

NYFA Artist Panel Discussions

Marketing, PR, and Branding for Artists

Thursday, March 11 at 5:30 pm

Panelist Bios

Paulette Harris

Paulette is the Owner and Founder of the newly created 716Artists LLC, a networking database for independent artist to collaborate on current and future projects and to highlight local programming events that celebrate our artist. She was the former Artistic Director of the Paul Robeson Theatre located at the African American Cultural Center where she demonstrated outstanding leadership skills resulting in the Paul Robeson Theatre being one of the region's premiere theatres under her leadership. She also developed several multi-faceted programs geared towards educating and providing cultural enrichment to the adult and youth populations. She recently accepted a position as a Casting Director with Gayle Keller Casting. As an assistant to Gayle she is excited to have contributed her skills to casting a new ½ hour series for Showtime TV "Flatbush Misdemeanors" starring Dan Perlman and Kevin Iso. In addition to her work with casting an Alumnus of the Sundance Film Festival she worked as a digital volunteer in the New Frontiers VR (Virtual Reality) division for the 2021 Festival. Her Directing skills have expanded to the film and music industry. The most recent music video she Directed "Your Love" written by Drea D'Nur & Rami Nashashibi aired on BET and can be viewed on the Youtube channel. For more Information about her contributions to the Independent artist scene visit..716Artists.com (launches in late March).

Genevieve Spielberg

Genevieve Spielberg formed Genevieve Spielberg Inc. (GSI) in 1995 to provide today's artists the personal attention and guidance they need to fulfill their distinct personal goals. Ms. Spielberg brings more than two decades of experience in music management to GSI, working with such noted artists as Isaac Stern, Gil Shaham, Roberta Peters, Radu Lupu and the Cleveland String Quartet.

Prior to founding GSI, Ms. Spielberg served as Associate Manager at ICM Artists, Ltd., an established leader in the management of the world's most distinguished artists and attractions. At ICM, she negotiated repertoire, organized logistical planning and assisted in the management of 40 internationally acclaimed artists. Her focused efforts contributed to successful tours for artists such as Claudio Arrau, Andres Segovia, Itzhak Perlman and the Tokyo String Quartet. Ms. Spielberg also worked in the Sales and Publicity Departments at ICM.

Ms. Spielberg has also worked for the Syracuse Symphony and the Aspen Music Festival in management and artist relations roles.

Known for her insight into the ever changing business of music, Ms. Spielberg has been a guest lecturer on the Classical Music Business for NAPAMA, at The Juilliard School, Syracuse University, William Patterson College and a guest panelist for the New Jersey Youth Symphony.

Ms. Spielberg is a member of many professional and philanthropic organizations including the American Symphony Orchestra League, Chamber Music America and the National Flute Association. She serves on the board of the Summit Junior Fortnightly Club and is an active volunteer for the Susan G. Koman Foundation for Breast Cancer.

Ms. Spielberg is a graduate of Syracuse University, where she received a Bachelor of Music Industry degree with Performance Honors and a concentration in Marketing/Management. She also completed the American Symphony Orchestra Management Seminar of the American Symphony Orchestra League in Washington, D.C.