



*Publicist du jour Wyllisa Bennett pictured with social icon Angela Davis at the 2013 Pan African Film Festival.*

## **C**reative. Innovative. Passionate.

These three words describe the person that I am, the work that I do, and my philosophy and outlook on life. — Wyllisa R. Bennett, publicist du jour



## *publicist du jour*

(Translation: French, publicist of the day)

With more than 20 years of experience, Wyllisa Bennett has honed her skills as an award-winning writer, communicator and public relations practitioner. A North Carolina native, Wyllisa relocated to Los Angeles in 2001, and continued her career as a writer and entertainment publicist. She founded *wrb public relations*, a boutique public relations agency that specializes in entertainment publicity. .

As an entertainment publicist, Wyllisa uses her creative and communication skills to help celebrities, filmmakers, tv personalities, authors, non-profit organizations and companies achieve their public relations and marketing goals. She has worked with a plethora of award-winning actors, reality stars, personalities and household names, including reality stars NeNe Leakes (“The Real Housewives of Atlanta,” “Glee”), Alexis Bellino (“Real Housewives of Orange County”), and two-time Emmy Award-winning celebrity hairstylist Kiyah Wright (“Love in the City”); plus award-winning actors Isaiah Washington (“Grey’s Anatomy,” “The 100”), Sheryl Lee Ralph (“Moesha,” “Designing Women” and “Instant Mom”), and Victoria Rowell (“The Young and the Restless”); as well as radio personality and filmmaker Russ Parr (“The Russ Parr Show”) and radio personality and comic J. Anthony Brown (“The Tom Joyner Show” and “The Rickey Smiley Show”) – just to name a few.

A native of North Carolina, she’s held positions with *Community Pride* magazine and *The Charlotte Observer* as assistant to the publisher/staff writer and special sections writer, respectively in Charlotte, North Carolina. She also served as director of public relations and marketing at the Levine Museum of the New South.

She has a proven track record of working successfully with clients and assessing their needs to creatively implement a successful public relations campaign. In establishing *wrb public relations*, Wyllisa continues to gain positive exposure for her clients while building on her reputation as a consummate professional. Visit her blog, “Rantings From the Red Carpet” at [www.WyllisaBennett.com](http://www.WyllisaBennett.com)



## services

*Creative. Innovative. Passionate. These three words describe the firm's fresh approach to executing your communication and promotional needs.*

### **Services**

*wrb public relations* is a boutique public relations agency that specializes in personal as well as film and television publicity. The services of *wrb public relations* can be broken down into six categories: public relations; marketing communications, media relations, social media relations, community relations and event management.

#### **Public Relations**

- Promotions
- Image Making
- Branding
- Concept Development
- Strategic Planning & Counseling

#### **Media Relations**

- Publicity
- News Releases
- Media Kits
- Feature Stories

#### **Event Management**

- Theme Development
- Event Administration
- Event Planning/Logistics
- Press Support

#### **Marketing Communications**

- Advertising
- Collateral Writing & Editing
- Promotional Materials & Identity Package
- By-lined Article Development
- Management Presentations
- Feature Stories

#### **Social Media Relations**

- Social Media Presence
- Integration of Social Media Platforms
- Content Development & Curation
- Audience Building

#### **Community Relations**

- Talent Outreach
- Bookings
- Guest Appearances

# press coverage



The clients of *wrb public relations* have been featured on syndicated radio shows like the “Ryan Seacrest Show,” the “Billy Bush Show,” the “Tom Joyner Morning Show,” the “Russ Parr Show,” the “Wendy Williams Show,” the “Warren Ballentine Show,” the “Michael Baisden Show,” the “Tavis Smiley Show,” and television shows, such as the “Today Show,” “CBS Morning Show,” “Ellen,” “The View,” “The Talk,” the “Wendy Williams Show,” “Dr. Phil Show,” “Access Hollywood” and “Entertainment Tonight,” as well as newspapers and magazines, including *Hollywood Reporter*, *O Home*, *Glamour*, *Good Housekeeping*, *People*, *Ebony*, *Jet*, *Essence*, *Black Hair*, *Black Enterprise* and *Soap Opera Digest* -- just to name a few.



# clients

*past and present*

The clients of wrb public relations have been nominated for Daytime and Primetime Emmys and NAACP Image Awards.



wrb public relations has worked with and/or represented clients at such high-profile, red-carpet events, including the *Emmys* and *Daytime Emmys*, the *People's Choice Awards*, the *NAACP Image Awards* and the *BET Awards*.

## **Actors & Personalities**

**Isaiah Washington**, SAG Award-winning actor & producer

**Sheryl Lee Ralph**, Tony-nominated actress & HIV/AIDS advocate

**Victoria Rowell**, Emmy-nominated actress & child advocate

**J. Anthony Brown**, radio personality & comic  
*Tom Joyner Morning Show* & *The Rickey Smiley Show*

**Kym Whitley**, Emmy-nominated actress & comedienne  
*publicity consultant for Infinite Scope PR*

**Russ Parr**, radio personality & filmmaker  
*The Russ Parr Show*



**clients**  
*past and present*



**Reality**

**NeNe Leakes, reality star & author**  
*"Real Housewives of Atlanta," "Glee"*

**Alexis Bellino, reality star**  
*"Real Housewives of Orange County"*

**Uchenna & Joyce Agu, reality stars\***  
*winners of Emmy-winning reality show "The Amazing Race 7"*

**Kiyah Wright, two-time Emmy Award-winning celebrity hairstylist**  
*"Love in the City"*

**Business, Media & Non-Profit Organizations**

Black Entertainment Television (BET)  
Diva Foundation  
The Rowell Foster Children's Positive Plan



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# film campaigns



*wrb public relations* has helped several film campaigns for several independent films, including “Life, Love, Soul,” directed by Noel Calloway; “A Christmas Wedding,” directed by Tyler Maddox Simms; “35 & Ticking,” directed by Russ Parr and “The Kill Hole,” directed by Mischa Webley.

For the past five years, *wrb public relations* served as the media consultant and publicist of record for the Pan African Film Festival (PAFF), the nation’s largest and most prestigious international Black film festival, held annually in Los Angeles.

PAFF was founded in 1992 by award-winning actor Danny Glover (“The Color Purple,” “Lethal Weapon” movie franchise), Emmy Award-winning actress Ja’Net DuBois (best known for her role as Willona in the tv series, “Good Times”) and executive director, Ayuko Babu, an international legal, cultural and political consultant who specializes in African Affairs. In 2013, PAFF received the a *Lifetime Achievement Awards* from the African Movie Academy Awards (AMAA). which is considered the African Oscars.

contact me.



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*wrb public relations* operates business from 10 a.m. to 6 p.m. (PST) Monday through Friday. As the principal, Wyllisa Bennett is "on call" in the evenings and weekends for special events and weekend engagements. The office of *wrb public relations* is located at 550 S. Barrington Ave. #1208 in the Brentwood community of Los Angeles. Visit [www.WyllisaBennett.com](http://www.WyllisaBennett.com) to find her on social media.

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