



Jay D. Schwartz



Jay D. Schwartz brings extensive public relations experience and the professional zeal of "an aggressive New Yorker" to his approach of doing publicity. His eclectic roster of clients includes Gladys Knight, Scott Bakula, Rocky Carroll, Cheryl Ladd, Toks Olagundoye, Jaclyn Smith, Louis van Amstel, and Mary Wilson among others.

Best known for his personality representation, Schwartz achieved initial success in the field of theatre. In his first position in PR at Solters/Roskin/Friedman in New York, he worked on the Broadway hits "Nicholas Nickleby," "42nd Street" and "Lena Horne: The Lady and Her Music." After a brief stint with Burnham-Callaghan & Associates working on accounts such as Patti LaBelle, Al Green and Elliot Gould, Schwartz worked on "Night Mother," "Hurlyburly" (both New York and Los Angeles productions) and "Ma Rainey's Black Bottom" with Broadway producers Fred Zollo and Barbara Ligeti.

In 1985, Jay moved from New York to Los Angeles and joined Nanci Ryder Public Relations, which evolved into Baker/Winokur/Ryder Public Relations (BWR). Jay opened his own PR firm, JDS, in 1995. Over the years, Jay has worked with such diverse clientele as Christopher Walken, Drew Barrymore, Jean Claude Van Damme, Lauren Bacall, Danny Aiello, Anita Baker, Luc Robitaille, Sugar Ray Leonard and many others.

Jay has always approached publicity with a personal touch, merging a roll-up-your-sleeves work ethic with an emphasis on building and maintaining relationships at both the personal and professional level.

JDS is a full service PR Firm whose goal is to provide a personal touch based on relationships which is what the Entertainment Industry is all about. Turning "no's" into "yes's".

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