

## **M. Loring Communications And Mlc Pr Synthesize Forming Innovative Music Promotion Firm**

*By Jordyn K. Borczon/MLC PR*

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*M. Loring Communications and MLC PR reach new heights in music promotion by offering both music publicity and radio promotion services within the same corporation.*

M. Loring Communications (MLC), will be officially relaunching as a full service music promotion firm in March 2008. The firm will be offering artist development, radio promotion, music licensing and corporate sponsorship acquirement to quality unsigned acts as well as artists signed to major and indie record labels. Clientele from M. Loring Communications and sister corporation, MLC PR, will have the option to seamlessly crossover services, thus receiving comprehensive promotional and developmental services in an effective and efficient manner.

The harmony between M. Loring Communications and MLC PR is a ground-breaking initiative. Until now, radio promotion, music publicity, corporate sponsorship, music licensing, artist development and consultation have never been offered within one place of business where a team of individuals can work hand-in-hand to promote and develop an artist.

President, Mona Loring, will be overseeing artist development at M. Loring Communications while heading publicity at MLC PR. Loring has acquired Jennifer Lyneis, a radio promoter from Sony Records, to head up the radio promotion division at M. Loring Communications. Lyneis will also be spearheading corporate sponsorship and music licensing services to the new firm's clientele.

The origin of M. Loring Communications traces back to when Mona Loring first started the firm for her public relations business practice. The company began as a small literary and lifestyle PR firm, and then ultimately relinquished its position when MLC PR started to develop significant roots in the entertainment industry. Although Loring had plans for M. Loring Communications, they were temporarily placed on the backburner. Since then, Loring has decided that there was a niche to be filled in the music industry and thus, she needed to expand her publicity services into a full service music promotion firm.

"All of us at MLC PR and M. Loring Communications are very excited about this development," says Loring. "The music industry is hungry for not only qualified publicists who effectively promote artists, but also for radio promoters that will get their music heard on the radio. Music licensing, artist development and corporate sponsorship go hand in hand with PR and radio play, so we will be offering that as well. We want everyone in the today's music industry to know that we are all-inclusive when it comes to music promotion. There is a niche to be filled and we can do it. From unsigned indie artists to major labels, we want to provide it all."

M. Loring Communications' fundamental strategy is to offer artists, managers, and major and independent labels comprehensive promotional and developmental services. The company plans to break artists, crossing underground artists into mainstream acts and taking major hitters to brand new heights. Through the various services available, music industry professionals can rest assured that M. Loring Communications will provide everything they have ever needed in a promotional music service firm. There will be no need to look elsewhere as everything will be available in one place with the consistent top-notch integrity and service MLC PR has been known to provide.

For more information please visit both M. Loring Communications and MLC PR at: [www.mloringcommunications.com](http://www.mloringcommunications.com) or [www.monaloring.com](http://www.monaloring.com).

For more information on Mona Loring, MLC PR, or M. Loring Communications please contact Jordyn K. Borczon at 805/217.5537 or Jordyn@monaloring.com.

#### About MLC PR

MLC PR is a top-tier public relations firm specializing in literary, lifestyle and entertainment communication services. Clients include celebrities from TV, film and music, authors and publishing houses, medical professionals, industry experts and various businesses. MLC PR works intimately with clients to provide strategic PR support that helps them achieve their goals.

#### About M. Loring Communications (MLC)

M. Loring Communications (AKA MLC) is a music promotion firm specializing in radio promotion, artist development and consulting services.

#### About Jennifer Lyneis

Jennifer Lyneis, has over ten years of radio promotion and corporate sponsorship experience, and has held prestigious positions in music and entertainment industries. She has served as the head of artist development and adult contemporary promotion at TJ Promotion, worked with Warner Brothers Records, and was head of promotion at Sony Records. Lyneis has promoted artists such as Jack Johnson, Guster, Tyler Hilton, Nelly Furtado, Michelle Branch, Mariah Carey, Alanis Morissette, Brian McKnight, and many others.

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Category	Music, Arts, Entertainment
Tags	Public Relations, Music, Music Licensing, radio promotion, radio, mlc pr, m loring communications, jennifer lyneis
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