



City of Philadelphia

City Council
Chief Clerk's Office
402 City Hall
Philadelphia, PA 19107

RESOLUTION NO. 200512

Introduced September 24, 2020

Councilmember Oh

RESOLUTION

Recognizing and honoring WHO?MAG Distribution and founder Rob Schwartz on the occasion of its 10-year Anniversary in music distribution.

WHEREAS, WHO?MAG Distribution, in partnership with SONY Orchard, is now celebrating its 10th year in music distribution; and

WHEREAS, In 1995, CEO Rob Schwartz started his journey in music distribution at PolyGram Records with an indie distribution company called ILS. There, he helped distribute projects such as Jay-Z's first single, "In My Lifetime," Beanie Man's first United States album "Blessed," and worked on projects from notable hip hop artists like Doug E. Fresh, Jeru the Damaja, Blahzay Blahzay, Jayo Felony, and many more; and

WHEREAS, Rob left PolyGram Records to start the indie label Danger Zone Records with his high school friends and soon released Philly hip-hop legend Jewel T's comeback album "Gangsta Chronicles." A year later, Rob moved to Los Angeles to work with BabyFace's team as a songwriter. However, he found himself back in New York to begin a career in finance; and

WHEREAS, The urge to start a music publication became too strong to resist and in 2002 Rob began balancing his full-time job with the launch of his WHO?MAG brand. The online publication attracted an audience early thanks to profiles of upcoming hip hop and R& B stars such as John Legend and celebrities Randy Jackson and Sean Astin; and

WHEREAS, In 2010, Rob started WHO?MAG Distribution through SONY Orchard. His first projects included hip-hop legends Just-ICE and KRS-One and the legendary Philadelphia Freestyle label Tazmania Records; and

WHEREAS, WHO?MAG Distribution has over 750 projects that distribute to over 700 digital retailers including the Grammy Award Winning Album, "Songs from the Neighborhood – The Music of Mister Rogers," which won Best Children's Album; and

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WHEREAS, WHO?MAG Distribution is just part of the WHO?MAG brand Rob created. He also oversees iFame TV Network, Chetown Films, and Dance Music TV (DMTV); now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That it hereby recognizes and honors WHO?MAG Distribution and founder Rob Schwartz on the occasion of its 10-year Anniversary in music distribution.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to Rob Schwartz as evidence of the gratitude of this legislative body.