boston, Massachusetts**

**1981-1983**

