



Legislation Text

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Recognizing and Honoring Rob Schwartz for his Pioneering Multimedia Career.

WHEREAS, Rob Schwartz is the founder and CEO of WHO?MAG Multimedia, LLC. He has translated a childhood love of hip hop into a multimedia empire that reaches a global audience; and

WHEREAS, Rob Schwartz graduated from Rider University and began to pursue a career in music production. While at ILS Distribution, he helped with distribution for Jay-Z's first single, "In My Lifetime". He also began a record label, DangerZone Records. However, he found himself back in New York after a year to begin a career in finance; and

WHEREAS, The transition to corporate finance did not leave Rob Schwartz completely satisfied. Eventually, the urge to start a music publication became too strong to resist, and Schwartz began balancing his full-time job with the launch of WHO?MAG in 2002. The online publication attracted an audience early thanks to profiles of upcoming hip hop and R& B stars such as John Legend and celebrities such as Randy Jackson and Sean Astin; and

WHEREAS, While attracting investors for a print WHO?MAG magazine, Rob Schwartz produced a DVD as a visual component of his pitch. To his surprise, the DVD itself was a hit, and by 2005 WHO?MAG DVD Magazine was distributed in stores such as Wal-Mart, Best Buy, Blockbuster, and Target; and

WHEREAS, In 2007, WHO?MAG TV was born with international and national distribution deals. Today, WHO?MAG TV airs worldwide, including in Europe, the Middle East, and Africa. It is the largest independent international hip hop show and a global leader in urban entertainment, featuring exclusive interviews, music videos, concerts, and more from the world of hip hop; and

WHEREAS, While WHO?MAG TV is WHO?MAG Multimedia's signature show, Rob Schwartz also oversees several other successful brands. iFame TV Network airs on Roku and online and features independent TV shows, movies, music videos, concerts, and more. Chetown Films is an award-winning company producing music videos, movies, TV shows, and commercials. DMTV (Dance Music TV) is a sister show to WHO?MAG TV and focuses on the world of electronic dance music. WHO?MAG Distribution, under Sony's The Orchard, helps over 350 clients reach over 700 digital retailers. It has distributed songs that have reached the top of the Billboard music charts; and

WHEREAS, Rob Schwartz is a voting member of the Recording Academy (which produces the Grammy Awards) and is part of the Broadcast Pioneers of Philadelphia; and

WHEREAS, Rob Schwartz has been a tremendous influence in the Philadelphia Area's music and media scene. Despite having a global reach through WHO?MAG Multimedia, he is always an avid supporter of local talent and seeks to promote up-and-coming artists from Philadelphia; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That it hereby recognizes and honors

Rob Schwartz for his pioneering multimedia career.

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