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By Jonathan Widran

Combining his history as a lifelong musician with his degrees from Xavier University of New Orleans in public relations and business management, Norman Fezell launched the multi-faceted Pacifiq Mass Media Services in 1995. The company provides tailored mass communication services to create business solutions for individuals and corporations in the entertainment industry and beyond.

Fezell and his staff of eight have created a virtual one-stop shop for those artists and companies interested in either launching their names or keeping a positive image for themselves. Among PMMS' services are general PR, broadcast and print media writing, strategic planning, professional brainstorming, crisis management, public image management, (guiding the evolution of a clients' current image, or creating a new image that complements the clients' goals), event planning and promoting, and direct response marketing.

"My experiences as a musician, PR rep and journalist taught me just how much the mass media controls the perception of individuals and businesses," says Fezell. "My idea has been to marry business to PR and crisis management. Most artists and companies forget that regardless of how well they complete a task or what their skills are, public perception always supersedes that. Images must evolve based on the desires of the demographic and the demands of the industry."

Pacifiq implements everything in-house, without having to work with middlemen. The company's focus is on flexibility and the conservation of their clients' time. "When artists come to us, we create a strategic plan to get their projects moving and help them reach their goals," notes Fezell. "If there's a major media faux pas along the way, we'll help minimize the damage and triumph."

In addition to this wide range of media services, the true crown jewel of PMMS is the Pacifiq

Audio Facility, a state-of-the-art studio for recording, editing, mixing, mastering and music production in a Pro Tools HD3 Accel 192 khz environment. In July, the studio is moving from its former location in Gardena to a spot near Hollywood and Vine. The location, a fully facilitated office environment, will also include a conference room and a lounge area.

The studio runs Waves Mercury, which is currently the highest level of mixing and mastering software available. Pacifiq has a Control 24 console, a Liquid Channel Air Series Monitors. The studio also has a Neumann U87 mic and the SSL 4000 Collection software. Clients include Kevin Choice, jazz pianist and band manager for Lauryn Hill, and a new rap crew called Strong Arm Steady, whose debut album is due on the Blacksmith label owned by Talib Kweli.

Because Fezell is an individual studio owner, his overhead is lower than many facilities, and is willing to work with the budgets of indie musicians, singers and bands, as well as companies who want to book a whole month. "Artists that come to book an incredible recording experience," boasts Fezell, "can check out the other things we offer to help them launch and maintain their careers."

Fezell's own experiences as an independent recording artist uniquely qualify him to work with a wide array of performers hoping to get to the next level. "I take pride in being an example of what an artist can do for him or herself, the freedom and productivity you can have when you're not relying on a major label to do everything for you," he says. "I can be a facilitator, a cog in the wheel of their independence. I enjoy providing services that give them a wide array of options. Working within their budgets, I am proud to be able to help so many of them finish and market their projects."

Contact Pacifiq Mass  
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