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## MUSIC

POP BY ANN DONAHUE

# Proffit Maximizer

DMI Breaks Singer/Songwriter's  
Music In Untraditional Places

If you listen to radio in St. Louis, New Orleans or Santa Fe, N.M., you've probably heard Kirsten Proffit's song "Redemption Day," which is being worked to triple A stations.

If you've stayed at a Wyndham Hotel, you've heard Proffit in the hotel chain's common rooms and as part of the music preloaded into the room's digital alarm clock.

If you watch TV, you've heard Proffit on "Friday Night Lights," "One Life to Live" and "Smallville."

And if you go to movies, you've heard several of Proffit's songs as part of the music that's piped into the theater before the film starts.

This blend of traditional and unexpected outlets for the singer/songwriter's music comes thanks to DMI, a multidimensional music branding company based in Pasadena, Calif.

Headed by industry veteran Tena Clark, DMI consists of a music branding group; an interactive design company; Private Label Radio, which does in-store programming; digital recording studios; and 5 Alarm Music, a library with 85,000 tracks online. For an up-and-coming artist like Proffit, it's the perfect place to put down roots to break her debut album, "Lucky Girl."

"I'm pretty dang sure there is no other company like us," Clark says. "We compete in so many different areas. Unless you're one of the very, very few at the very, very top of the food chain at the labels, you're not going to get the promotion you need. What so many clients say is that, with us, they can go to one place and all of their needs are met."

Proffit's lyrics are more erudite than those typically churned out by lovelorn



singer/songwriters. Her mother is a poet and routinely challenges her to include buck-fifty words in her songs.

Consider "Redemption Day." "My mom said to me, 'You need to write a song about redemption,' " Proffit says with a laugh. " 'Oh, and Kirsten? Put the word 'indelible' in it. It's a great word.' "

DMI's strategy to use a diversity of outlets appeals to Proffit, who has a

pragmatic approach to getting her music distributed. "There's no single way to do this anymore," she says. "I think they are so creative with all of the stuff they have their tentacles in. I love when they come up with their wacky ideas."

And, despite DMI's best efforts, if you still haven't heard Proffit? You can see her singing the national anthem May 20 at Dodger Stadium. ♦♦♦