

# Karney "Love & Respect" CD

Booking Spring, Summer, and Fall 2012

## Background on Karney:

Karney shows an ear for poetic phrasings that encapsulate the impact of socio-political themes that are often as unsettling as they are urgent. This is true of her new EP "A Beautiful Day", which released digitally and direct to fans on November 20th, 2011, as well as her new full-length album "Love and Respect" due out in early summer 2012. Karney has addressed such topics as young war victims, the unreasonably harsh penalties enforced on those violating marijuana prohibition, global warming, and outsourcing and its affects on workers. Her heavy lyrical themes are balanced out by winsome rhythms and some lighter fare that veers away from the political into more personal musings on life's small pains and pleasures, along with the occasional wry wink at unvarnished sexuality.

## Marketing Campaign to Support "Love & Respect" Album (April - June 2012):

Overall, this campaign is looking to raise exposure for this new album and for Karney as a band, as a brand and as a touring entity. This full-length album will be completed and manufactured in April of 2012, but won't be released to retail until early June of 2012. The band will play a few large scale CD release parties in and around the Bay Area over the course of the spring and early summer. Once the CD is officially "Nationally" released the hope would be for Karney to perform regionally in Northern California and up and down the West Coast, and in other target regions throughout the rest of 2012 to support the album's release.

## Marketing Assets and Actions:

- One-sheet and various Press Releases for the CD and online press push via digital delivery to online media outlets (between 300 and 500 outlets)
- Physical packages to 200 to 250 regional, national and international targeted media outlets 4 - 6 weeks before "street date" plus 1 month follow-up.
- Interviews in local, regional and national publications as well as planned CD giveaways on Radio and in various College markets
- Target regions, including Washington State, Oregon, Northern and Southern California, Nevada, Colorado, and even some East Coast markets.
- Campaigns to promote the digital album release to appropriate services.
- "Digital Direct to Fan" Blog and Sharing with artist website, Facebook, Twitter, Tumblr, Stumbleupon, as well as intense Social Networking push
- Various soft goods to promote the album's release including Stickers, Posters, Flyers, and Tee-Shirts
- Retail promotions including: Instores, Listening Stations, Flyer and Poster placement at Retail.



Check out more from  
**Karney @**  
[www.karney.org](http://www.karney.org)

## Live Shows:

Karney can perform as an acoustic Singer/Songwriter, a 4-Piece band, or as a full stage show with 10 to 12 members (festivals only) including a full horn section

**Booking Contact:**  
**Karney**  
[karney@karney.org](mailto:karney@karney.org)

**Genres:**  
**Roots, Rock**  
**& World**



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