



MUSIC

In addition to her ongoing commitment to childrens' entertainment, BopStar-PR founder/president Mary Lenore Arsenault is strengthening her company's long standing ties to the alternative country market as well. Arsenault's pedigree as a top-flight alt-country publicist is earned honestly: she worked for it. In 1994 BopStar was retained as the Canadian publicist for **Little Dog Records**, the label founded by Dwight Yoakam's producer/guitarist/co-writer/alter ego **Pete Anderson**. Little Dog's first Canadian artist, **Jim Matt**, received the most media exposure ever accorded a debut artist/album in the history of Canadian country music, including the April 1995 cover of Country Music News, Canada's largest circulation country publication. In 1996, when Be-Bop opened its New York office, Anderson then retained the firm for U.S. representation. In subsequent years the client roster has featured a number of critically lauded, country-influenced singer-songwriters, including **Oh Susanna** and **Jonatha Brooke**. Most recently BopStar helped initiate the buzz over New York City-based **Kieran McGee**, a 22-year-old wunderkind who was signed to a recording contract when he was 15 and has impressed the rock-crit elite and a burgeoning fan base with literate, intimate songs that reveal an assimilation of influences ranging from the Carter Family to Bob Dylan to Elliott Smith. As a result of this grassroots development PR campaign, McGee was signed by Stanton Street Records in 2004.

"Musically this is where I'm at," Arsenault says. "I'm a lyric person, and a song person, and alt-country strikes me as the most fertile field right now for meaningful songwriting. I'm looking forward to building BopStar's roster in this area and helping position some worthwhile artists to get their just due."

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