

PUBLIC RELATIONS - TOUR PUBLICITY - CRISIS MANAGEMENT



NEW YORK - ATLANTA - LOS ANGELES - MIAMI



(...making it is about more than just sending out a press release)

J Sharpe Agency Public Relations is a creative and innovative public relations agency with the unparalleled ability to successfully go above and beyond industry standards to develop and execute effective integrated campaign strategies and results.

We understand news & how to navigate through the media to keep our clients in it.

We generate phenomenal media coverage.

We think of long term publicity results when initiating short-term campaign plans.

We establish brand staying power.

We avoid cookie cutter PR methods and aggressively create customized PR programs that deliver successful and lasting results that compel others to think and talk about our clients.

WHAT EXECUTIVES, ARTISTS & TRENDSETTERS ARE SAYING ABOUT J SHARPE AGENCY PUBLIC RELATIONS

“Professional, creative, dedicated and thorough. I don’t initiate a launch without them!”
-Corey (CL) Llewellyn: CEO, Digiwaxx Media

“J Sharpe Agency Makes it Happen. Jennifer Williams and her team was the first and only trusted choice when it came to launching and now navigating publicity and marketing strategies for Ludacris’ digital brand WeMix.com”

-Chaka Zulu: Artist Manager (Christopher “Ludacris” Bridges)
Co-CEO, Disturbing Tha Peace Records

“I represent over 30 NFL players and J Sharpe Agency PR is THE trusted strategic communications and branding partner for me when it comes to the corporate relations needs of my athlete management agency.”
- Glenn Toby: CEO, Total Entertainment Athlete Management/Infinite Sports Concepts

“J Sharpe Agency PR is a great company that works very hard for its clients. Jennifer Williams and her team are thorough in getting amazing placements for clients and establishing them as brand leaders.”
- Stephanie Miller: Celebrity Stylist/ CEO Osharé Stylez (Ludacris, Dave Chappelle, Esquire, W, Vanity Fair)

Jennifer and her team create excellent publicity results.”
-Talib Kweli: Recording Artist

“Jennifer Williams and the J Sharpe Agency PR team have been an essential element in my corner from day one. J Sharpe PR cares and it comes through in their work. They truly are the best.”
-MIMS: Billboard Chart-Topping Recording Artist



Mercedes-Benz FashionWeek



WHAT WE DO

J Sharpe Agency PR specializes in the development of exciting and effective public relations and branding campaigns for our diverse roster of clients. From our flagship NYC office, J Sharpe Agency PR has the passion, expertise, network and ability to develop and execute campaigns that will create the widespread media exposure you've been looking for.

Public Relations

Using our established relationships with editors and producers from all formats of print and electronic media, we build memorable campaign strategies for our clients. From press conferences, product placement, album release projects to media tours, we garner maximized national media exposure.

Media Brand Publicity

Spreading the messages of media properties comes naturally to J Sharpe Agency PR. Our diversified staff of publicists with backgrounds in journalism and broadcast news not only understand the news making process...we've lived it and are well versed in translating our clients' news onto the front page news of the nation.

Tour Publicity

With our extensive media network, JSAPR implements and develops effective tour publicity campaigns nationwide for a variety of concert promoters and music genres. Through the use of press conferences, regional media targeting and aggressive pre and post tour press efforts we provoke a positive influence on present and future ticket sales.

Corporate Communications

Whether it's creating awareness for a new process innovation or establishing a reputation for brand reliability, JSA PR's corporate communications strategies deliver measurable results for our clients. Through the power of targeted, creative, cohesive and consistent message platforms our communications professionals shape positive brand perceptions in the minds of consumers and decision makers who influence business productivity. Our approach is to ensure that your communications programs complement and enhance your corporate image and direct sales efforts, which have a direct impact on your bottom line.

WHAT WE DO

Event Production:

From development to execution, JSA PR is equipped to produce product launches, celebrity events, movie premiers, store openings, fashion shows and charity benefits. Everything is managed down to the last detail: theme, décor, celebrity procurement, sponsorship, event press, catering and invitation design.

Image Development & Media Training

From creative direction, photo procurement, graphic design and wardrobe to media training workshops J Sharpe Agency PR utilizes all of its creative resources to ensure the perfect delivery of our clients' messages. Our journalism-based media training programs prepare clients for crisis situations, press conferences, interviews and any other media-related situations that may occur. Make no mistake...First impressions ARE everything.

Crisis Communications

We develop necessary internal communications and procedures that train clients and their team through the use of simulated crises. Tailor-made plans ensure effective communications to resolve an event or issue that poses a threat to an individual's reputation or to the operation and reputation of an organization or brand.

Our Clientele

Concert tour promoters, Musical artists, Publishing companies, Record labels, Soundtracks, Record producers, Songwriters, Athlete Management companies, Entertainment companies, Artist Management companies, Fortune 100 and 500 corporations. Magazines, Publishing companies, Network & cable television programming, Cable networks, Television production companies, Packaged goods, Wine & spirits, Gaming, Clothing labels, Consumer appliances, Consumer electronics, E-commerce sites, Film and Television Personalities, Producers, Directors, Supermodels, Writers, Authors, Hosts/spokespeople, Fashion designers, Multiple market field events, Fashion shows, Charity events, Store openings, Gallery events, Product launches, Sports events, Film festival parties/events

PRESIDENT / CEO

Jennifer A. Williams
President & CEO
J Sharpe Agency Public Relations

With her thorough understanding of public relations, entertainment, youth culture, corporate marketing, branding and mass media, Jennifer A. Williams advises some of the most influential companies, personalities and brands while crafting sharp and intelligent campaign strategies that maximize media coverage across the board.

Prior to establishing J Sharpe Agency PR, Jennifer acquired extensive experience in music, fashion, consumer and corporate communications while working with companies such as Weber Shandwick, Rogers & Cowan, Elektra Entertainment Group and media brands such as Essence, Jane, Honey, The Source & Nickelodeon Magazines .

A graduate of Howard University, Jennifer holds a Bachelors of Arts in Public Relations.

CONTACT

From our flagship New York City offices J Sharpe Agency Public Relations aggressively utilizes its passion, creativity and network of resources to develop and execute superior public relations results.

Please contact us to find out how J Sharpe Agency Public Relations can maximize the media presence of your image, brand or corporation.



New York

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