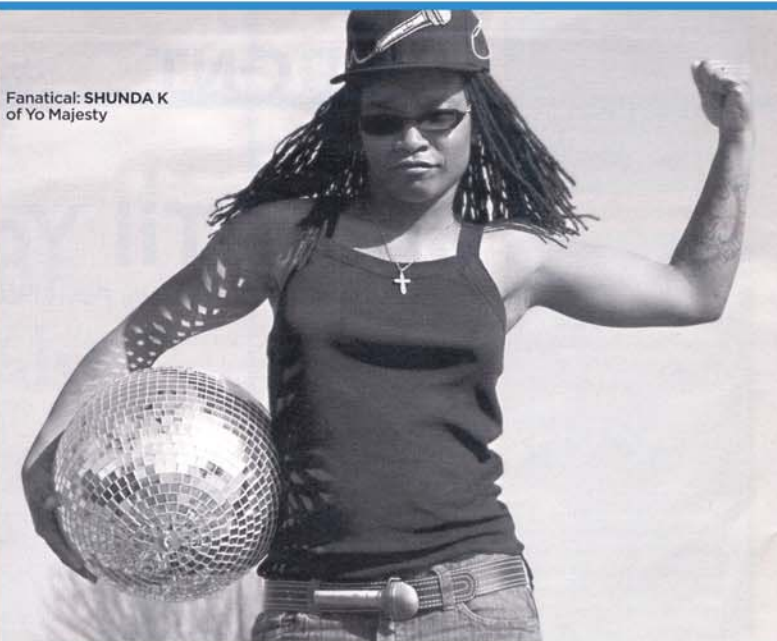


FANATIC RECORDS  
IN *BILLBOARD* MAGAZINE  
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Fanatical: SHUNDA K  
of Yo Majesty



## True 'Fanatic'

Music Promo Company Partners With  
EMI/Caroline To Launch Label

Starting a new label in 2009 would appear to be a dicey enough proposition. But starting one with a full-time staff of three while tending to a thriving marketing business seems like an impossible task.

**Josh Bloom** is a true believer, though. He founded Fanatic Promotion in 1995 and has since worked with **My Morning Jacket**, **the Decemberists**, **Sufjan Stevens**, **Girl Talk**, **Miranda July**, **Of Montreal**, **Daniel Johnston**, **Kings of Convenience**, **Dirty Projectors** and **VHS or Beta**, among others. He dabbled in management and started a studio, Art Farm. But through it all, he had one bigger goal—a real record label.

Bloom and his partner, **Sean Boyd**, are betting that Fanatic's brand name will help them in the sales arena. Boyd adds that the crashing economy helped force their hand after years of talking about whether to start a label. "We were forced to downsize," Boyd says, "and we now have a smaller roster, which Josh is managing personally, and we are developing deeper relationships with our contacts and getting better results than ever because of it."

As for Bloom, the label represents a natural outgrowth of his core goals. "My biggest interest has always been artist development," he says. "I'm at a point where I can look at a picture of a band and immediately start thinking of ways it can be translated to an audience. I've always been frustrated by situations where great bands hit a wall and no one can figure out how to cross them over to the mainstream and build a bigger audience."

Bloom, who says that Fanatic Records has yet to sign any artists, has partnered with EMI Label Services and Caroline Distribution in order to bring his acts to a wider audience. "I'm old school," he says, explaining the decision to partner with EMI. "Part of my goal is to find bands that transcend the indie rock niche and to reach that wider audience of people who are still buying CDs and have more traditional listening habits. EMI is really proactive and they have a deep understanding of

the music business."

**Dominic Pandiscia**, senior VP/GM of EMI Label Services, says that teaming with Fanatic was a no-brainer, despite its lack of a roster. "Fanatic has great platforms, and they know how to maximize revenue," he says. "When you couple that with everything that EMI Label Services has to offer, including our synch licensing and branding opportunities, it's a great all-around deal."

In terms of which bands might get to take advantage of the deal, Bloom says he's looking for acts from a wide range of genres, but has a few guidelines.

"I want to sign undiscovered artists," he says. "This could change, but right now, I'm looking for artists to sign with us before anything else has happened."

Once an artist is part of the blog hype machine, it seems like they've already happened."

To be able to focus on building careers and artist development, Bloom says he will sign bands to multi-album deals. "Artists will also have a provision in their contracts where if they use our studio and use Fanatic to do marketing and PR, the expenses associated with that will not be recoupable," he says. "If an artist does want to go outside of Fanatic and use someone else, they can, but those expenses will be recoupable."

Bloom says he'd like to start releasing albums at the top of 2010 and has ambitious plans for his schedule from there on out. "Ideally, we'd do one priority release a month," he says. "And then we'd supplement with some digital-only releases, or something by an artist we are already working on the promo side."

One of the artists hoping to be part of that schedule is **Shunda K** of the hip-hop act **Yo Majesty**. "Josh helped Yo Majesty and me for two years," she says. "I want to sign to Fanatic and put out a record in February or March. I trust Josh, and he has such a natural ability to find great artists."



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