



## Company Profile

**Hype** is an entertainment communications agency that provides brand-strategic writing, publicity and marketing services to a diverse roster of clients in the feature film, television, commercial, music video, and music industries. We call them Hypesters because they are part of the club, a great and talented group of clients with whom we enjoy a productive and fun collaboration.

Opened as a counterpoint to larger agencies servicing the talents behind the scenes, our boutique agency features an extremely hands-on approach to clients and a working methodology that positions Hype as a resource to members of the media.

The carefully assembled and highly trained group of Special Agents Colleen O'Mara, Jessie Nagel, Mark Tillman, Brittney Lee, and Mary Ellen Thomas form the Hype team. A pool of freelance talent including writers, branders/designers, web designers, special event coordinators and photographers assist the dynamic collective when needed to boost profiles and spread effective brand image worldwide.

We work hard on behalf of our clients and have fun at what we do because we enjoy promoting talent and creativity. Ever heard the phrase, "Don't believe the Hype?" Well now you can.



## Why Hype?

Public relations or “PR” is the art of communicating who you are and what you do to the public and your potential clients. The ideal situation is to have a representative, such as Hype, acting on your behalf to promote your creative services.

The advantage of outsourcing to a PR agency is that you’ll find an expert who is solely focused on communication goals that differentiate your company and its offering from your competition. Strategic and effective PR and Marketing will build your brand awareness, garner media coverage and drive action. Responsiveness, expertise, dedication and greater results for lower costs are all hallmarks of an effective PR agency.

At Hype, we spend time developing your PR and Marketing strategy, defining target markets and ways to communicate to them creatively and effectively. We provide clients with a blend of knowledge, industry experience and top-notch skills to clearly and cleverly send your message to its intended audience.

Our job is to get the word out about you.



## **The Hype On Hype**

"Hype was kind enough to take us on when we were just a fledgling production company, with no money to spend and needing help with projects on an on-off basis. We were a one-director regional shop with aspirations of becoming a multi-director nationally and internationally-recognized shop. With Hype's help and guidance, we have done just that."

"In our business, perception is everything. Just by getting our name out there and billing us as a cool, hip, young boutique company, we have become well known in the industry. And Hype has been there every step of the way. They have been a critical part of our growth as a company and I don't think we would have reached anywhere near the same level of success without them."

**Lauren Schwartz**  
**Owner/Executive Producer**  
**kaboom productions**

"Hype has been an integral part of Zoic's successful three-year branding run. As a small company, it is very important to have a PR firm that is idea-centric. Hype understands this and is able to help communicate these ideas clearly and effectively in our entertainment market. We look forward to branching out with Hype in the years to come as we become a global company."

**Loni Peristere**  
**Creative Director**  
**Zoic Studios**



## **The Hype List**

BOOM  
Company X  
Cut + Run  
Engine Room  
kaboom  
Ntropic  
Royale  
Speedshape  
Superfad  
SWAY  
Twist  
Venice Arts  
Venice Media District  
WheresSpot?  
Zoic

## **Special Project Clients:**

Directorz  
The Field/Nth Degree  
Mrs. K  
Nomad  
Psychic Bunny  
Wild Plum

Hype has also collaborated with such clients as director Hal Hartley, Venice Media District, Nextoons: The Nicktoons Film Festival, Frederator, Oh Yeah! Cartoons, Paste Magazine and musical artists, Oh Susanna and Veda Hille.



**Co-Founder/Special Agent  
Jessie Nagel**

Jessie Nagel is Co-Founder/Special Agent of Los Angeles-based communications agency Hype. Like the other Special Agents at Hype, Jessie enjoys highlighting her clients' creativity, loves to write, and is two steps away from having her headset surgically attached to her cranium.

In 1997, Jessie and the dynamic and talented Colleen developed a master plan to create Hype -- a sassy boutique communications agency. More than a decade later, she and her cohorts enjoy the daily buzz and activity the Hype world offers.

Jessie also co-founded HypeFest – the short subject film festival turned special events division of the company. A founding member of Women in Animation, Jessie was the editor for the organization's newsletter "Work in Progress" for nearly 10 years. She is a member of the AICP's Associate Committee, and a volunteer for 826LA ([www.826la.org](http://www.826la.org)). She also helped produce the indie 'zine "World Famous Crazy Wild" which had an admittedly small but loyal fan base and a random publishing schedule.

She is kept on her toes by her daughter, Sofia, age three.



**Co-Founder/Special Agent  
Colleen O'Mara**

Hype Co-Founder and Special Agent Colleen O'Mara, a former magazine editor, devised the concept for Hype and opened the company with her good friend Jessie in the Summer of 1997. Because of Colleen and Jessie's diverse interests, they built a client roster for Hype, which constantly challenges them and their energetic team. Today, the national Hype roster features an eclectic group of talent, also referred to as "Hypesters." They include directors, producers, editors, animators, visual effects artists, musical artists, and independent filmmakers. In addition to her work with Hype clients, Colleen enjoys her collaboration with an ever-expanding group of press contacts and her teammates at Hype - not to mention the pool of freelance talent that Hype relies upon including writers, photographers and designers.

A writer since the age of eight (when she won her first writing contest), Colleen has written and published articles and essays in a variety of publications, including "Los Angeles Times," "MovieMaker," and "Film & Video." She is also a dedicated member of the entertainment industry participating in WIA (Women in Animation) and AICP/West. She is a Co-Founder/Chair and Director of PR for the Venice Media District. Beyond her co-directorship of Hype, Colleen writes short stories, poems and essays. She is a contributing writer to the "Santa Monica Observer." In her rare free time, Colleen travels the U.S. and the world with her husband Matthew Diamond. Together, they co-write travel articles about their experiences. Colleen and Matthew live in beautiful and emerging Venice, California with their dog, a punk rock miniature maltese, Uncle Roscoe, and sons Julian (aka Juli) and Judah (aka Jude) Diamond.



**Account Associate/Special Agent  
Mark Tillman**

Mark Tillman's diverse creative background spans freelance journalism, songwriting, music production, graphic design and, even, stage acting — albeit many years since he was a thespian. His eclectic experience lends well to Hype's services, with a sincere appreciation and understanding of media and the creative services that embellish it. Tillman is the X-factor at Hype. He enjoys crafting prose that artfully conveys the spirit of client-work, as well as the process and concepts behind it. Combine his passion for creative writing with an eye for graphic design, he's integral to Hype's ability to create marketing materials for its clients. In addition to assisting on media relations for Hype's diverse roster, Tillman helmed press relations for the 4th Annual Tucson Film & Music Festival. Tillman is also a dedicated board member of the Venice Media District, where he serves as copywriter and co-director of marketing.

Prior to joining Hype in 2007, Tillman resided in the South's flagship metropolis Atlanta, GA, his hometown, where he earned a B.A. in English (Creative Writing) at Georgia State University. As a freelance writer, he contributed numerous articles to Los Angeles Magazine's sister publication Atlanta Magazine before garnering the role of Assistant Editor for the magazine's annual City Guide in 2006. With more than 10 years experience as a songwriter and recording artist, Tillman has toured regionally throughout the South and East Coast; moreover, he's produced and engineered several albums, including two under the moniker Goodnight Insomniacs, tracking and mixing at venerable Atlanta and Athens studios including Dave Barbe's Chase Park Transduction, Exocet, and Nickel and Dime Studios.

Tillman would also like to disclose the coolest band he's ever opened for was DeVotchKa; he's a fantastic cook; his fade-away jump-shot is a force to be reckoned with on the basketball court; and he takes every opportunity to brush up his Spanish vocabulary.