



JULIUS JUST
Chairman
JUST ASSOCIATES

Specialist Advisor and Public Relations - Previously **Magazine and Book Publisher** ~ Titles include **ZigZag** the definitive music magazine ~ **London Day & Night** ~ lifestyle magazine ~ **Record News** ~ **Video News** ~ **Advance Record News** ~ Music industry trade magazines ~ Songpluggger ~ Music publishers' magazine.

News Service Publisher ~ More News Ltd ~ Founder & Publisher, an information publishing company for the music industry. **More News** publications were available on subscription only to music industry professionals. Key personnel at major record company, publisher, top management, producers, studios, and key industry personnel subscribed. As the publisher, it was necessary to establish confidential relationships with key A&R personnel, marketing, and record company executives both in U.K, U.S.A. & internationally.

These trade magazine titles were successfully published for ten years and then sold (1992) to **Miro** part of the **Profile Group**, who then sold certain titles to **Music Week** part of **Express Newspapers Group**. **Video News** is now published by them under the title **Promo Magazine**.

'**Record News**' ~ Weekly trade magazine featuring in depth analysis with all contacts for key personnel involved in creating the Top 40 records in the UK. Contacts for Artist, Record Label MD, Marketing, A&R, Publisher, Press, Management, Producer, Studio.

'**Video News**' (Promo Magazine) ~ Weekly Trade Magazine ~ Pop video analysis. Director, Producer, Commissioner, all production crew

'**Advance Record News**' ~ Fortnightly Industry Record Release Schedules

'**Songplugger**' ~ Songwriters and Music Publishers source for artists looking for songs. Editor David Stark who went on to create Songlink.

ZigZag Club created the live music concert club venue in a 1930's art deco 1500 capacity in Great Western Road, Notting Hill London W9. Complete renovation of 1930's art deco cinema (derelict for 15 years) Commissioned John Cairns, designer of Playboy Club, Brompton Brasserie, Hard Rock Café, to design bars. Opened with **Malcolm Maclaren's Bow-Wow Wow**.

BBC filmed a TV documentary on the **ZigZag Club**. Operated successfully as a rehearsal, film studio and concert venue. Promoted over 250 live music concerts including **Thomson Twins, Joan Jet, Emerson Lake and Palmer, Bucks Fizz, The Young Ones 'Bad News Tour'** was filmed here.

Music Publishing. ~ Argon Music Publishing ~ **Member of PRS. M.C.P.S** Published 'Godfathers' Signed to **CBS Records. £1m**

Music Licensing ~ Represented **Larry Sherman President of Trax Records Chicago** USA. Arranged first Chicago House Music Tour in UK for 14 Trax artists including **Marshall Jefferson, Jungle Wonz, Adonis, Fingers Inc.** Arranged & negotiated licensing of double album 'Chicago House Music Vol. 11' to **Pete Tong** Head of A&R at **London Records** with major advance.

Artist & Tour Management, arranging tours in UK Germany & Holland for '**Night Train's**' successful album in UK released on **Chiswick Records** (then signed to Acid Jazz). Arranged and negotiated U.S. and Japanese licensing. (No 1 record Yokohama Radio featuring Jenny from Belle Stars) 2002 Signed **Natalie Rossi** to **Nu Life** a subsidiary of **BMG records** managed by **DJ Dave Pearce**. Achieved TOP 40 with first release 'All out of Love' Video went to No 1 on 'The Box'

Public Relations ~ **Highland Express.** Transatlantic airline ~ founded by US & UK barrister **Randolph Fields**. Co-founder and equal shareholder with **Richard Branson** of **Virgin Atlantic**. Organised public relations campaign for the launch of his new transatlantic airline **Highland Express** as a rival to **Virgin**. Obtained extensive national and international press, radio and TV news coverage.

Public Relations Charly Records one of the largest independent record labels' retained by **Chairman Jean Luc Young** to represent international press and public relations specifically for resigning of **Sun Records (Elvis Presley)** catalogue.

Public Relations ~ Phonomic ~ Arranged at Cannes (MIDEM) the international press and public relations campaign for **Phonomic** acquisition of **Sony's** Back Catalogue.

Public Relations Bray Film Studios ~ Original **Hammer Film Studios**. Arranged the press campaign to save the studios from development. Arranged support from **Michael Winner** and **Peter Cushing** (66) to fly up by helicopter, his first flight in a helicopter, from his home in Kent to the studios and obtained major UK network news TV coverage plus national UK press. Saved the studio.

Film Publicist Represented the press for feature films. Including Unit publicist '**The Name of The Game**' **Simon Ward Gemma Craven, William Katt 'Run Rabbit Run 'Edward Ross Bernard Hill 'Double X' Norman Wisdom Derren Nesbitt**

Public Relations Director ~ Limelight Club London. Organising VIP. celebrity launches, parties and receptions for major clients including **Lee Jeans, Prince, Mick Hucknell, Hollywood Oscars**, obtained substantial press coverage for the club, arranged membership marketing branded the club. Launched and hosted the **Music Industry Club** in association with **MTV**.

Public Relations Director ~ New World Africa Records ~ South African Record label established by producer **Barney Rattle**. Produced 15 Albums NWA supports the "**Instholo Skolo**" '**School for Beautiful Sound**' that organises workshops for children in the townships to learn music. Latest release **Africa Got Soul** Motown Tribute album

Public Relations ~ PETA ~ People for Ethical Treatment of Animals Organised worldwide anti-fur media campaign with **Sophie Ellis ~Bextor** Photographed by **Mary McCartney** holding a dead fox captioned '**Would madam like the rest of her fur coat?**' This campaign went viral ~ global organised three successful UK campaigns for PETA including **Tracy Bingham, Baywatch**.

Dan Mathews Senior Vice President of PETA commented

'Thanks to Julius Just our news story with Sophie Elis-Bextor & photographs by Mary McCartney went global! It was the best campaign PETA ever had!'

Organiser ~ Greenwich Millennium 2000 Ball ~ Greenwich Palace, Royal Naval College, Greenwich Saturday 20th November 1999 **Patron Viscount Weymouth.** Masquerade ball for 500 invited guests who arrived on a 1900-chartered steamboat on the Thames from Chelsea Harbor to Greenwich Fashion show by Surrender. Filmed by German TV and **Globo** for Brazil.

World Music Awards ~ Public Relations Director (22 years)
Patron H.S.H. Prince Albert of Monaco.

The world's largest viewed music awards TV show broadcast in over 160 countries with over 1 billion viewers. Major international music awards TV show featuring the top selling recording artists from around the world. Responsibilities included planning and expediting public relations; also sponsorship, media team coordination, artist, celebrity booking, management and record company liaison, executive producer, show production, editing and post production, broadcaster relations, TV sales, artist liaison and liaison with Monaco royal palace protocol, **Société des Bains de Mer**, Coordination with artists, celebrities and production including 300 + international TV, Radio and Press media and production attending event.

World Music Awards has received the most extensive national and international press coverage worldwide and in UK media including regular major features in **The Sun** headed '**Monte Carlo World Music Awards**' **The Times, Daily Telegraph, Daily Mail, Daily Express, Mirror, Star, Hello, OK, Now, Heat etc. Radio 1, ABC Europe. ITV, VH1, MTV, Sky News, Entertainment Tonight, Access Hollywood.**

Sponsorship ~ Negotiated **Po Na Na Group Plc.** (800 employees £33m t/o operators of 60 up market bars and clubs in the UK, S. Africa, Barbados) as UK sponsors of the World Music Awards 2001 specifically the **UK ITV** network broadcast.

Artists & Celebrities ~ I have had the privilege to work with include. **ROBIN GIBB, ELTON JOHN, MICHAEL JACKSON, ROD STEWART, TINA TURNER, KYLIE MINOGUE, INXS, MICHAEL HUTCHENCE, BOYZ TO MEN, CELINE DEON, CATHY DENNIS, RIGHT SAID FRED, MICHAEL DOUGLAS, DAVID HASSELHOF, CLAUDIA SCHIFFER, HELENA CHRISTIANSEN, SIMPLY RED, MICK HUCKNELL, KYLIE MINOGUE, TWO UNLIMITED, PAVAROTTI, RICKY MARTIN, CHRISTINE AGUILERA, ANASTACIA, SHAGGY, NELLY, NELLY FURTADO, AQUA, SISQO, CARMEN ELECTRA, LENNOX LEWIS. 50 CENT. WHITNEY HOUSTON, BON JOVI, AMERIE, PATTI LABELLE, USHER, STEVIE WONDER, MARIAH CAREY, DESTINY'S CHILD, KANYE WEST, RIHANNA, BEYONCÉ, AKON, ALICIA KEYS, KID ROCK, ANASTACIA, ESTELLE, JESSIE J**

Charity ~ The World Music Awards supports the **Monaco Aide and Presence Charity** which builds and maintains twenty **Princess Grace** and World Music Awards, children hospitals and orphanages in underdeveloped countries around the world including Africa, Egypt and Sri Lanka.

Las Vegas ~ World Music Awards 2004 The awards were broadcast live for the first time in the USA, Canada and Mexico on ABC Network to over 12 million viewers. Broadcast from the Thomas and Mack, Las Vegas, the largest live music concert venue in Nevada.

Los Angeles ~ World Music Awards 2005 broadcast from the **Kodak Center** in Los Angeles, Hollywood home of the **Oscars**.

Negotiated sale of **World Music Awards** to BBC TV. The first time in 17 years, the BBC broadcast the awards and produced their own special BBC broadcast of the WMA.

London ~ World Music Awards 2006 Earls Court November 15th ~ Sponsored by **Sir Philip Green of Top Shop** with **Michael Jackson, Beyoncé, Rihanna, Nelly Furtado** hosted by **Lindsay Lohan and Paris Hilton** amongst other International Award-Winning Artists. Planned and organised an editorial press campaign that produced £300,000 ticket sales with no advertising and zero marketing budget.

Created No 1 News Story on Google. WMA website received over **500,000 hits** in just two hours.....Over 250 of the world's media covered the awards.

Monte Carlo ~ World Music Awards 2008 9th November 2008 Monte Carlo Sporting Club Monaco Mariah Carey Beyoncé Alicia Keys Estelle Kid Rock Anastacia Solange The Script Madcon Ringo Starr Diamond Award Hosted by Jesse Metcalfe & Michelle Williams (Destiny's Child)

Public Relations ~ World Music Awards 2010 International Sporting Club ~ Monaco 15th May 2010 ~ hosted by **Hayden Panettiere and Michelle Rodriguez**. World's Best Single ~ **Lady Gaga** ~ World's Best Album ~ **Lady Gaga** ~ World's Best Pop Artist ~ **Lady Gaga** ~ World's Best New Artist ~ **Lady Gaga** ~ World's Best Pop Artist ~ **Black Eyed Peas** ~ World Best Rock Artist ~ **U2** ~ World's Best R n B Artist ~ **Black Eyed Peas** ~ World's Best Hip Hop Artist ~ **Black Eyed Peas** ~ World's Best Classical Artist ~ **Andrea Bocelli** ~ World's Best Producer ~ **David Guetta** ~ World's Best DJ ~ **David Guetta** ~ Legend Award for Outstanding Contribution ~ **Jennifer Lopez** ~ Rock Legends Award ~

The Scorpions ~ Best Selling Artists from around the world ~ America ~ **Lady Gaga** ~ Africa ~ **Akon** Asia ~ **Namie Amuro** ~ Australia ~ **Empire of the Sun** ~ Canada ~ **Michael Bublé** ~ France ~ **David Guetta** ~ Germany ~ **Rammstein** Great Britain ~ **Susan Boyle** Ireland **U2** Italy ~ **Tiziano Ferro** Latin America **Shakira** ~ Middle East ~ **Elissa** ~ Scandinavia ~ **Ah Ha** ~ Spain ~ **Monica Noranjo** ~ **Special Guests** ~ **Cuba Gooding Jr.** ~ **Paris Hilton** ~ **Ian Somerhalder** ~ **Karolina Kurkova** ~ **Wladimir Klitschko** ~ **Robin Gibb** ~ **Nicky Hilton** ~ **Moran Atias** ~ **William Mosley** ~ **Melody Thornton** ~ **Afef Jnifen** ~ **Peter Andre** ~ **Victoria Silverstedt.**

Public Relations ~ Royal Academy of Arts 2007 United Fashion Forum Review ~ Organised PR for **UFFR** ~ International Fashion Company. **VASSA** ~ Russia's top selling Prêt a porter deluxe designer show during London fashion Week

EuFURia 2007 ~ Faux Fur Awards at Selfridges London's famous department store featuring the best haute couture and prêt a porter faux fur designer's from Russia, Ukraine, Holland, Austria and the UK UFFR is sponsored by Rolls-Royce Motors London.

New Muscovy Company ~ Distillers of **Ivan the Terrible** Russian Premium Vodka ~ Public Relations ~ Arranged branding for the company's products at **World Music Awards** London and introduced the brand for back stage and VIP's at **Live 8** and the **Princess Diana Memorial Concert** London. Listing at **Embassy Club** London.

Swarovski Fashion Rocks ~ Princes Trust Monaco ~ PR & Celebrity Liaison & VIP Ticket Sales

IFA Charity ~ International Football Aid, Media Director the UK charity that provides education and football programme for children in Senegal and Africa.

IMG International Media Group **Sports Event Consultant ~ 2006 ~ 2007** consultancy on International Friendly Football Matches in London between African nations **Egypt V S.Africa, Ghana v Togo, Ghana v Senegal**

Just TV Production Company developing TV projects produced '**Guest Star**' Producer of Anglo~ French Swiss Co production **Bill Wyman ~ Rolling Stones ~ Status Quo** '**The Full Monte**' a behind the scenes TV documentary on the making of the '**World Music Awards** Music TV series

Film Finance and Business affairs ~ raising finance for film and media companies. UK Film and TV Production Companies.

Sir David Roche Bt. FCA ~ Chairman ~ **Mark Kenny** ~ Managing Director Projects in development include: **The Tower of London** ~ Costume Drama ~ **King Kennedy** ~ Biopic Documentary of John Kennedy, Robert Kennedy, and Martin Luther King.

Consultant business affairs, public relations and finance ~ **Bill Melendez Films Inc.** ~ TV & Film production company winner of 14 Emmy's producers of **Peanuts and Snoopy**. **'The Lion, the Witch and the Wardrobe'**. 'Eidolon' co-production with Lucas Films.

Exhibitions ~ exhibited at 20 annual **MIDEM's** in Cannes International Music Industry Market, also **New Music Seminar. N.Y. MIPCOM, MIPTV, Cannes Film festival**

Communications Director ~ **FIPC Frozen Isthmuses Protection Campaign of the Arctic and North Atlantic Oceans** ~ Environmental organisation founded by respected Finnish environmentalist and geophysical modeller **Veli Albert Kallio FRGS** dealing with climate change and the impending destabilisation of the Greenland Ice mass. Ice meltwater is causing Greenland's glaciers, 2,000kms long x 1000kms wide and 3 kms deep, to detach from the ground and slide into the ocean this is projected to cause a brief 'ice age' in Europe and North America. In this event, sea levels will rise by up to 7 metres flooding major cities such as New York, Shanghai and London. The Organisation for Economic Cooperation and Development (OECD) estimated that in the event of a 7-meter sea level rise this would make 260 million people homeless especially in coastal regions.

Bolivia ~ '**Peoples World Conference on Climate Change**' under the patronage by **H.E. Evo Morales Ayma President of the Plurinational State of Bolivia in Cochabamba, Bolivia 19th to the 22nd April 2010.** ~ **Public Relations** ~ **Coordination**

Organised Veli Albert Kallio, Finnish Geophysicist and eight scientists to attend the climate change conference and present two seminars:

Official Seminar - No 65 - Presented & Sponsored by FIPC

'Investigation into the Worlds Indigenous Peoples request to the United Nations General Assembly by Thomas Banyacya of the Hopi nation.

How this relates to the catastrophic consequences of the imminent massive destabilization of the Greenland ice mass.'

Official Seminar No 127 ~ Presented by John Nissen of Cloudworld Ltd and Sponsored by FIPC - *'Some necessary steps to save the planet.....Geoengineering'*

Public Relations ~ Robin Gibb MBE ~ Bee Gees

Robin Gibb founder member of the 'Bee Gees' the most commercially successful group in the world after the Beatles. Coordinated all press and media for Robin Gibb at numerous events both in the UK and overseas. Organising extensive radio, TV, newspaper and magazine interviews and features in the UK and internationally. Arranging for Robin Gibb to be interviewed by Stephen Sackur on BBC Hardtalk. To be interviewed for Piers Morgan's Life Stories for ITV. Arranging a 12 page shoot for Hello magazine with the celebrated photographer Brian Aris 'Robin Gibb At Home with his wife Dwina and their son R-J' at the family home the Prebendal in Thame. Organising Robin Gibb to attend World Music Awards in Monaco coordinate press and red carpet. The Golden Camera Awards, Berlin where Robin Gibb presented John Travolta star of 'Saturday Night Fever' with an Outstanding Achievement Award at the Golden Camera Awards. Negotiated with a major advance, the publishing rights for Robin Gibb's autobiography from Random House. Advised Robin Gibb and the family on crisis media management

Fundraising ~ PR – Organiser ~ Robin Gibb and Dwina Gibb's 'Splash of Pink' Garden Party & Fashion Show at the Prebendal the Gibb's family home in Thame. ~ A Fundraiser for Against Breast Cancer 25th September 2010 ~ Public Relations

Robin Gibb and his wife Dwina opened the gardens of their 12th century English country house The Prebendal in Thame to specially invited guests for a garden party as a fundraiser for the charity that Dwina is a patron of Against Breast Cancer. Amongst the 400 guests attending included Noel Edmonds and his wife Liz, Theo Paphitis and his wife Debbie, Duncan Bannatyne, Jimmy Choo, Joe McElderry, Paul Costelloe, Michael Portillo, Sir Leslie Phillips, Julia Cowell, Meg Mathews, Sinitta, Elizabeth Emanuel, Lisa Voice, Keith Duffy. Guests were treated a signature tea catered by Wilton's of Jermyn Street. A fashion show featuring the latest styles from Stella McCartney, Dolce & Gabbana, Balenciaga, Chloe, Lavin, YSL, Paul Costelloe, Mark Powell, Pringle, Erdem, in association with Matches Fashion House. The musical entertainment was provided by South African singer Elan Lee, Natasha Richardson dueting with Robin Gibb and then a Robin's solo finale with the Bee Gees greatest hits had all the guests on their feet including octogenarian Sir Leslie Phillips dancing to 'Stayin Alive' £100,000 was raised for the charity. www.againstbreastcancer.org.uk

Public Relations & Fundraising ~ Bomber Command Memorial

Robin Gibb in his role as President of the Heritage Foundation and officially appointed by Bomber Command Association requested me to fundraise and provide public relations service to assist the association in fundraising to build the Bomber Command Memorial in Green Park.

I personally raised over £2.5m which was sufficient to ensure that the memorial was built. Achieving extensive press and media coverage for the memorial both in the UK and internationally. The memorial to honour the 55,573 very brave young pilots and aircrew average age 22 some as young as 18 who sacrificed their lives in Bomber Command in WW2 for the freedom and democracy that we all enjoy today that sadly they never lived to see. 'Lest we forget'. The memorial designed by renowned architect Liam O'Connor is the largest memorial to be built in London for 200 over years and was opened by the Queen 28th June 2012.

<http://rafbf.org/1794/bomber-command-memorial.html>

Executive Producer ~ King Kennedy ~ The Movie

Producer advising on production, finance, distribution, HR, public relations. Assisted in arranging £200,000 investment to support the Feature Documentary plus a further \$50,000 from a US investor Diane Meyer Simon who also happened to be an assistant to Robert Kennedy and worked on his election campaign. The biopic documentary features John F Kennedy, Robert Kennedy, and Martin Luther King. It is made from over 700 hours of library footage, newscast and interviews. Directed by Ronan O'Rahilly edited by Oscar winning editor John Bloom.
www.kingkennedy.com

Just News International launches at MIDEM

London based news service Just News International will be launching at MIDEM the music industry's international convention in Cannes, France Jan 24 – 27 2010.

Publisher & Editor in Chief ~ Julius Just commented:

'Just News International services newspapers, magazines, radio, TV and e-media with news stories, facts, data, information and images on culture, music, art, fashion, health, beauty, film TV, celebrity, entertainment, travel, property, finance and the environment.

News is a valuable resource of information, education and entertainment for billions of people daily. In this fast-moving world of today we need the latest news to be available to us in an organised format. This is essential for us to form our opinions and help us to make important decisions regarding our daily lives '

www.justnewsinternational.com

Allstarz Summer Party ~ Madejski Stadium Reading ~ 1st June 2013

Advising the producers on the launch of a major new annual music event on the UK calendar. With the bestselling recording artists performing live on stage before an audience of 28,000 fans in the £50m Madejski Stadium

Jessie J, JLS, Amelia Lilly, The Vamps, Lawson, with Wiley, Lovable Rogues, Little Rogues, Charlie Brown

Appointing headline sponsor plus additional sponsors for the event
Sponsorship liaison. Strategic marketing including maximizing ticket sales and promoting VIP packages. Maximizing media and PR potential.
Filming of the event and including maximizing the future broadcast potential both in the UK and worldwide. Celebrity booking, liaison & coordination. www.allstarzparty.com

2013 to 2020

Ongoing Just Associates consultancy to artists, family offices and government departments and companies in the music, film and entertainment industry. Current client list available on request.

JULIUS JUST

Julius Just has a long and successful track record in public relations, strategic marketing, fundraising and business affairs. Advising both individuals, corporate and government clients at the highest level with confidential, personal and practical advice on how to achieve the maximum media exposure and positive results for their project. With extensive expertise in news, media, social media, marketing, property, government, health and finance. Profile and crisis management where needed. Our client list includes personal and corporate clients in music, film, TV, show business, entertainment, leisure, sponsorship, sports, property, government, health, finance, and charity fields. From international celebrities to global brand companies to individuals at the beginning of their careers or start-up companies, each one is treated as a VIP Client at Just Associates. Each receives the benefits of Julius Just unique knowledge and specialist advice available from associates at Just Associates on how to add value to your enterprise. In the first instance please telephone + 44 (0) 79 66 88 25 10 or email info@justassociate.com for a complimentary confidential discussion on your requirements.

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