



## **THE PNP AGENCY OVERVIEW**

The PNP Agency specializes in sports and entertainment public relations and management. The PNP Agency provides services for artists, celebrities and athletes. We have twenty-one years in effectively communicating its client's messages to target audiences. We have built a successful consulting practice and gain knowledge by culling from diverse experiences in the corporate, sports and entertainment industries. We maintain and emphasize solid, proactive and passionate public relations and management efforts. The PNP Agency prides its position on committing to clients early in their careers and then helping them advance to tremendous heights. We are adept at handling a myriad of services for public figures. [www.thepnpagency.com](http://www.thepnpagency.com)

The PNP Agency continuously works to make all partnerships meaningful and long term. The PNP Agency efforts have been spent putting things into place so that our business and clients are well represented and satisfied. Our ultimate goal is to successfully partner its clients with the highest level professionals in the world of sports and entertainment. We are dedicated to providing its clients and business partners with cutting edge industry connections, resources, referrals and recommendations so that they are always offered the absolute best. The PNP Agency believe that through strong partnerships, hard work, determination and a little TLC, all things will blossom.

- **Public Relations**

Publicity and exposure through, press releases, pitched stories, radio interviews, news media editorials, magazine editorials, commercial & television opportunities special events and engagements. Provide marketing strategy for the client's image to reach broader fan base.

- **Media Training**

Facilitate workshops on image control, delivering key messages and working with the media.

- **Public Appearances**

Prospect opportunities for speaking engagements and celebrity publicity opportunities. Negotiate contracts, administers public speaking appearance and logistics.

- **Personal & Business Administration**

Personal administration, athlete development, travel and hospitality, security, personal assisting, travel accommodations and relocation assistance. On / Offsite 24 hour resource, referrals and recommendations for clients and their needs.

- **Management**

Secure relationships between corporations, non profits sectors and the general public. Matching clients with entrepreneurial opportunities that match their personalities cause or interests.

**THE PNP AGENCY - Philadelphia, Pennsylvania**

**1990 – Present**

Specialize in assisting the careers of artists, celebrities and NFL athletes in the delivery of a full range of public relations, client relations and management services. Leverage entrepreneurial attitude and expertise in client relationships to determine vision, set priorities, and balance competing public relation needs. Research and develop materials to enhance public perception and awareness of key clients. Interact with media, community members and clients to maximize exposure and develop the clients' goals. Establish and maintain network of media relationships. Prepare, write and distribute press releases utilizing social networks, the Internet and e-mail for media focus. Provide administration in travel accommodations, marketing, household management, crisis management and media training.

- Serve as primary spokesperson and public relations/management professional
- Consult daily with clients on personal and business administrative needs and activities
- Formulate a personalized strategy that is tailored to client's development, unique talents, goals and visions
- Assist and administer client with interview preparations, public speaking engagements and appearances
- Establish relationships with corporate and non-profit sectors to set entrepreneurial opportunities for clients
- Negotiate contracts and solidify compensation packages to build mutual agreements on behalf of client
- Define and tailor client's corporate identity and brand communication for media accreditation
- Pitch, establish and organize opportunities for community outreach, speaking engagements and appearances
- Match clients with entrepreneurial opportunities in parallel with their personalities, social causes and interests
- Seek publicity and exposure for clients through pitched stories, magazine editorials, and TV/radio interviews
- Confer with clients to develop strategies for their careers
- Negotiate clients' contractual rights and obligations for public appearances
- Keep clients informed of industry trends and deals
- Manage business and financial affairs for clients and direct image campaigns
- Arrange meetings concerning issues involving clients
- Prepare periodic accounting statements for clients
- Strategize, develop and execute all publicity campaigns for artists, celebrities and athletes
- Manage various communications issues via social media
- Craft talk points and media train clients for press interviews and public speaking engagements
- Participate as volunteer ambassador, office administrator, and event coordinator for special events

## **The PNP Agency: Accomplishments**

### **Athlete Administration**

*Sports Administration, Sports Public Relations, Administer & Secure Athlete Appearances, Endorsement Opportunities, Community Outreach Participation, Media Assistance & Player Development*

#### **Byron Parker – Philadelphia Eagles Safety**

- ✓ The 3<sup>rd</sup> Annual Raheem Brock (Colts) Celebrity Weekend: Support Brock’s Kids Foundation

#### **Eugene Bright – Philadelphia Eagles Linebacker**

- ✓ The 3<sup>rd</sup> Annual Raheem Brock (Colts) Celebrity Weekend: Support Brock’s Kids Foundation

#### **Mike “Scooter” McGruder – Former Professional Football Player**

- ✓ Administered event appearances during Super Bowl XLIV – Miami, Florida
- ✓ First Hampton International Realty Lawrence Citarelli III Corporation  
Jenny McCarthy and Jim Carrey's Autism Organization - Generation Rescue  
Pros with a Purpose: Celebrity Golf Fundraisers Event: [www.generationrescue.org](http://www.generationrescue.org)

#### **Phillipi Sparks – Former Professional Football Player**

- ✓ First Hampton International Realty Lawrence Citarelli III Corporation  
Jenny McCarthy and Jim Carrey's Autism Organization - Generation Rescue  
Pros with a Purpose: Celebrity Golf Fundraisers Event: [www.generationrescue.org](http://www.generationrescue.org)

#### **Mike Moriarty – Former Professional Baseball Player**

- ✓ Green Tree School Non-Profit Organization for Autism Event: [www.golf4autism.com](http://www.golf4autism.com)

#### **Terry Phelan – Former Professional Soccer Player**

- ✓ Green Tree School Non-Profit Organization for Autism Event: [www.golf4autism.com](http://www.golf4autism.com)

#### **Todd Hoffard – Former Professional Soccer Player**

- ✓ Green Tree School Non-Profit Organization for Autism Event: [www.golf4autism.com](http://www.golf4autism.com)

#### **Charleston Hughes – Philadelphia Eagles Linebacker**

- ✓ The 3<sup>rd</sup> Annual Raheem Brock (Colts) Celebrity Weekend: Support Brock’s Kids Foundation
- ✓ Green Tree School Non-Profit Organization for Autism Event: [www.golf4autism.com](http://www.golf4autism.com)

#### **Santana Moss, Washington Redskins Celebrity Birthday Weekend**

##### **April Jones Red Carpet Show**

- ✓ Administered Players’ Interviews

#### **Amon Gordon – Philadelphia Eagles Defensive Tackle**

- ✓ Green Tree School Non-Profit Organization for Autism Event: [www.golf4autism.com](http://www.golf4autism.com)
- ✓ National Association of Black Journalist Fundraiser Event: “On the Move Campaign”
- ✓ Public Appearance at the Black Public Relations Society at Temple University

#### **Sean Jones – Philadelphia Eagles Safety**

- ✓ National Association of Black Journalist Fundraiser Event: “On the Move Campaign”

**Vonta Leach – Houston Texans Full Back**

- ✓ Pitched & secured two page magazine editorial spread
  - Its In the Spotlight Magazine – <http://magcloud.com/browse/Issue/29468> / Published November 2009
- ✓ Administered The Vonta Leach Foundation Celebrity Weekend – Lumberton/Rowland, NC
- ✓ Pitched & secured web-base magazine editorial spread
  - Suavv Magazine – Philadelphia, [www.sauvvmagazine.com](http://www.sauvvmagazine.com) / Published October 2009
  - Game Sports Magazine –NYC, [www.gamesportsmag.com](http://www.gamesportsmag.com) / Published July 2009
  - Blitz Magazine – Philadelphia, [www.blitzmagonline.com](http://www.blitzmagonline.com) / Published July 2009
- ✓ Negotiated & secured a 3 minute commercial spot with Houston Texas Real Estate Resort Company, Bella Luca Development, L.P.
- ✓ Administered Hotel & Event Accommodations for Super Bowl XLIII – Tampa, Florida

**Correll Buckhalter – Former Philadelphia Eagles Running Back**

- ✓ Administered Relocation Assistance: Denver Colorado
- ✓ Secured Athlete Appearance for Super Bowl XLIII Gospel Celebration – Tampa, Florida
- ✓ Secured a special appearance requested by Vice President of Lockheed Martin Private Party to attend a special birthday party for Vice President’s daughter. Correll presented Vice President’s daughter with a key to a custom made BMW luxury car
- ✓ Secured Athlete Appearance for Super Bowl XLII Gospel Celebration - Phoenix, Arizona

**Shawn Andrews – Philadelphia Eagles Right Guard**

- ✓ Provided Media Assistance for Sunday Night “Football Frenzy” with Gary Pappa, Channel 6
- ✓ Administered Personal Travel Accommodations

**Stacy Andrews – Former Cincinnati Bengals Defensive Tackle**

- ✓ Pitched & secured a one page magazine editorial spread about the NFL player’s life to Game Sports Magazine, New York
- ✓ Secured Special Guest Radio Interview on New Jersey Radio WOND1400am
- ✓ Administered Personal Travel Accommodations

**Paul Spicer – Former Jacksonville Jaguars Defensive End**

- ✓ Black Tie Quarterback Dinner: Player filled in at last minute request as Guest of Honor speaker for gala
- ✓ Secured a special appearance & autograph signing at “grand opening” of a New Jacksonville Real Estate Condo Development
- ✓ Negotiated & Secured (2) Spot Radio Guest Appearance during the 2007 NFL Season

**Samuel McNabb - President of National Football Players Father’s Association**

- ✓ Pitched & secured article “Fatherhood in the NFL” with Samuel McNabb and Paul Spicer to local Philadelphia publication. Resulted in successful placement of article in BSI International Publication in it’s and subsequent roundtable discussion “About Fathers around the World Forum.” The article received international recognition. (April 2005)

**James “Ed Lover” Roberts - New York Radio One Personality**

- ✓ Administered Business Travel Accommodations for NBA All Star Weekend

## **Corporate / Non-Profit Organizations 2009 - 2011**

### **The PNP Agency Sponsored & Partnered Provide Public Administration**

- ✓ Allied Athlete Group "Landing Pad" event, SB XLV – Dallas, Texas
- ✓ Allied Athlete Group "Power Luncheon" & "Landing Pad" event, SB XLIV – Miami, Florida

### **The PNP Agency donates to United Way**

In times of hardship and prosperity, helping the community in need always has been part of The PNP Agency's culture. In 2010, The PNP Agency donated \$500.00 and raised another \$500.00 from colleagues & business associates for the United Way, "Lived United" campaign.

### **The PNP Agency & Partners Giving Back to the Community**

The PNP Agency had the pleasure in taking part and learning of several that affected children. One cause in particular; children with autism. The PNP Agency closed out its 2009 blessed year by giving back to the community. The PNP Agency had partnered with several corporate companies to share the joy of giving back by providing donations to children in need. The PNP Agency will continue to help communities in vital research, education, community services and advocacy programs through its connections in the sports & entertainment industry.

- **\$1,000 Community Donation & Participation (1)**
  - Mass Mutual Financial Group
    - ✓ The American Academy of Child and Adolescent Psychiatry
- **\$5,000 Community Donation & Participation (2)**
  - TD Bank
  - Bank of America
    - ✓ Philadelphia Children's Hospital
- **\$2,000 Community Donation & Participation (3)**
  - Modell's Sporting Goods Store
  - Toys "R" Us
    - ✓ New York City Boys Club
    - ✓ New York Save the Children Organization

### **3<sup>rd</sup> Annual Raheem Brock – Indianapolis Colts Defensive Tackle Celebrity Weekend Support & Raise Money for Brock's Kids Foundation, [www.raheembrock.com](http://www.raheembrock.com)**

*Secured & Administered Athlete Appearances & Participation for event*

- ✓ Byron Parker, Philadelphia Eagles Safety
- ✓ Charleston Hughes, Philadelphia Eagles Linebacker
- ✓ Eugene Bright, Philadelphia Eagles Tightend

### **First Hampton International Realty Lawrence Citarelli III Corporation**

#### **Jenny McCarthy and Jim Carrey's Autism Organization - Generation Rescue**

**Pros with a Purpose: Celebrity Golf Fundraisers Event: [www.generationrescue.org](http://www.generationrescue.org)**

*Secured & Administered Athlete Appearance & Participation for organization's fundraiser event*

- ✓ Mike "Scooter" McGruder, Former Professional Football Player
- ✓ Phillippi Sparks, Former Professional Football Player

**Green Tree School Non-Profit Organization**

**Golf 4 Autism Fundraiser & Awareness Event, [www.golf4autism.com](http://www.golf4autism.com)**

*Secured Athlete Appearance & Participation for organization's fundraiser even:*

- ✓ Amon Gordon, Philadelphia Eagles Defensive Tackle
- ✓ Todd Hoffard, Former Professional Soccer Player
- ✓ Terry Phelan, Former Professional Soccer Player
- ✓ Mike Moriarty, Former Professional Baseball Player
- ✓ Secured donated items from Jenny McCarthy & Jim Carrey's Autism Organization – Generation Rescue

**Morgan Stanley**

*Secured NFL Auction Items for company's fundraiser event: Children with Disabilities*

- ✓ Houston Texans Players: Vonta Leach, Steve Slaton, Andre Johnson

**National Association Black Journalist**

*Secured Athlete Appearance & Participation for organization's fundraiser event: "On the Move"*

- ✓ Amon Gordon, Philadelphia Eagles Defensive Tackle
- ✓ Sean Jones, Philadelphia Eagles Safety

**Bella Luca Development, L.P. – Houston, Texas Base Real Estate Company**

*Negotiated & Secured Endorsement of NFL player for company's 3 minute website commercial Administered Commercial Production*

- ✓ Vonta Leach, Houston Texans Fullback

**Lockheed Martin Corporation**

*Secured Athlete Appearance for Vice President's Daughter 21<sup>st</sup> Birthday Party*

- ✓ Correll Buckhatler, Former Philadelphia Eagles Running Back

**Volunteering Vignettes:**

*Administrator, Personal Assistant, Venue Administrator & Technical Support*

**NFL Super Bowl Host Committee: 2002 - 2011**

- ✓ Office / Command Center Administration
- ✓ Athlete Appearances & Participation
- ✓ Airport/Hotel Administration & Hospitality
- ✓ Celebrity & Athlete Travel Accommodations
- ✓ NFL Experience
- ✓ Pepsi Smash Concert
- ✓ Super Bowl Pre-Show & Half Time Preparations
- ✓ Super Bowl Gospel Celebration

**National Basketball Association All Star Weekend: 2002 - 2010**

- ✓ Office Administration
- ✓ Venue Administration
- ✓ NBA All Star Jam Session
- ✓ Celebrity & Athlete Travel Accommodations
- ✓ Events & Game Ticket Administration

### **Philadelphia Sport Events: 2002 - 2006**

- ✓ Philadelphia Eagles Carnival
- ✓ Philadelphia Phillies Festival
- ✓ Philadelphia 76ers Summer Hoops Tour

### **Conferences: 1995 – 2010**

- ✓ Public Relations Media Conference at Associated Press Headquarters - New York, NY
- ✓ American Black Film Festival – New York, NY & Miami, Florida
- ✓ Black Film & Media Conference – Philadelphia, PA
- ✓ National Association of Women Business Owners - Philadelphia, PA
- ✓ Independent Music Conference - Philadelphia, PA
- ✓ Movie: “*Jersey Girl*” Big Ticket Production – Philadelphia, PA
- ✓ The Tampax Total You Tour – Philadelphia, PA
- ✓ African Women on Tour – Philadelphia, PA
- ✓ Power 99FM Sister Conference – Philadelphia, PA

### **Additional Experiences:**

#### **Guest Speaker Opportunities: 2003 – 2010**

*Selected to speak about Women in Sports & Sports Public Relations*

- ✓ Speaker at Alma Mater Strayer University, Bucks County – Trevoese, PA
- ✓ Cradle of Liberty Council: Learning for Life Speakers Bureau, Philadelphia, PA (2)
  - Speaker for the Annual Career Fair at Wachovia Complex Center
  - Speaker for Career-Career Cluster Day at Strawberry Mansion High School
- ✓ Temple University Student Chapter, Philadelphia, PA (3)
  - Music and Entertainment Networking Mixer
    - ✓ Mentor Speaker
  - Black Public Relations Society
    - ✓ Panel Speaker for Discussion: “Breaking the Glass Ceiling”
    - ✓ Keynote Speaker for Discussion: “Americans in the Work Force”
- ✓ MoGals for Success Dinner: Subsidiary of Five Star Events & Marketing Group, LLC (*Guest of Honor*), NYC
- ✓ Urban Momentum Network Launch Event, Philadelphia, PA
- ✓ Person-L Management: Hip Hop & Spoken Word Workshop, Philadelphia, PA
- ✓ Montgomery County Community College, Montgomery, PA

#### **Radio Special Guest Opportunities: 2007 – 2010**

*Selected to speak about role of sports public relations and athletes*

- ✓ New Jersey U-Stream Live Show, Real Talk with Raym: “Battle of the Sexes: Venus vs. Mars”  
New Jersey Radio Talk Show, “Your Money & More,” [www.wnjc1360am.com](http://www.wnjc1360am.com)
- ✓ Philadelphia Internet Talk Show w/Arthur Robinson, Jr. “Powerful Entrepreneurs,”  
[www.powerfulinterviews.com](http://www.powerfulinterviews.com)
- ✓ Philadelphia WEPB 88.1FM Radio & Talk Gospel Show w/Dr. Carl Ashton, [www.wpeb881fm.org](http://www.wpeb881fm.org)
- ✓ Philadelphia 900AMWURD Internet Radio & Talk Show w/Dr. Richard Cooper,  
[www.900amwurd.com](http://www.900amwurd.com)
- ✓ Philadelphia GTown Internet Radio & Talk Show w/Len “Cruze” Webb, [www.gtownradio.com](http://www.gtownradio.com)
- ✓ New Jersey Radio Talk Show WOND1400AM w/Raymond Taylor, [www.wonda1400.com](http://www.wonda1400.com)

**Magazine Publications: 2005 – 2010**

- ✓ July 2010 – Strayer University Scholar Magazine, Pennsylvania: “Time Out for Education”
- ✓ January 2008 – Game Sports Magazine, New York: Recognized for sports public relations work with NFL athletes
- ✓ April 2005 - BSI International, Inc., Philadelphia: Collectively worked with Samuel McNabb and Paul Spicer, former Jacksonville Jaguars for roundtable discussion article, “Fatherhood in the NFL”

**Website Features: 2010 – 2011**

- ✓ January 3, 2011 – Phillyitgirls.com: Exclusive Interview  
<http://phillyitgirls.com/2011/01/03/phillyitgirls-com-exclusive-interview-wparisnicole-payton-of-the-pnp-agency/>
- ✓ October 17, 2010 – I AM PR Agency.com: Industry Spotlight  
<http://www.iampragency.com/2010/10/industry-spotlight-parsinicole-payton.html>
- ✓ August 8, 2010 – Shalenadiva.com: Women Business Owner Edition  
<http://www.shalenadiva.com/archives/1783>

**Internships: 1994 – 1999**

*Office Administration, Promotions & Marketing Research*

- ✓ WYBE Channel 35 Public Television – Roxborough, PA
- ✓ International Association of African American Music Conference – Philadelphia, PA
- ✓ WPEB 881.FM Radio & Talk Station – Philadelphia, PA
- ✓ WYSP, Channel 12 Television Station - Philadelphia, PA
- ✓ WPHL, Channel 17 Television Station – Philadelphia, PA

**Additional Services:**

Artist Development	Artist Management	Entertainment Consultant
Image Consulting	Radio Interviews	Marketing Strategy
Casting Coordinator	Production Assistance	Administration
Portfolio Development	Artist Showcase & Promotions	
Performance Booking	Studio Budget Management	