



# **Entertainment, Film & Television Marketing and Publicity**

Phone: (404) 988-7788 (PRTV)

Email: [GlenNeta@GlenNetaGriffin.com](mailto:GlenNeta@GlenNetaGriffin.com)

[www.GlenNetaGriffin.com](http://www.GlenNetaGriffin.com)



# GLENNETA GRIFFIN

**GlenNeta Griffin** is an established Communications Professional, Consultant and Publicist. As an Entrepreneur, she has 20 years of experience in Entertainment, Film, Marketing, Media, Public Relations and Television. As a Consultant and Publicist, GlenNeta is dedicated to helping others gain mass exposure while bringing their projects to life. She holds a Bachelor of Arts Degree in Public Relations and Marketing from the Forbes School of Business at Ashford University. She also has a Bachelor of Arts Degree in Journalism & Mass Communications and is a graduate from the prestigious Connecticut School of Broadcasting.

## **Marketing For The Independent Film Maker:**

GlenNeta Griffin PR ensures your independent film gets to the industry, distributors, the festivals and the public. We know the drill. You've finally made your film. It's been written, cast, produced, directed – your labor of love has come to fruition. So, if you've spent the time, money, blood, sweat and tears to get it made, you now owe your project a chance to be seen.

With the film industry in such flux and more competitive than ever, it's essential that a public relations campaign is launched even before a distribution deal is in place, to ensure that your film has the best shot at success. Media exposure not only helps solidify distribution interest, it also interests film festivals. At GlenNeta Griffin PR, we've promoted independent artists as well as major and independent feature films and documentaries for years. I've worked as a screenwriter and indie film producer and know the hazards and pitfalls of getting a film from concept to the market. With that in mind, I've developed filmmaker packages designed to publicize and market films and submit them to specific film festivals.

From a full public relations campaign, to a limited campaign, to a PR consultation package, we work with you to give you the marketing services you need at a price point you can afford. Depending on the package or program you choose, we work with you to:

- **Create The Story**
- **Develop a local, regional and national PR strategy**
- **Write The Press Release**
- **Create The Media List**
- **Create a Media Follow-up Strategy**
- **Implement The Campaign**
- **Making The Follow Up Calls**
- **Utilize your media in Your Overall Marketing Campaign**
- **Meld Social Media with Traditional PR**
- **Act As The Liaison And Bridge Between You And The Press**
- **Submit your film to Festivals**

**For more information on the various programs and packages, email me at:**

**[GlenNeta@GlenNetaGriffin.com](mailto:GlenNeta@GlenNetaGriffin.com)**



## **Entertainment, Film & Television Marketing and Publicity**

GlenNeta Griffin Public Relations is a firm that has established a vigorous relationship with our celebrity, film and television clientele. Our mission is to provide quality publicity services to help filmmakers and television professionals tell a compelling story. Respected in the entertainment, arts, film and television industries and by the international press, GlenNeta Griffin PR has an established reputation for excellence and for delivering professional services to our clients.

GlenNeta Griffin PR works across a wide range of films, from major studio releases to art-house, independent and world cinema. We handle publicity at any level from unit through theatrical distribution to home entertainment using print, broadcast (radio and television), online and social media. We also manage premieres, festivals, red carpet events, set stills and wrap interviews. Our team includes dedicated publicists who can create tailor-made campaigns. GlenNeta Griffin is a passionate professional dedicated to shining the spotlight on our clients' projects through a variety of services.

### **We offer both an offline and online capability in:**

- Consulting and Campaign Development
- Casting Calls
- Celebrity | Talent publicity and representation
- Coordinating on and off set interviews
- Coordinating photography | B-roll footage | Set Stills | Screeners
- Fan outreach | Promotional campaigns and online giveaways
- Film festival preparation, launch, publicity and representation
- International publicity campaigns
- Lobbyist
- Movie Premieres, Screenings and Promotional Events
- Organizing launch parties, press conferences and media events
- Panel Discussions and Interviews
- Premiere and event media management
- Press Kit Preparation
- Press Release distribution to targeted media lists
- Proactive story pitching to journalists and bloggers
- Project Consulting
- Publicity and Promotion Campaign Planning | Development and Execution
- Red Carpet Interviews
- Schedule visits to the set
- Show Pitches
- Trailer Releases
- Treatment Preparation
- Unit Publicist Assigned to Project for Duration
- Web publicity | Internet viral awareness publicity campaigns including Social Media | Content management
- Writing press releases | Biographies | Synopsis and Production notes
- Wrap and Behind the scenes Interviews



## **Partial Client and Project List**

Making the Drumline

Little Big Shots (NBC)

Clayton County Access Television (CCTV)

Fuel Up To Play 60 (NFL)

Coca Cola Industrial

Post Pro Magazine

Helping Educate and Train (HEAT)

South Metro Chiropractic Center

Frank Ski Kids Foundation

Southeast Dairy

Sisters of Jade

Lady Rush Studio Unique

Minds, Inc. NAACP

South Hollywood Lane

The Beauty Bar Project

Occupy Movement

Homeboys Football Camp

First Class Business Referral Group

Living Christian Church Cuisine

Noir Magazine

Unspoken Words

Television and Film Casting Calls

Numerous Political Campaigns

Numerous Television Guest Expert Placements

And More...



## MEDIA PLACEMENTS

Atlanta Journal Constitution

Ebony- JET Magazine

The Today Show - CNN Business

Oprah / OWN - Entertainment Tonight

20/20 - Good Housekeeping

New York Times - Women's Day

Google News - Style Network The

View - Wall Street Journal

Cosmopolitan - The O'Reilly Factor

Women's World - Fox News

Dateline NBC - Los Angeles Times

The Insider - Self Magazine

Newsweek - True Hollywood Story

Tonight Show - Playboy Radio / TV

Us Magazine - KABC Los Angeles

Flex Magazine - Redbook

People Magazine - Book TV

The Wrap - Allure Magazine

Page Six - Access Hollywood

Success Magazine - Extra

USA Today - E-Entertainment TV

CBS Early Show - Radio Disney

MTV News - Good Morning America

and many others...



## **Film Festival Preparation, Placement, Publicity and Representation**

Atlanta Film Festival

Atlanta Underground Film Festival (AUFF)

American Black Film Festival

BronzeLens Film Festival

Chicago Underground Film Festival

Florida Film Festival

Los Angeles Film Festival

Miami International Film Festival

National Association of Black Journalists (NABJ) Film Festival

New York Film Festival

Orlando Film Festival

Raindance Film Festival

San Diego Black Film Festival

Sundance Film Festival

Toronto International Film Festival

Tribeca Film Festival

USA Film Festival

and others...

Let's Work... Make Contact Today!  
(404) 988-7788 (PRTV)  
Email: [GlenNeta@GlenNetaGriffin.com](mailto:GlenNeta@GlenNetaGriffin.com)  
[www.GlenNetaGriffin.com](http://www.GlenNetaGriffin.com)