



**LONGTIME PUBLICISTS JOY FEHILY AND MICHAEL DONKIS JOIN PMK•BNC,  
LAUNCHING NEW “ENTERTAINMENT STRATEGY AND DEVELOPMENT” DEPARTMENT**

**Founders of Prime Public Relations Bring Their Staff  
and Influential Roster of Clients to Leading Communications, Marketing and Consulting Agency**

*Los Angeles, March 10, 2016* -- Entertainment industry publicists Joy Fehily and Michael Donkis are joining PMK•BNC as Executive Vice Presidents, establishing a new Entertainment Strategy and Development department for the firm. The duo—who have decades of combined communications and public relations experience—launched Prime in 2009, following Fehily’s nine years at then-PMK and Donkis’ eight-year stint heading communications for then-Endeavor. Their staff of publicists including Rachael Reiss, Maria Herrera, Rebecca Taylor, Cassandra Vargas and Caitlin Scott, as well as their administrative team will join them at PMK•BNC.

With a varied client list spanning all areas of the industry, Prime clients include: Seth MacFarlane, Aaron Sorkin, Robert Downey, Jr., Olivia Wilde, Dave Navarro, Anthony McCarten (“The Theory of Everything”), Scott Alexander and Larry Karaszewski (“The People v. O.J. Simpson”), Dustin Lance Black (“Milk”), Lucinda Coxon (“The Danish Girl”), Christopher McQuarrie (“Mission: Impossible – Rogue Nation”), Phil Lord and Christopher Miller (“The Lego Movie,” “21 Jump Street”), Brad Peyton (“San Andreas”), James Gunn (“Guardians of the Galaxy”), Joel Silver (“The Matrix” trilogy, “Sherlock Holmes” franchise), Graham King (“The Departed”), Carnival Films (“Downton Abbey”), Howard Gordon (“Homeland,” “24,” “Tyrant”), Josh Schwartz and Stephanie Savage (“Gossip Girl,” “The OC”), Marti Noxon (“UnREAL,” “Girlfriends’ Guide to Divorce”), Nahnatchka Khan (“Fresh Off the Boat”), Sarah Treem (“The Affair”), Terence Winter (“Vinyl,” “The Wolf of Wall Street”), producer/author/motivational speaker DeVon Franklin and IMDb.com and its founder Col Needham.

“Cindi Berger and Michael Nyman are visionaries and critical thinkers whose philosophies align perfectly with the business approach and culture that we established at Prime,” said Fehily. “We’re looking forward to providing even more services to our clients utilizing PMK•BNC’s brands, events, digital and insights & analytics divisions on both coasts and London. We’re eager to expand upon the strategic thinking and planning that PMK•BNC already provides its clients.” In between previous stints at PMK, Fehily served as a publicist at Castle Rock Entertainment.

“When Joy and I founded Prime, we did so wanting to create a different kind of firm, one that offered much more than traditional publicity services and one where we worked directly with the clients who signed with us,” said Donkis. “It’s been so exciting to help our clients build out their companies, enhance their brands and create philanthropic legacies. Being able to collaborate with Cindi, Michael and their team, and take advantage of their depth, breadth and reach in a number of industries will allow us to do that and more for our clients and existing PMK•BNC clients.” Donkis previously worked at the Washington Post and in the areas of international trade and philanthropy.

PMK•BNC Co-chairman and CEO Cindi Berger says, “Joy and I have known each other for so many years and have enormous personal and professional respect for each other. She and Michael have built an amazing company. When we started talking well over a year ago about bringing their company over to PMK•BNC, we recognized the cultural fit and synergistic possibilities with both agencies. Joy and Michael’s reputation in the industry is unparalleled and they bring with them tremendous thought-leadership and gravitas. I’m thrilled to bring both of them and their terrific team over to our agency.”

“Joy and Michael are at the top of their game and I appreciate their belief in PMK•BNC’s unique position to respond to the paradigm shift in the business of entertainment marketing and publicity,” said Nyman, PMK•BNC Co-chairman and CEO. “I am proud they will be joining our organization, confident of their leadership in the development of new entertainment strategies for our clientele and I’m convinced this will have an even greater impact on our business.”

Fehily and Donkis will head a new department within the Entertainment division, reporting to Co-Chairman and CEO, Cindi Berger. The wholly new subgroup joins the firm’s top-flight Entertainment departments, including Talent, Film, Television, Music, and Special Events & Lifestyle.

Bringing Fehily, Donkis and their staff into the fold at PMK•BNC signals that the evolution of the firm continues. Since its high profile merger six years ago in 2010, PMK•BNC has positioned itself as a next generation communications, brand marketing and consulting firm, adept at traditional Hollywood publicity as well as creating, building and extending a client’s brand. The agency represents some of the world’s most prominent actors, actresses, directors, films, producers, production companies, television properties, musicians, authors and content creators, to Fortune 500 brands and prestigious special events. The agency’s four divisions, Entertainment, Brands, Strategic Insights & Analytics and PMK•BNC’s digital unit, Vowel, are housed in three full service offices in Los Angeles, New York and London. The addition of Fehily, Donkis and their team brings the agency’s staff of professionals to over 320. Since its formation, PMK•BNC has posted annual double-digit growth.

“Finding all of these services within one agency is unheard of,” added Chris Robichaud, CEO of PMK•BNC. “We are proud that the size and reach of our company never overshadows the personalized service that we provide to our clients. We create more opportunities for clients looking to evolve and grow their own business, whether they are an actor, a writer or a leading multinational company. We possess the unique ability to artfully craft personalized campaigns, as well as help a client launch a major consumer merchandise line.”

A partial list of PMK•BNC’s entertainment clients includes: Sandra Bullock, Sean Combs, Cameron Diaz, Lena Dunham, Selena Gomez, Kate Hudson, Matthew McConaughey, Robert Redford, Billy Crystal, Zooey Deschanel, Lea Michele, Kelly Ripa, Colin Farrell, Vanessa Hudgens, Shonda Rhimes, Jimmy Kimmel Live!, DirecTV, CW, Showtime, Oprah Winfrey Network, Revolt TV, SAG Awards, Academy of Country Music Awards, The Princess Grace Foundation, Tim McGraw, Harry Connick, Jr., Faith Hill, Eric Clapton, Christina Aguilera, John Mayer, Kings of Leon, and an extensive touring roster with clients such as Justin Bieber. The agency’s film department garnered 40 Academy Award-® nominations this year for their work on campaigns such as “Ex Machina,” “Carol,” “The Hateful Eight,” “Room,” “Bridge of Spies,” “Brooklyn,” “The Revenant,” and others.

PMK•BNC also delivers strategic, impactful brand marketing and communications development for both emerging and established consumer brands, using popular culture as a platform. Clients include: Audi, Samsung, Pepsi, T-Mobile, Diageo, Activision, Aquafina, Coach, Cole Haan, Columbia, Converse, MAC and The Honest Company, among others. The agency’s Digital unit, Vowel, specializes in creative campaigns, content creation and distribution, digital experiences, web and mobile development and community management. All of the departments tap into the firm’s Insights & Analytics division, which provides contextual research, data and insights through a set of powerful, proprietary tools, helping clients achieve their goals and remain at the forefront of their individual industries.

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#### About PMK•BNC

PMK•BNC is a strategic marketing and communications firm that specializes in Entertainment and popular culture. The firm employs a staff of more than 320 professionals spanning offices in Los Angeles, New York and London. PMK•BNC thrives on being ahead of the curve and works with their clients to create ideas that build engaged audiences and connect with consumers through popular culture. PMK•BNC is a part of Momentum Worldwide and McCann Worldgroup within Interpublic Group (NYSE: IPG).

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