

'The Fiero Filter' Debuts from Gian Fiero

Written by Keith ID1995

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Gian Fiero a music industry consultant and music licensing specialist, is set to debut "The Fiero Filter," an industry tip sheet for A&R executives, music supervisors, music publishers, and advertising agencies.

"The Fiero Filter" will contain profiles on twelve artists, one of which will be featured in every issue. The publication will be distributed online every other month (6 times a year).

Artists will be selected for inclusion based upon the commercial value and artistic merit of their project, or individual song. All artists will receive a professional evaluation which contains Gian's professional endorsement and recommendation for the best use of the project or song.

"The purpose of The Fiero Filter is to expose artists and their songs to entertainment industry professionals who need them," Gian says. "These are very busy individuals with discriminating tastes who simply don't have the time to visit websites, listen to inappropriate music, or sift through tons of packages. The Fiero Filter will be a reliable search and filtering mechanism that will help them pinpoint the best songs for upcoming recording, television, film, and media projects."

Interested A&R executives, music supervisors, music publishers, and advertising agencies are encouraged to get on "The Fiero Filter" distribution list to receive the first and subsequent issues as they are released.

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