

ELLIOTT | YAMIN

“Self-Titled”
Release Date 3/20/07
Hickory Records

Overview:

Though he had no vocal training and was 90 percent deaf in his right ear, Elliott Yamin vaulted to stardom after becoming a third-place finalist on *American Idol*. Yamin recently signed a publishing and master recording partnership with Sony/ATV Music Publishing. Plans for his new single, "Movin' On," from his forthcoming album, will be available on all Digital Service Providers by February 13. The album is scheduled to hit stores March 20. His first single, "This Christmas," became available on iTunes in December. Yamin was born in California, but moved to Richmond, VA at the age of 11 and calls it his hometown. As a teenager in Richmond, he worked with a jazz band, as a deejay for Power 92.1 and as a pharmacy counter clerk. At 16, Yamin was diagnosed with Type 1 diabetes. He is passionate about finding a cure for diabetes and works closely raising money for the JDRF and ADA (American diabetes association). Yamin recently finished the nationwide American Idol tour performing live in front of half a million fans. He's planning a solo tour for spring/summer 2007. Yamin now lives in Los Angeles.

Track Listing:

1. Movin' On
2. Wait for You
3. Find a Way
4. One Word
5. You Are the One
6. I'm the Man
7. Train Wreck
8. Free
9. Alright
10. Take My Breath Away
11. A Song for You

Sales:

- Distribution company – Sony RED
- Sales Company – Rocket Science
- Pricing \$18.98
- IO 170,000
- Discount 10%

Physical Release Highlights for This Week

- As of 3/15, orders are over 190,000
- Additional manufacturing has been submitted, outline on request
- Handleman (700 Wal-Mart locations) will feature in the American Idol end cap
- Amazon expecting a huge debut, over 7K in preorders thus far
- Target coming soon graphic in stores next week.
- East Coast grocery locations A&P etc have submitted orders for street date

In-stores For Street Week as of 3/8/07

- 3/20 Virgin Times Square, 4pm signing, NYC
- 3/20 FYE #0520 Palisades Center, 7:30 pm signing, NYC
- 3/21 Circuit City HQ Meet and Greet, 4-5pm, Richmond, VA
- 3/21 Circuit City Short Pump store, 6-8pm signing, Richmond, VA
- 3/24 Best Buy West Hollywood, 3pm performance and signing, Los Angeles

Digital Strategy and Digital Exclusives

- Digital Soundscan for “Movin’ On” over 26,000 units week one
- **Napster** Live Session was recorded on Monday in Los Angeles March 5th. Target live date May 1.
- iTunes has been pitched exclusive track and Playlist. Track acceptance is confirmed, Playlist is not.
- AmericianIdol.com single committed
- Free Download cards for Movin On (see example) have been attached to Katharine McPhee releases in 700 top stores for FYE
- Wal-Mart is fulfilling 2 audio tracks (no ringtone) for consumers who purchase physically or digitally.
- Amazon pre-orders exceed 7,000 units
- Dole Promotion w / exclusive track is under way
- Elliott presented his new release to Target and Handleman executives on 2/23 and 2/24 in Minneapolis and Detroit

TAGS FOR WAL-MART:

- ABC Family, 3/15 – 3/24, 13 spots
- Online Advertising: banners and leader boards at Alloy.com, Oprah.com, American Idol.com, Pogo.com, Soapnet.com, Ellen (page on WB.com), Sheknows.com, Allrecipes.com. All running in March
- Print: American Idol magazine: 1/3 page 4/15 issue

TAGS FOR TARGET:

- Spot TV: 36 spots in each of the following markets: Chicago, L.A., San Francisco, Boston airing 3/19 – 3/23
- Online: Clear Channel radio websites at Top 40 and AC, E! Online, Teenhollywood.com, Teenmusic.com, Teenspot.com. All running in March
- Print: 1/3 page in 3/1 issues of Entertainment Weekly and US Weekly

TAGS FOR CIRCUIT CITY:

- Spot TV airing in Richmond, Baltimore, Washington D.C., New York and Norfolk, 36 spots in each market, 3/19 – 3/23
- 2x5 banners in 800+ Transworld locations
- Listening Viewing Stations in 880 Transworld locations

Promotion:

- Digital Single – “Movin’ On”
- Radio Single – “Wait For You” – shipped 3/2, sent to radio digitally 3/1 and impacting 3/13!
- Formats – Top 40/CHR, Hot AC
- KDWB – Elliott sat in with Dave Ryan in the morning on 2/22
- Radio station visits to WKQI and WDVD on 2/23
- Clear Channel Interactive wants Elliott for their “NEW” program and American Idol page
- KIIS FM –Elliott went live with Ryan Seacrest in morning drive to world premiere “Wait for You” on 3/1
- Randy Jackson syndicated radio completed 3/11
- Syndicated radio station visits completed 3/14-3/16
- On the Radio with JoJo, 3/23 KIIS LA
- CD pro of “Movin’ On” serviced
- CD pro of “Wait for You” serviced
- Advance CDs (no artwork) available now!
- Bahamas performance and radio forum 3/17-3/19

Creative:

- :30 spot finished and serviced
- Music video finished, serviced to MTV and Yahoo! for video premieres, to be serviced to rest of team 3/21
- The squatter for the URL www.elliottyamin.com is being tracked down to build the official site.
- Posters shipped
- Headshots shipped

Marketing:

- Elliott confirmed to sing the national anthem and “God Bless America” at 2 televised NASCAR races in Richmond, VA on 5/4 – 5/5
- Elliott’s album will be available as an online stream through Clear Channel Top 40 and Hot AC websites on 3/20

- Promotion with Catalina Marketing and Yahoo! – Safeway and major consumer brands– Catalina sales staff currently pitching consumer brands, Dole Fresh Vegetables signed on for 500,000 prints through Hy-Vee and Stater Bros. and 1,000,000 prints through Ralph’s and Kroger!
- Yahoo! Video Premiere scheduled for 3/21
- YMU Prerelease (“You Are the One”) launched 3/13, gained large exposure on YMU homepage and Y! Music homepage
- Napster Live completed on 3/5
- AOL Music’s First Listen program, exclusive “Movin’ On” track was launched and garnered tremendous online presence!
- AOL listening party and pitching AOL Sessions, On the Pop Scene
- Created a YouTube channel for Elliott and talking about features on the site
- Talking to AmericanIdol.com about featuring Elliott on homepage for street date
- MSN Music’s Listening Booth, What Are They Listening To promotions
- AT&T Blue Room w/ radio advertising filmed 2/21, radio spots supporting the performance will air in top national markets on 3/27
- Rehearsals.com will run on 3/26
- Reached out to Comma Music for placements, advertising sponsorship in TV, film, etc. – possible trip to Chicago for agency meetings
- Consumer advertising running!

Press:

- Publicist: Deborah Radel, DRPR
- Music serviced to key short lead press 2/26
- Dole and Catalina Marketing press release serviced 3/5
- Bio completed and available
- Press release serviced 2/21

National Television

- Ellen-Elliott to appear on March 22nd
- Good Day New York – interview to be completed on 3.21.07
- Fox News Edge – interview to be completed on 3.21.07
- CNN Pipeline-scheduling for Los Angeles, possibly the 27th
- E!-interview completed 3.8.07 will air on 3.20.07
- Associated Press Television-secured interview, need to schedule in Los Angeles, not enough time in NY
- CW Television-not enough time to complete interview in NY
- Reuters Television-passed
- Larry King-interview completed 3.7.07
- Kimmel –confirmed for April 4th
- Good Day LA-confirmed for March 26th
- Extra-will run a piece on the CD after their hiatus in March

- Tyra Banks Show-interested in having Elliott on for American Idol type of show after their March hiatus.
- VH1-listening to CD
- Regis-confirmed for 3.20.07
- Ellen-waiting to hear back
- Good Morning America-passed on Elliot for right now
- CBS Morning News (National)- passed on coverage
- Martha Show-passed on Elliott
- Rachel Ray-pitching Elliot
- Today Show-interested but will not commit as of yet
- Leno-Barbera Libis wants to see how the CD does before committing, I have been forwarding all updates to her as they come in.
- Access Hollywood-waiting to hear back
- TV Guide Channel-interested

Local Television

- KMSF-Fox 9 Morning Show in Minneapolis-interview completed on 2/22
- WJBK-Fox 2 Morning Show-Detroit, MI –interview confirmed for 2/23

Radio

- Playboy Radio - management passed on interview
- CNN Radio-Interview completed March 10th
- XM Radio show Broadminded – Interview completed on March 10th
- C. Thomas Howell Show – Management passed on interview
- Fox All Access Radio-in-studio interview completed on February 28th
- VH1 Radio-interview confirmed, to be completed on March 20th in NY
- ABC Radio-to be completed in NY week of March 20th
- Sirius Radio-to be completed in NY week of March 20th
- Leeza Gibbons Hollywood Confidential-intersted in interviewing Elliott
- Grammy Radio-Elliott could not complete Grammy Radio tour due to scheduling
- Art Sears Radio Tour-passed this on to Mark

In Store Coverage –

All news stations have materials and know about each in-store. They unfortunately cannot commit until the day of the event due to the possibility of breaking news.

Richmond Times Dispatch-sending two journalists and a photographer

All Local News stations in VA will let us know either day of or day before instore

OK Magazine-attending NY Times Square in-store and want to meet Elliott

CW 11-Coming to the in-store and would like to interview Elliott

National Print

- Ok! Magazine – CD review, Interview scheduled for March 16th
- Best Life-possible CD review

- Christian Science Monitor-listening to CD
- Twist Magazine-CD review w/photos and album cover
- Billboard-listening to CD
- CMJ-CD review
- Paul Gaita (freelances for Bop and Tiger Beat) – CD review
- American Songwriter-CD review
- Entertainment Weekly-CD review
- USA Today-CD review and possible interview, will also include in their American Idol column
- In Touch-interview completed, album review in their Top CDs to check out. They also wanted to include Elliot in the “My Favorite Room” piece but management said
- He did not have a favorite room in his current apartment.
- Parade Magazine-very interested in CD review and possible interview
- Associated Press-CD review
- People Magazine-waiting to hear back from Chuck Arnold
- Rolling Stone- waiting to hear back
- Teen Magazine-CD review
- Cosmo-girl-CD review
- J14 Magazine-CD review
- American Idol Magazine-CD review and a “Where Are They Now” piece
- Playboy – CD review
- Daily Variety –Phil Gallo very interested in the project, sent for review
- Blender-interested in reviewing
- Harp-possible review
- Jon Carmanica (freelances for Rolling Stone, All Music Guide)- pitching CD review around
- Melinda Newman-listening to CD and will pitch it around

Regional Print

- Dallas Morning News – CD review
- What’s On (Las Vegas) – CD review
- Houston Chronicle – CD review
- Go! Houston Magazine – CD review
- Lexington Herald-Leader (KY) – CD release mention
- Minneapolis Star Tribune – CD release mention
- The Collegian (Univ. of Richmond) – CD review
- Los Angeles Times-review
- Boston Herald – CD review and Interview to be scheduled early next week
- Minneapolis Star Tribune – CD Release mention, CD review
- Richmond Times Dispatch – Interview completed, Melissa Ruggieri attending Elliott’s in-store appearance with photographer
- New York Daily News – CD review to run on 3/20

- Flint Journal – CD review, possible interview-waiting to hear back from management
- Miami Herald –CD review w/photo
- Playgrounds (Atlanta, GA) – CD review
- San Francisco Chronicle- CD review
- Freelance writer Jeff Tamarkin –pitching CD review to freelance outlets
- Virginian Pilot-CD review and possible interview
- Gary Graff-listening to CD

Online

- CitySearch – E-mail interview for “Celeb-Rated” forwarded to management
- MSN TV Filter – Interview completed on 3/13, CD giveaway
- AccessHollywood.com – CD release mention
- amazon.com – CD review
- teenmag.com – CD review and will promote in “Top 10 CDs” section, interview completed on 3/13
- pauseandplay.com – E-mail interview to be completed as soon as possible
- Playboy.com-will do CD review

Touring:

- ?
- Booking Agent currently CAA
- Plans for solo tour in spring/summer

New Media:

- Internet marketing company: IE Marketing
- Streams for “Wait for You” serviced out 3/2
- Press releases/streams have been serviced
- MySpace redesigned and launched by IE Marketing, Amazon.com banner, album cover with copy announcing street date, and new song clips added, www.myspace.com/elliottyamin
- I-Squad has 1,130 members - A total of 86 new members joined the I-Squad since the last reporting period
- Most Active I-Squad Region: South Atlantic
- Average I-Squad Age: 35
- 631 members willing to promote offline
- Posting Contest - Members are encouraged to make posts about Elliott Yamin and the I-Squad at their favorite online communities. Members who submit direct links to their posts will be entered into a random drawing to win a "Movin' On" CD single. Five I-Squad members will win. The contest deadline is March 19th
- Fan site www.etrainstation.com has fan forums, etc. for Elliott
- MySpace page– 239,226 views; 544,238 plays; 23,230 friends

- 3rd party promotion has been started, online placement updates going out to team members daily
- **iTunes Newsletter** – 2/27/07
- Elliott completed an interview for MTVNews.com
- 3/2/07 – Follow-up interview done w/ the Times Dispatch
- 3/6/07 – interview done with the Daily Press, Newport News, VA
- 3/7/07 – In-Person with American Idol.com
- 3/7/07 – phone interview with Starry Constellation
- 3/7/07 – phone interview with Starshine Magazine
- Full album listening party on Download.com to launch on street date or after.
- **Windows Media – Streaming Media site** – www.windowsmedia.com
 Traffic 9.3 million unique users per month
 3/6/07 - Elliott Yamin now moves into main feature rotation on the Windows Media Music page with “Movin’ On”! This will remain til next Tuesday 3/13.
 3/5/07 - This week’s Window Media newsletter which features Elliott Yamin’s “Movin’ On”
 2/27/07 – Elliott Yamin’s “Movin’ On” audio stream is now featured on the Windows Media Music page! The feature also links to Elliott’s I-Squad page! Elliott will also be featured in this week’s newsletter as well, which will be released on Friday.
- **Teen Music – Music site** – www.teenmusic.com
 Traffic 88,000 unique users per month
 3/6/07 - Teen Music has put up Elliott Yamin’s “Wait For You” on their audio page in “Recently Added Music”.
 2/28/07 - Teen Music has added the audio stream for Elliott Yamin’s “Movin’ On” to their Audio page in “Recently Added Music” section along with the album cover.
- **eSpire – Music Blog Site** – <http://e-spire.blogspot.com/>
 Traffic not available
 2/26/07 - [E-Spire Blogspot has put up a news item on the Spotlight series on their main page.](#)
 2/20/07 – Feature now over.
 2/13/07 – Feature remains on their blog page.
[1/29/07 – E-spire blogspot has posted the album press release on Elliott’s upcoming album on their blog page.](#)
- **MTV.com – Music site** – www.mtv.com
 Traffic 2,566,000 unique users per month
 2/26/07 - Elliott Yamin’s upcoming album release is mentioned in the MTV Radio Alt/Rock and CHR/Pop Newsfeed for Tues, Feb 27.
- **Mrs Jones on Idol – American Idol Fan site** – <http://mrsjonesonidol.com/>
 Traffic 1.5 million hits a month
 3/6/07 - [Mrs. Jones on Idol has put up Elliott on her “Fast Lane” page with a photo and a call out to all of his fans to submit their questions to her upcoming interview with Elliott. In addition, they have also put up an artist page for Elliott in their Artist News section which features the audio streams for both Movin’ On and Wait for You in addition to the album cover.](#)

2/26/07 - Mrs Jones on Idol has now put up the album cover for Elliott Yamin to go along with the audio streams for "Movin' On" on their Fast Lane page.

[2/20/07 - Mrs. Jones On Idol has put up a photo feature on Elliott Yamin on their Fast Lane page which links to the AOL audio stream of "Movin' On".](#)
PLEASE NOTE: I have asked the site to change their reference of "First Single" with this track, but in the meantime, I wanted to let you know this was live.

2/13/07 – Press release is now over however there is a mention on the single release today with a link to his My Space page.

1/26/07 - Fansite Mrs Jones on Idol has put up the press release on Elliott Yamin's upcoming album on their Fast Lane page. In addition to that, she has also send it out to her mailing list of fans.

- **Mi2N – Music Industry News site** – <http://www.mi2n.com/>

Traffic not available

3/6/07 – the press release remains on the Music News archives.

2/25/07 - Mi2N has put up the revised Elliott Yamin press release on their Music News page.

2/5/07 – Mi2N has put up the album press release on their Music Releases page.

- **About.com (Top 40/Pop Page)** - <http://top40.about.com/>

Traffic N/A

2/21/07 - About.com's Top 40 Music guide has put up the audio streams for Elliott Yamin's "Movin' On" along with the album cover.

- **American idol – TV Show site** – <http://www.americanidol.com/>

Traffic not available

3/6/07 – press release and news item remain in the news archives.

[2/21/07 - American Idol.com has put up the revised album press release for Elliott Yamin on their news page.](#)

2/13/07 – News of Elliott's album release remains in the news archive.

1/25/07 - American Idol.com has put up the press release on Elliott Yamin's upcoming album release on their Homepage in the "Latest American Idol News" section as "Breaking News"!

- **Music Remedy – Music site** – www.musicremedy.com

Traffic 190,000 unique users per month

3/6/07 – streaming links remain feature on Elliott's artist page.

2/21/07 – Music Remedy has added the "Movin On" Streams to the Audio/Video page of Elliott's artist page.

2/13/07 – 2/20/07 -Artist profile page can be found in the "E" artist section.

1/31/07 - Music Remedy has put up the press release on the upcoming album release form Elliott Yamin on their artist page for Elliott. In addition, there's a link to his My Space page and they have also added the 3 new photos to their photo gallery section

- **Rock N World – Rock Music site** – <http://rocknworld.com/>

Traffic 19,000 unique users per month

2/13/07 –2/20/07 - Press release remains on the Day in Rock for news on 1/26/07.

1/26/07 – Rock N World has put up a news item in their Day in Rock news section on the upcoming album release from Elliott Yamin.

- **Times Dispatch – Richmond, VA News site** - <http://timesdispatch.com/>
Traffic 11 million page views per month
2/13/07 – Feature on Elliott now moves to the paper archives.
1/25/07 – The Times Dispatch in Richmond has put up a news item on Elliott Yamin’s upcoming album release on their Entertainment News page. In addition, it is currently featured on their homepage as one of their top stories. This will also make the print paper in tomorrow – Friday’s edition.
- **Groovevolt – Music site** – <http://groovevolt.com/>
Traffic 5,000 unique users per month
2/17/07 – News feature now over.
1/24/07 - Groovevolt has put up the press release of Elliott Yamin’s upcoming album release on their Newswire page. The story is also currently headlined on the homepage as well.
- **Requested:**
 1. Artist availability for 3rd party publicity interviews (phone/in-person/written)
 2. Artist availability for phone calls to I-Squad contest winners.
 3. Meet & greets for I-Squad members/contest winners at shows.
 4. Would need him to sign Swag – CDs, posters, publicity photos etc.
 5. Artist to occasionally answer questions submitted by I-Squad members. This can be done via email.
 6. Artist to occasionally provide written messages specifically for the I-Squad.