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TELEVISION PUBLICITY EXECUTIVES COMMITTEE (TPEC) ANNOUNCES NEW 2022 LEADERSHIP TEAM

Los Angeles Based Non-Profit Trade Organization Taps Network, Studio and Agency Communications Veterans to Lead Thriving Organization

Executive Committee Stays Committed to Supporting Colleagues Through Virtual Events, Social Media and Updated Website

Los Angeles, CA – March 25, 2022 – The Television Publicity Executives Committee (TPEC) today announced its leadership team for 2022, tasked with guiding the non-profit organization by encouraging positive working relationships between publicists and the media. TPEC, which developed a robust virtual panel series during the past two years, will continue to innovate with more networking and professional development opportunities in the coming year. Stepping into the roles of Co-Chairs, Dustin Smith and Wendy Zocks both previously held the roles of Vice-Chairs for the past two years.

The 2022 TPEC leadership team includes (bios & photos below):

- Co-Chairs - Dustin Smith, Founder, SMITHHOUSE and Wendy Zocks, Founder, Wendy Zocks PR
- Amy Prenner, The Prenner Group (Past Chair)
- Todd Beck, CEO, BECK Media & Marketing (Treasurer)
- Julie Holland, VP, Communications, CBS
- Joe Schlosser, EVP, Communications, Endemol Shine North America

New to the executive committee this year are Etienne Hernandez-Medina of H&M Communications and Cynthia Lieberman of Liebercomm, who joins as Head of Social Media.

"I've been a part of TPEC for a long time and I'm thrilled to lead with Dustin," said co-chair Wendy Zocks. "We are dedicated to bringing as many virtual events as we can and I am confident our fellow board members look forward to continuing to enhance the benefits of TPEC for all of our current and future members."

"Working alongside this board, our membership and media partners during the past two years has been a gratifying experience, fostering connection during a challenging time," said co-chair Dustin Smith. "I am honored to work alongside Wendy and the team as we look to expand TPEC's value and offerings further."

TPEC offered its members virtual events nearly twice a month throughout the pandemic. These events going virtual have allowed the organization to engage with members of the press and TPEC members all around the country. Past events include panels with Variety, Deadline, The Los Angeles Times, "CBS Mornings," "The Kelly Clarkson Show," just to name a few. This past December marked the return of the holiday party, "Hacks & Flacks," where members and journalists were able to network and reconnect in person for the first time in nearly two years.

About TPEC

TPEC (The Television Publicity Executives Committee) was created in the 1980s to foster collaboration among senior communications professionals across the television industry as they faced shared challenges, including changing technology and redefinition of media ownership regulations. Decades later, as the industry evolves at an unprecedented pace, TPEC continues to serve that purpose while fostering mutual understanding and positive working relationships between publicists and the media who cover the TV business and elevating the next generation of communications talent. The Los Angeles-based non-profit publishes the annual TPEC Guide, an

invaluable resource used by TV publicists everywhere. For more information on TPEC membership or the Guide, please visit www.tpec.tv.

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TPEC 2022 Leadership Team



Dustin Smith

Co-Chair

Dustin P. Smith is the founder of [SMITHHOUSE](#), a strategic communications agency that partners with a range of entertainment, corporate, consumer and personal client to create brand-building communications campaigns. Previously, Smith served as Vice President of Communications at the CBS Television Network and Vice President of Communications at TLC, a Discovery, Inc. network.



Wendy Zocks

Co-Chair

Wendy Zocks opened the doors to [WENDY ZOCKS PUBLIC RELATIONS](#) in 1998, an entertainment publicity agency servicing a variety of clients. With years of experience in the areas of television, film, home entertainment and personal publicity, Ms. Zocks is a highly accomplished professional with extensive experience in diverse areas encompassing public relations, communications, media relations, marketing, social media, event management and talent relations.



Amy Prenner

Immediate Past Chair

Veteran publicity executive Amy Prenner is the founder of [The Prenner Group](#) where she oversees publicity on behalf of the agency. Since 2007, Prenner helps clients develop and implement marketing communications strategies by providing expertise in media, trends and business expertise. She is a leading entertainment publicist in Los Angeles for clients in production, content and digital entertainment. Services include public relations, communications strategy, and market evaluation, specializing in taking entertainment campaigns and getting media attention.



Todd Beck

Treasurer

Todd Beck established [BECK Media](#) in 2000 to provide companies access to personalized, business-minded strategic marketing and communications solutions. Before starting BECK Media, Todd handled communications in an agency setting at a major U.S. broadcast television network, and at a trailblazing online casual gaming company. Today, Todd works with founders and CEOs to help them build and grow lasting companies and brands.



Julie Holland

Julie Holland serves as Vice President, Communications for [CBS Entertainment](#) where she oversees publicity campaigns for CBS Television Network programs, primarily in the unscripted space. Prior to joining CBS, Holland was Vice President, Communications for Endemol Shine North America, part of Endemol Shine Group, the largest global independent production company, where she led series publicity as well as brand and licensing communications.



Joe Schlosser

Joe Schlosser has served as Executive Vice President, Communications, Banijay Americas, since January 2022. He currently oversees all corporate, consumer and internal communications for the company's nine different production labels in North America and Latin America, including Endemol Shine North America, Bunim/Murray Productions, 51 Minds Entertainment, Truly Original, Mexico City-based Endemol Shine Boomdog and Endemol Shine Brasil.



Etienne Hernández-Medina

Etienne Hernández-Medina is president and CEO of H&M Communications Group, Inc., (H+M), the award winning full-service, public relations and integrated cultural marketing consultancy he founded in 2003. A seasoned communications professional with more than two decades of experience across the entire paid, earned, shared and owned spectrum, his expertise spans strategic public relations and marketing communications, marketing and advertising, creative advertising and branded content, publicity and media relations, community relations, social media and digital communications, influencer marketing, crisis and issues management, experiential and word-of-mouth marketing.



Cynthia Lieberman

Cynthia Lieberman is the founder [LieberComm](#) and a recognized content marketing and discoverability expert with 20+ years of leadership experience in entertainment, education, digital media marketing, and healthcare. Throughout her career, Cynthia has led countless marketing and publicity campaigns for every major Hollywood studio, working on numerous high-profile entertainment projects. She runs her own LA-based agency, LieberComm, sits on the board of TPEC (Television Publicity Executive Committee), serves as a workplace and human behavior expert for the I/O Psychology collaborative, SEBOC, and teaches Social Media Marketing and Entertainment PR for UCLA, and University of Texas at Austin on the side.

