

## Introduction

Peermusic was founded in 1928 by Ralph S. Peer and continues to be privately owned by the Peer family. In 1923, working for the Okeh Record Company Ralph S. Peer made the first recording of a black artist performing the blues, "Crazy Blues" by Mamie Smith. It was the first R&B recording in the country and Ralph became a specialist in the music of the South, where he traveled as a talent scout. A year later he recorded Fiddlin' John Carson playing "Little Old Log Cabin Down The Lane," generally regarded as the first commercial country recording.

Peer left Okeh when it was sold to the American Phonograph Company (later CBS) in 1927. When the Victor Talking Machine Company couldn't match his previous salary, together they formed a publishing company which held the copyrights of the songs he was recording. Two of his major finds were the Carter Family and also Jimmy Rodgers.

In the 1930's he went to Puerto Rico and recorded Pedro Flores and Ralph Hernandez. In Mexico he discovered a new style of music called 'bolero' and signed the material of Augustin Lara. Peer then began traveling throughout South America finding music he then had his staff in the U.S. obtain English lyrics to and present to the big bands of the day. These Latin melodies quickly became standard repertoire for the big bands.

Ralph's next move was to London in 1932, where he opened an office to establish a European operation. Offices then opened throughout the world from this base. Today Peermusic has a global network of 20 offices in 17 nations.

In the 1950's, Peer Southern was a major player in rock'n roll as the principal publisher of Buddy Holly. In the 60's, both Donovan and The Rolling Stones made their first recordings in Peer's London studios. In recent years the creative success has continued with major hits as "Walk Like An Egyptian" by The Bangles, "Lucky Charm" by The Boys, and "I Don't Have The Heart" by James Ingram.



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**Kathy Spanberger - V.P.**

Kathy has just begun her 11th year with Peermusic. Prior to her appointment as Vice President of the U.S. companies she was General Manager in the U.S. and before that, Managing Director of Peer's Australian operations. Kathy manages the U.S. creative staff, negotiates all U.S. publishing deals, and serves as international liaison. She has signed deals at Peer with Giant Record's Miki Howard, Arista artist Peter Koppes of The Church, and writer/producer Craig T. Cooper. One of her proudest accomplishments to date was the pairing of Jud Friedman and Allan Rich who, on their first co-writing project 3 years ago, wrote the #1 Pop Hot 100 single "I Don't Have The Heart" for James Ingram.



**Steven Rosen - National Dir. of A&R**

Steven joined Peermusic in 1988 after an affiliation with the Motown Music Group. His writer signings have included Jud Friedman and Marvin Etzioni, formerly of Lone Justice and producer of Toad The Wet Sprocket's debut album for CBS. On the artist development side, he signed and secured a record deal for the San Francisco based band Monkey Rhythm now on Geffen Records, and is currently in development with Jeannette Katt, an artist based in Los Angeles. He has also just closed an exclusive agreement with the Williams Brothers. Their second Warner Brothers album is soon-to-be-released with production credits by David Kershenbaum with Peter Asher and Dave Stewart.

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**Bernadette O'Reilly - Dir. Creative Services, East Coast**

She has worked in every area of the music business from managing and booking bands to promotion. After joining Peermusic, she played a major role in securing a U.S. deal for 3 Man Island. The group's first single, "Jack The Lad," went Top 10 on the dance charts. She has recently signed East Coast act Belleskye and the Ohio singer/songwriter George Usher. Bernadette has had songs recorded by such acts as Menudo, Southside Johnny, Stacy Lattisaw, Tina Turner, and is especially proud of the George Usher/Richard Barone collaboration, "River To River" on Richard's debut Paradox-MCA album.

**Gigi Gerard - Professional Manager**

Gigi is the newest addition to the Peer creative staff having joined the Los Angeles office in June 1990 after an affiliation with EMI music. In addition to working with the current staff writers, she is responsible for the exploitation of Peer's catalogue in film and television productions.



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**Jana Talbot - Manager of Peer-Talbot Music Group**

Jana came from a musical family where her father Joe Talbot was an early pioneer in publishing and even worked a bit on the Opry stage as a steel guitar player. After graduating college she began working at BMI in 1979 and by '82 was Executive Secretary to Frances Preston. She then became Administrative Assistant to the Manager of European Operations of the Country Music Association based in London and eventually Manager of that office, where she helped establish a U.K. and European presence for CMA. In 1984, she returned to Nashville to head a publishing company with her father. That soon became a successful co-publishing deal with Peermusic. Thus far their collaboration has produced cuts by Willie Nelson, Keith Whitley, Earl Thomas Conley, Marie Osmond and The Forrester Sisters.

