

Press for classical musicians who cannot afford a publicist

A membership run by a working classical music publicist. My media list, my eyes on one piece of your material every month, and a live clinic where pitches get rewritten in front of you. Not representation, and honest about the difference.

THE COMPARISON, PLAINLY

An independent music publicist costs roughly **£1,500 a month on a two to three month minimum**, so about £4,500 to find out whether it helps. A professional journalist database costs **£6,450 plus VAT a year** for up to five licences, and it does not know classical music. **The Press Room is £299 a month.**

What is in it

THE CLASSICAL MEDIA LIST, KEPT ALIVE

- UK, France, Germany and the US: outlet, desk, what they actually cover.
- Lead times, so you stop sending things four weeks too late.
- How each desk wants to be approached.
- Updated every month, published as a diff so you can see what changed.

THE LIVE PITCHING CLINIC

- 90 minutes, third Tuesday of every month, recorded.
- Bring a live pitch. Two or three get rewritten on the call, out loud.
- A guest editor, producer or journalist once a quarter.

ONE THING OF YOURS READ BY ME, EVERY MONTH

- A press release, a bio, a pitch email, a season announcement.
- Submitted by the 5th, written response back within five working days.
- Same six headings every time: timing, first sentence, story, who it goes to, two fixes, one thing to do this month.

AND

- A twelve-module course, at your own pace, with a deliverable each.
- Every template I use: press release, bios at three lengths, tour and album announcements, pitch emails by outlet type, follow-up wording.
- Once a year, a one-page dated plan for your next twelve months.
- A directory entry listing you and your next dated project.

What is not in it

SAID AT THE START RATHER THAN DISCOVERED LATER

- **I do not send anything on your behalf and I do not introduce you to journalists.** Those relationships are what my clients pay me for. Spending them here would be unfair to them and would not help you as much as you think.
- **Nobody can guarantee coverage.** Anyone who tells you otherwise is selling you something.
- **I do not write your press release.** I teach you to write it and I tell you what is wrong with yours.
- **No email or direct-message access.** Questions go in one place and get answered on the clinic, so everyone gets the answer. That is deliberate, and it is why this costs £299 rather than £1,500.

Who it is for, and who it is not

FOR	NOT FOR
An artist or ensemble with a real, dated thing coming: a release, a tour, a debut, a scheme ending.	Anyone with nothing to announce in the next six months. Come back when you have.
Someone prepared to send me something every month and act on what comes back.	Someone who wants it done for them. That is representation, and it costs about five times this.
Self-managed ensembles: one membership covers the group.	Students. There is a £49 tier for you, and you should be on that one.
Small labels and festivals, who can buy seats for a roster.	Anyone expecting guaranteed coverage.

The price

£49 THE PRESS KIT · PER MONTH COURSE, TEMPLATES, LIST SNAPSHOT	£299 THE PRESS ROOM · PER MONTH OR £2,990 A YEAR, TWO MONTHS FREE	£1,500 CAMPAIGN PARTNER · PER MONTH FOUR PLACES, THREE-MONTH MINIMUM
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FOUNDING MEMBERS: THE FIRST 30 ONLY

£199 a month instead of £299, locked for twelve months from the day you join, plus a 30-minute call with me in your first month that nobody else at this tier gets. When the 30 places are gone the founding rate closes for good. There is a live count on the page.

Founding places remaining: [N].

First month refunded on request, no argument, once per person. Cancel any time; there is no term on the monthly plan. Prices exclude VAT [\[if and when registered\]](#).

Who runs it

A classical music publicist working independently in the UK and France since 2014, promoting artists, record labels and orchestras. Before that, EMI Music and Albion Media, on campaigns ranging from pop to classical, and digital communications at Universal McCann. A postgraduate diploma in classical piano, so this is not advice from outside the profession. Client work is listed at [samanthaholderness.com](#).

BEING STRAIGHT WITH YOU

This is new. There are no testimonials on this sheet because there are no members yet, and I would rather say that than invent some. The first thirty people are shaping what it becomes, which is why they get the founding rate and the call. If that is too early for you, wait six months and ask me then how it is going.