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### **Music Veteran Buddy Buie and a New Video Give Promotion Advantage to Singer Brandy Rich**

Atlanta, GA - Brandy Rich has a great voice, writes catchy songs and has already recorded 10 songs in Los Angeles, Nashville and Atlanta. She writes, sings and co-produces her songs. Her debut single is sold in FYE music stores. Brandy has performed in California on the SEAPP concert tour, and most recently at the Atlantis Music Conference, in Atlanta. She's still working on signing with a record label, but it may get easier.

Brandy now has music legend Buddy Buie and an Atlanta video company on her side. Brandy recently finished creating a video press kit with Atlanta's HighlyDef Productions. The 10-minute video press kit is designed to show off her vocal skills with singing and interviews.

Music industry veteran Buddy Buie is now guiding Brandy Rich's career. Buie's songwriting credits include 23 hits in the Billboard Top 40. Buie has worked as a published songwriter and producer with major labels Sony, MCA and Polygram. Buddy has written songs for pop artists like Atlanta Rhythm Section and Gloria Estefan, country superstars Garth Brooks and Travis Tritt, as well as jazz phenomenon David Sanborn.

Buddy Buie has practical ideas about promoting your music career, "If you play clubs to build your career, there are certain clubs in town that music people watch". Buie has seen many clubs; he managed and toured with Roy Orbison at one time. "These clubs pay less, because you need them, for the press exposure. They don't need you," cautioned Buie.

The Brandy Rich video press kit will be used to show her singing skills to club owners and record labels. Buddy believes that music videos, at fifty thousand to four hundred thousand dollars, are impractical for unsigned artists. Even a low budget music video starts at around nine thousand dollars. "They need to know that a video press kit is affordable - most bands don't have any money," said Buddy.

Video director Ed Hill of HighlyDef Productions agrees that promotion is crucial to making it in music. "No matter how good your music is, nobody is going to come looking for you. You have to promote yourself aggressively," said Ed. "I go to Atlanta clubs like MJQ, and some nights I'll see one band that has hot songs. They start to see a lot of fans locally, but nobody outside of Atlanta has heard them," said the director. Ed just completed directing and editing the video press kit for singer-songwriter Brandy Rich,

and said, “A couple of record label people saw Brandy’s press kit and they were impressed. She’s lucky to have a music legend like Buddy Buie guiding her career.”

See the Brandy Rich video press kit at <http://www.highlydef.com/clips.html>

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