



# mic drop

PR IN ENTERTAINMENT

**March 27 & 28, 2026**

**Annenberg Hall, 2020 N. 13th St.,  
Philadelphia, PA**



**Hosted by Temple University's PRSSA Chapter**

# Welcome To mic drop

PR IN ENTERTAINMENT

Welcome to the Mid-Atlantic District Conference, hosted by Temple University's PRSSA Chapter. Our conference theme for 2026 is "Mic Drop: PR in Entertainment."

Philadelphia has long been a great city for entertainment, starting in 1808 with the founding of America's oldest theater, The Walnut Street Theater. But there's more to public relations in entertainment than promoting an event. In entertainment, PR touches so many different members of our communities, from grassroots neighborhoods to arts organizations (as witnessed by Philadelphia's own Avenue of the Arts) to corporate sponsors. PR in entertainment can also serve multiple purposes, from travel and tourism to civic engagement and civic pride. Moreover, entertainment has long been a platform for social change, from protest songs to underground and feminist productions and exhibits.

Today our speakers represent a wide range of talent and experiences across different aspects of entertainment and public relations. I am certain you will gain many insights from these professionals.

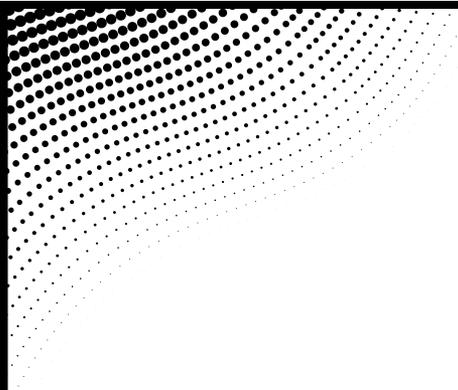
Congratulations to Temple's PRSSA chapter and to all those responsible for organizing and hosting this year's Mid-Atlantic District chapter. Your dedication and hard work reflect your devotion to your profession and the level of commitment you will take into your future careers.

I hope that you will take advantage of all the networking opportunities this conference provides throughout the day, and I hope you enjoy today's conference.



Deborah A. Cai, Ph.D.  
Acting Dean  
Klein College of Media and  
Communication

*Deborah A. Cai*



Kathy Mueller, MFA  
Chair and Associate Professor  
Department of Advertising and  
Public Relations

Welcome,

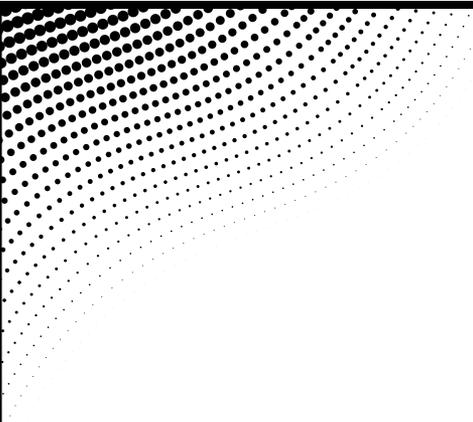
On behalf of the Department of Advertising and Public Relations, welcome to the PRSSA Mid-Atlantic District Conference, “Mic Drop: PR in Entertainment.”

This event is made possible through the tireless efforts of Temple University’s PRSSA Chapter, the conference organizing team, and all those who played a role to create an exciting day of listening, learning and networking.

In a year when Philadelphia celebrates the 250<sup>th</sup> anniversary of the country, this is a perfect time to examine how entertainment in all its forms can bring a community together. PR in entertainment goes beyond promoting a concert, dance performance, live stage or comedy routine. It can serve as a platform for everything from community outreach to social justice. Today, you’ll have a unique chance to hear from professionals who have engaged in this work for years. I hope you’ll gain some valuable insights from what they have to say.



*Kathy Mueller*



Dear Attendees,

It is a privilege to welcome you  
all to the 2026 PRSSA  
Mid-Atlantic District Conference  
Mic Drop: PR in Entertainment.  
We are ecstatic to have you  
with us this weekend on Temple University's main campus.



Sylviana Colón, President of  
Temple PRSSA

For more than a decade, Temple PRSSA has proudly hosted an annual conference connecting attendees with industry leaders who provide a wealth of knowledge. Last year, we hosted the 2025 PRSSA Mid-Atlantic District Conference Game On: PR in Sports, which received the Outstanding District Conference Award at the 2025 PRSSA ICON.

We invite you to explore the world of entertainment and discover how public relations fits into this dynamic industry. Take this time to learn from professionals and grow your network.

Thank you for joining us at Mic Drop: PR in Entertainment!



*Sylviana Colón*

# TODAY'S SCHEDULE

Check-in Begins	9:00 AM	
Opening Remarks	9:30 AM	Atrium
Champions Breakfast with PRSA Philly	9:40-10:30 AM	Atrium
Breakout Session 1	10:35-11:20 AM	
<ul style="list-style-type: none"><li>Behind the Premiere: My Path Into Film Publicity</li><li>The Best Seat in the House: Notes From the Field of Entertainment PR</li></ul>		Room 4 Room AH3
Breakout Session 2	11:25-12:10 PM	
<ul style="list-style-type: none"><li>Inside Live Nation: The Day-to-Day Workings of Entertainment Marketing</li><li>Headlines, Deadlines and Opening Nights: Life in Theatrical PR in NYC</li></ul>		Room AH3 Room 4
Lunch	12:15 PM	Atrium
Keynote	12:45-1:45 PM	Atrium
Breakout Session 3	1:50-2:35 PM	
<ul style="list-style-type: none"><li>Sustainability in Events: A Holistic Approach to Events</li><li>From Blog to Business: An Entrepreneurial Look at Public Relations</li></ul>		Room AH3 Room 4
Breakout Session 4	2:40-3:25 PM	
<ul style="list-style-type: none"><li>Communicating the Backstage World</li><li>Behind the Curtain with Ensemble Arts Philly</li></ul>		Room AH3 Room 4
PRSSA Leadership Summit	3:40-4:25 PM	
<ul style="list-style-type: none"><li>From High School to Higher Ambitions</li></ul>		Atrium
Closing Remarks	4:30 PM	Atrium



# MORNING SESSIONS

**PRSSA to PRSA: Maximizing the Value of PRSA Membership**  
Scott Sauer Jr., Melina O'Neal (PRSA New Pros), Courtney Rice, Theresa Spencer, and Hector Nuñez

This session explores how joining PRSA after graduation can accelerate your career through valuable networking, professional development, and ongoing support. Hear from PRSA Philadelphia leaders on the benefits of membership and how to stay connected, develop your skills and advance as an early-career communications professional.

**Behind the Premiere: My Path Into Film Publicity**  
Tiara Robinson-Makidi: Allied Global Marketing

Tiara will highlight her journey from studying Media Studies & Production with a minor in Digital Media Engagement to working on film publicity campaigns for major studios. She will touch base on her intern role as a college ambassador for Warner Bros. Pictures. Her presentation will offer a behind-the-scenes look at what it's like to work in film publicity, from campaign strategy to day-to-day execution.

**The Best Seat in the House: Notes From the Field of Entertainment PR**  
Kymberlee Northworthy: Klein College of Media & Communication

Kymberlee will share the lessons, turning points, insights, and strategies that have shaped her career. Over more than two decades, she's had a spectacular journey in entertainment public relations. It hasn't been flawless, but it has challenged her, taught her, delighted her and opened doors she never imagined. Resilience played a major role as well. Attendees will leave with a sense of what's possible in entertainment PR, a strategy for building longevity, and guidance to help you chart your own remarkable path in this industry.

**Inside Live Nation: The Day-to-Day Workings of Entertainment Marketing**  
Vincent Angiolillo: Live Nation Entertainment

Vin will walk you through the day-to-day aspects of marketing at Live Nation Entertainment and what that looks like in practice. Attendees will get a backstage pass to the marketing behind one of the largest live entertainment companies in the world.

**Headlines, Deadlines and Opening Nights: Life in Theatrical PR in NYC**  
Ellie Detweiler: DKC/O&M

Ellie will focus on the fundamentals of PR in theater, tracing her path growing up in Iowa to building a career in New York City's theatrical public relations world. After discovering early on that entertainment was where she wanted to be, she'll share how that focus shaped and propelled her forward into the very niche, competitive field theater can be. She'll walk through what the past six years have looked like working at DKC/O&M, one of NYC's leading theatrical PR firms, including her involvement with Broadway and Off-Broadway productions, major industry events and red-carpet moments - sharing a real-world look at what happens behind the curtain.

# AFTERNOON SESSIONS



**Creating the Perfect Pitch: The Importance of PR in Music**  
Victoria Hamersky: VGMT Management

**Sustainability in Events: A Holistic Approach to Events - Sponsored by PRSA Philly**

**Laura Snite: Pennsylvania Horticultural Society**

Laura will explore all aspects of events and how a sustainable mindset can be applied to them. Reduce, Reuse, Recycle is the motto, and we will see how these can be achieved throughout an event, from planning to implementation.

**From Blog to Business: An Entrepreneurial Look at Public Relations - Sponsored by Philly PR Girl**

**Kate Marlys Rodgers: Philly PR Girl**

Kate Marlys Rodgers will showcase her growth into a prominent figure in Philadelphia's public relations scene, making a name for herself as both an entrepreneur and a thought leader. She initially gained recognition through her blog, PhillyPRGirl.com, which quickly evolved into a full-service public relations firm, Philly PR Girl LLC. In this session, you'll learn to blend creativity, business acumen and community engagement, making you a standout entrepreneur and leader.

**Communicating the Backstage World - Sponsored by Aversa PR & Events**

**Rachel Hales & Matt Ricciotti: Rock Lititz**

Rachel and Matt will highlight what happens behind the curtain when show day comes and all the audience sees is a polished stage, lights, audio and scenery with their favorite artist. There are many individuals running the show using essential communication methods. This session will go into the do's and don'ts of working and marketing behind the scenes, working with NDA's and strategic branding.

**Behind the Curtain with Ensemble Arts Philly - Sponsored by AB&C Creative**

**Lauren Woodard Hall: Philadelphia Orchestra**

Lauren will discuss the role public relations plays in the success of live performances long before the curtain rises. Attendees will get an inside look at the communications work behind Ensemble Arts Philly, whose mission is to share the transformative power of the performing arts with the widest possible audience. From promoting ticketed performances to amplifying free education and community programs, PR serves as a key bridge connecting artists, organizations, and audiences. This talk offers a behind-the-scenes look at what public relations is like at one of the nation's largest performing arts centers.

**From High School to Higher Ambitions**

**Talia Sinclair: PRSSA International**

Talia will discuss tactics to develop one's university degree beyond the four walls of the classroom. Drawing from her own academic, leadership, and professional experiences, she will share how students can intentionally stack internships, campus involvement, and coursework to build meaningful career momentum. The session will explore practical strategies for bridging classroom theory with real-world application while developing a diverse and competitive skill set.



# MEET THE KEYNOTE VICTORIA HAMERSKY



**Victoria Hamersky** is a Philadelphia-based music industry and live event professional who focuses on artist management and advocating for underrepresented groups in music. She is the founder of VH MGMT Group, an artist management and development company. With her previous work in A&R at Atlantic Records + Elektra Records, she has a deep passion for artist development and sets out to continue to work with the next generation of superstars. Her mission is to bridge the gap and create opportunities for women, LGBTQIA+, BIPOC, and disabled people in the music industry.

## **Creating the Perfect Pitch: The Importance of PR in Music:**

Victoria will discuss how the music and entertainment industry thrives off creating a captivating narrative for the public. How can you craft the perfect story and message for your client? What tools are needed to give an artist the best public outcome in crisis situations? So many questions lie within this sector, but with tenacity, wisdom and a collective connection with your client, anything is possible to make sure their story, their message, their events, their music, etc, can be shared to the public in an authentic manner.

# WELCOME TO:



**The North Broad Renaissance** is the nationally recognized, non-profit manager of both the North Broad Business Improvement and North Broad Special Service District. The organization is doing the important work of vitalizing North Broad Street by improving its economic vitality and overall quality of life from City Hall to Butler Street. NBR's work around cleaning, greening, safety, business attraction, business retention, and employment is directly impacting more than 50,000 residents, in eight neighborhoods, and helping to increase the median income in the district. A core pillar of NBR's work is its marketing and communications program, which helps grow audience engagement, uncover new opportunities, and position North Broad as a key destination for hospitality and tourism.



Jada is a communications and community engagement strategist working to shape the public narrative of North Broad Street in Philadelphia. As BID Manager at North Broad Renaissance, she leads corridor-wide event strategy, business outreach and storytelling for one of the city's most active urban corridors.

# TODAY'S SPEAKERS



**Scott Sauer Jr.** is a Philadelphia-based strategic communications and media relations professional and serves as President of PRSA Philly. A graduate of Temple University's Klein College of Media and Communication, Scott brings a perspective shaped by his transition from student to industry professional. His experience includes work with the Associated Press and Jacobson Strategic Communications. Speaking with Scott are Melina O'Neal (PRSA New Pros), Courtney Rice, Theresa Spencer and Hector Nunez of PRSA Philly.



**Tiara Robinson Makidi** is a Temple alum with a wealth of experience in the film and entertainment industry. Her internship with Warner Bros. Pictures helped launch her career working on film campaigns with major studios. She currently serves as an Account Executive at Allied Global Marketing.



**Kymberlee Norsworthy** is a public relations strategist and professor at Temple University with more than 20 years of experience in strategic communications, media relations, and crisis management. She has led campaigns for major artists and organizations across the music, publishing, and nonprofit sectors, working with clients such as Ice Cube, Prince, the Black Eyed Peas and Michelle Williams of Destiny's Child. Through her consultancy, Worth Ink Public Relations + Media Strategies, she continues to help brands and creators expand their influence while also mentoring the next generation of PR professionals at Temple.



**Vincent Angiolillo** is an experienced creative and marketing professional with a Bachelor's Degree in Mass Communication/Media Studies from Neumann University. He's been with Live Nation for 15 years, working his way from intern to Director of Marketing. During that time, Vin has worked across the Northeast region and beyond on festivals, special events, concerts and more.

# TODAY'S SPEAKERS



**Ellie Detweiler** traces her path from growing up in Iowa to building a career in New York City's theatrical public relations industry. After graduating from Drake University with a Bachelor's degree in public relations and sociology, she has progressed from a Press Intern to an Account Assistant at DKC/O&M.



**Laura Snite** is a Philly native and Temple Alum with a Bachelor's degree in Anthropology. She started at the Pennsylvania Horticultural Society as a volunteer and has grown her career within the company. With 20 years working in the event and service industry, she has built deep knowledge of the field. She is excited to show how sustainability is put into action through events, from planning to implementation.



**Kate Marlys Rodgers** is the founder of Philly PR Girl LLC, a full-service firm that grew from her flourishing blog. Known as a successful connector, she specializes in event planning, digital strategy and influencer marketing nationwide. Her expertise has earned her numerous awards and features in prominent media outlets like FOX29 and Philadelphia Style. Beyond PR, she is a respected speaker and the creator of the interactive art pop-up experience: Photo Pop Philly. Her blend of creativity, business acumen and community engagement has made her a standout entrepreneur and leader in the Philadelphia area.



**Matt Ricciotti** is a multitasking industry professional passionate about fostering a positive and successful environment for artists and audiences alike. He is currently the Client Services Manager for Rock Lititz, working in the studios and with touring productions of varying scales. Through prior general management positions at The Fillmore, The Met, Tower Theater and Punchline Philly, he has developed a deep understanding of the industry within Philadelphia. He remains involved with Live Nation within his role as Director of Alternative Programming.

# TODAY'S SPEAKERS



**Rachel Pfennig Hales** oversees Brand and Content at Rock Lititz, where she builds live event culture and gives a voice to the whole organization. Rachel began her career touring with the Black Eyed Peas and Lynyrd Skynyrd, and now focuses on celebrating crews through education and experiences. Rachel is the author of *Tour Book*, an inside look into the concert touring industry through thoughtful storytelling. With her MA in English studies and MFA in creative writing, she blends her passions for writing and backstage culture.



**Lauren Woodard Hall** is the Director of Program Public Relations at The Philadelphia Orchestra and Ensemble Arts in Center City, Philadelphia. Her career in Public Relations has allowed her to utilize writing and editing skills daily, crafting messaging to promote an array of initiatives at one of the largest performing arts centers in the United States. Lauren manages the day-to-day programmatic PR needs for all national Broadway tours and a myriad of jazz, comedy, dance, rock and family events. She has held various positions throughout the organization since 2014, within both Marketing and Public Relations.



**Talia Sinclair** is the Vice President of Professional Standards for PRSSA International, where she oversees ethical standards and professional development for 37 student-run firms nationwide. At Purdue University, she's earning dual degrees in Strategic & Business Communication and Sociology, alongside a minor in Political Science.

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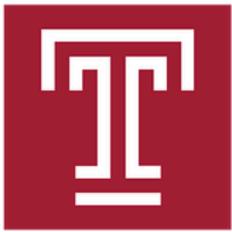
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# PRSA



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