

Industry-Leading Broadcast PR Agency Expands Entertainment Focus with New Division, Leadership

Elevating PR for Film, TV and Music!



Atlanta, Georgia Feb 25, 2025 ([Issuewire.com](https://www.issuewire.com)) - Atlanta-based KEF Media has announced expanded operations with a new division focused solely on its broadcast public relations offerings within the entertainment industry. The new division builds on the Company's existing work within the film, television and music industries with a plan to make PR services accessible for more independent artists.

For more than three decades, KEF Media has produced high quality results through innovative tactics in the broadcast PR space for some of the world's biggest brands. Known as the "go-to" for results-driven campaigns with the highest level of client services industry wide, the firm has grown from its beginnings in Chicago to a global organization.

Yvonne Hanak, CEO of KEF Media says, "While KEF has a deep history of working with entertainment clients, we felt it was a natural move to form a dedicated division to service filmmakers, movie and recording studios and independent creators. With the astonishing rate the media landscape has shifted in recent years, the demand for quality content and thoughtful publicity plans continue to increase."

Poised with innovative tech, tactics and solutions, KEF Entertainment gives filmmakers, movie and recording studios, sports marketers and more, the opportunities to connect with valuable, untapped audiences as well as established media platforms looking for the content they are creating.

With the expansion of the Entertainment division, KEF Media has tapped agency alums, Kyle Smith and

Jurena G. Cantrell to lead its efforts.

“A major shift is happening in the entertainment industry and with KEF’s expertise, films, events, music properties and creative projects now have access to connect with wider audiences and with media on a global scale,” Cantrell, VP of Entertainment, said. “This is the game changer that will redefine how media works creatively.”

Kyle Smith, Director of KEF Entertainment, shares that sentiment.

“I’m excited to help lead KEF Entertainment as we connect creative projects with wider audiences. With KEF’s expertise and innovative approach, the possibilities for our entertainment clients are endless!”

About KEF Media:

Founded in 1986 in Chicago, KEF Media pioneered the broadcast PR industry by connecting publicity with broadcast and digital tactics. The firm has grown by building a reputation for consistently providing high quality results for some of the world’s biggest brands and Public Relations agency partners. Visit www.kefmedia.com to view our story.

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