

Guide to Entertainment PR

Background

PR encompasses many strategies, tasks, and objectives. The main goal is to see your client shine. This guide will highlight the must-know topics when it comes to PR in the entertainment industry.

The Industry

Music:

- Uses PR strategies to gain fans, create an identity, and boost fan-to-artist engagement.
- Placements in traditional media (magazines, talk shows, news, etc.), social media (brand campaigns, YouTube channels, etc.), and music media (music magazines, blogs, etc.)

Acting/Film/TV:

- Uses PR to pick up coverage on film, TV show, or actors in traditional media and social media.
- Boost actors into stars

Other Talent:

- Uses PR similarly, but tailored to the talent at hand

Common coverage

Music

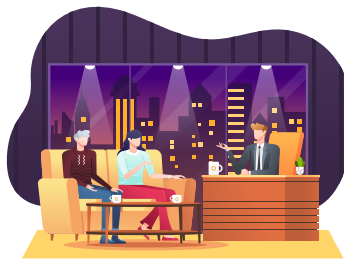
- Rolling Stone, Billboard, Pitchfork, the Fader, Stereogum
- Saturday Night Live, late night talk shows
- YouTube shows, podcasts (Hot Ones, magazine channel content)
- Reviews and interviews

Acting

- Variety, Elle, AV Club, Screen Rant
- Television news, talk shows
- Heavy interviews, behind-the-scenes, movie/show reviews

Other

- Depends on talent
- EX: Comedian gets Netflix special and then interviews with Forbes about the experience.



Why is PR important?

Simply put, PR leads to client success and validity in the industry. The entertainment industry is vast, competitive, and hard to break through. A PR team will aid a client's career growth to prove they should be respected as a professional entertainer. Follow the process below!

Leads to

Varying Press Content

More exposure

More opportunities

Client Growth

More exposure

More opportunities

Client Growth

Success and validity in industry

Entertainment PR Firms

Firm	Area	5 Notable Clients
The Lede Company	All talent	Rhianna, Lady Gaga, Will Smith, Ariana Grande, and Reese Witherspoon
The Oriel Co	All talent, music focused	Clairo, Alanis Morissette, Lenny and Zoe Kravitz, Phoebe Bridgers
Sunshine Sachs Morgan & Lylis	All talent, actor focused	Leonardo DiCaprio, Jennifer Lopez, John Mayer, Natalie Portman, Bon Jovi
R&CPMK	All talent	Denzel Washington, Suki Waterhouse, The Jonas Brothers, Ludacris, Bella Hadid

Things to keep in mind

- Talent may have different PR firms for various projects, partnerships, or locations
- PR can cover a lot. It can mean creative direction, press coverage, or crisis communication. No two days look the same
- The entertainment industry is competitive. Don't get discouraged easily.
- Even though this is a guide, no two PR professionals do things the same way. Adaptability is key and will let you find your *own* style.

Explore the Star Strategies website for more info!



