

A portrait of Kai Gray, a Black woman with short, curly hair, wearing large hoop earrings and a dark top. She is looking directly at the camera with a neutral expression. The background is a soft, pinkish-purple gradient. The word "INSECURE" is overlaid in large white letters across the middle of the image.

INSECURE

Kai Gray
Basic PR Writing

Analysis of Previous Initiatives

Last year, Issa Rae visited Howard (and other HBCU's) for advanced screenings of Season 1 Episode 1 of her show *Insecure*, as well as a chance for students to discuss the show with her. These events generated press, and interest in her show. Her main characters are two Black women, and her team knew HBCU students would find the show relatable. This event was promoted with email from the school, and posters. This event was covered by many student journalists, and other HBCU news sites. The news generated after this event explained her show, why she wanted to create it, how it would be relatable for its target audiences, and then readers were encouraged to watch the show.

Another event was when HBO put on a block party to celebrate Season 2 of *Insecure*. The party was located in Inglewood, the same community Issa's character was born and raised in. Throughout the show, they explore gentrification of this beloved community, and often highlight black businesses there. The block party was vended by local Inglewood businesses, and had performances by SZA, and other artists whose music is on *Insecure*'s soundtrack. This block party put some money back into Inglewood's local businesses, and gave attendees the chance to connect with local nonprofits.

This entire event promoted Inglewood, and *Insecure* Season 2. This event was documented largely on social media, and articles were written about it. Articles can be found on HBO.com, Essence.com. and other news sites. This event benefitted *Insecure* because it is filmed in Inglewood, and in the show there is a large emphasis on this community. Having this block party shows that Issa cares about the community, and also helped promote her show. These kinds of events draw positive attention to *Insecure*, and the messages it conveys in its shows. Events where community, and other people are involved add to Issa's allure.

Proposed Initiative

Insecure is a tv show that shows for Black women. The reason the show is so well liked is because the characters are extremely relatable. I propose an interview and behind the scenes special. The interview should be hosted by Oprah, a powerful black woman, and an icon in the black community. The interview questions should touch topics such as hair, fashion, and current events. Once we get a deeper look into the lives of the women, they will become even more relatable. Doing a behind the scenes special also allows viewers to see the production behind a tv show that has black writers, producers, and actors. We can see how they take everyday things from the culture and incorporate them into the show. I think this event would work because in the past Insecure has had prescreenings and block parties which made the cast seem relatable and paint them as real people.

For this initiative, we will use promotion through social media and tv commercials as our media strategy. We will also pitch the idea of this show to journalists. Commercials and promotion will start after the end of season 2 of the show. Issa Rae and her cast members will also live tweet the event, and will be interacting with Twitter users using a hashtag.

Media List

- [Taryn Finley |Huffington Post |Natasha Rothwell On ‘Insecure,’ Representation And Her Space In Comedy](#)
- [Matt Webb Mitovich |TVLine |NAAACP Image Awards: Insecure and Queen Sugar Lead TV Nominees](#)
- [Daniel Montgomery | Goldderby.com | ‘Insecure’: Expect a Golden Globes Breakthrough for Best Comedy Series, Say Our Top Users](#)
- [Erin Nyren | Variety.com | HBO Celebrates ‘Insecure’ Season 2 With Inglewood Block Party and Concert](#)
- [Brittany Spanos |Rolling Stone | “Issa Rae: Why ‘Insecure’ Is Not Made ‘for Dudes’ or ‘White People’](#)
- [Sarah Weldon |EW.com |Insecure Renewed for season 3](#)
- [Wenlei Ma | News.com.au | The underrated comedy you should be watching](#)
- [Rob Sheffield –| Rolling Stone |How Issa Rae’s ‘Insecure’ Misadventures Turned Into One of the Best Sitcoms](#)
- [Jane Mulkerrins | The Guardian| Insecure’s Yvonne Orji: ‘Our show is relatable. We are a mess at best’](#)
- [Amanda Luz Henning Santiago | Business Insider | HBO’s ‘Insecure’ has the hottest music on TV – we talked to the guy who puts it together](#)

Pitching Profile



Name: Taryn Finley

Outlet: Huffington Post

Position: Black Voices Associate Editor

Location: New York City

Twitter: @_TARYNItUP

Email: Taryn.finley@huffpost.com

Taryn Finley posts stories very frequently, and sometimes posts more than one in the same day. She always posts in the afternoon. Within the past week, she posted on 11/28 at 1:09 p.m., 11/27 at 1:07 p.m., 11/27 at 12:07 p.m. 11/26 at 4:45 p.m., 11/26 at 3:46 p.m., and 11:20 at 4 p.m.

Taryn likes to post stories related to Black people, as she is the Black Voices Associate Editor. Some of her stories cover the fate of hair care brand Shea Moisture ([story here](#)), Issa Rae and her Covergrl commercial ([story here](#)), and the NHAAMC ([story here](#)). Her focuses are current news, and pop culture.

In her Shea Moisture article, she attributes a press release. In the Issa Rae story, she gets her quotes from the commercial, as well as from one of Issa Rae's Instagram posts. In her NHAAMC article, she references other articles. Her articles are usually published the day after the event, so that makes her timely. She always cites her sources in text.

Sample Email

To Field: taryn.finley@huffpost.com

From Field: kaigray1221@yahoo.com

Subject Field: Upcoming HBO Special interview with 'Insecure' cast

Hello Taryn,

My name is Kai Gray, the PR specialist for HBO's Insecure, I want to tell you about an upcoming interview you may be interested in.

The leading ladies of Insecure (Issa Rae, Yvonne Orji, Natasha Rothwell, and Amanda Seales) have an interview taping scheduled for Next Thursday December 5, 2017. Oprah will be hosting it. The women will discuss beauty, hair, fashion, and how they express themselves through these mediums, as a black woman.

HBO has already begun to promote the event, and the press release can be found online.

We would like you to have exclusive access and cover the event, it will be taking place at HBO NYC office December 5, 2017 at 11 a.m.

Does this interest you?

Thanks,

Kai Gray

PR Specialist

HBO Insecure

News Story

Oprah's interview of the Insecure cast just aired- and it is full of #Blackgirlmagic.

At 9 p.m. last night, the exclusive interview of Issa Rae and her costars premiered on HBO. The ladies gave us the deets on their childhood, their blackness, and their love life! Issa shared that growing up she was shy, and always expressed herself through her clothes and shoes. "That was before I realized I was funny, of course," she joked.

Yvonne Orji, who plays Issa's best friend Molly, said "Every time my mood changes, I change my hair too. One day I might have bangs, you know, because I'm trying to hide. But say, if I'm feeling happy, my hair might be blonde!" On a more serious note, Orji said she loves being able to switch her hair up so frequently, and the versatility of black womens' hair.

Black hair- with all its kinks and coils- is definitely something to be celebrated!

Watch the full interview [here](#).

Media Advisory

MEDIA ADVISORY / INSECURE HBO

November 29, 2017

Contact: Kai Gray, 609- 672-6754, kaigray1221@yahoo.com

HBO to Release Exclusive Behind the Scenes Interview with Insecure Cast

New York, N.Y.– On December 21, 2017 HBO will air an exclusive behind the scenes interview with the ladies of Insecure cast.

This interview is to be conducted by Oprah. The women will talk black hair, black fashion, filming the television show, amongst other pertinent topics.

RSVP is requested to Email.

WHAT: To be aired on HBO, Oprah will facilitate an exclusive interview and behind the scenes look of the Insecure cast.

WHEN: December 21, 2017 at 9 p.m. ET

WHO: Issa Rae, and her fellow co- stars, Yvonne Orji, Amanda Seales, and Natasha Rowell.

WHERE: Will be aired on television everywhere

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Press Release

FOR IMMEDIATE RELEASE / HBO.com

December 20, 2017

Contact: Kai Gray, 609-672-6754, kaigray1221@yahoo.com



Oprah Hosts Interview with Insecure Cast

New York, N.Y. -Tomorrow, December 21, 2017 at 9 p.m. ET HBO will air an exclusive interview of the Insecure cast, with Oprah as the interviewer.

The interview will talk black hair, and fashion, and there will also be an exclusive behind the scenes look into filming Insecure.

Issa Rae, the lead star of Insecure, said “ I am very excited for everyone to watch this interview. It’s like a deeper look into who we are. And plus, it’s Oprah! I love Oprah.”

Get ready for a night full of laughter and powerful insights from a group of influential black women.

The interview can be streamed on HBO.com.

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