



# MEDIA | MARKETING | ENTERTAINMENT

2735 Mackey Pl. Shreveport, LA 71118  
youngprosent.com | 318.759.7767

## CORPORATE INFORMATION/MISSION STATEMENT:

Young Professionals Entertainment provides adroit services for producing expert media content and marketing strategies. We collaborate with organizations and individuals within the commercial, non-profit, healthcare, education/academic, and government sectors to aid in the developmental evolution of their video/audio content, digital marketing, and media portfolio(s).

Boasting a dedicated unit of professional film and photography experts -working together with an analytical marketing team- an eye for quality and originality combined with cost-effective services, Young Professionals Entertainment strives to cater to our clients' needs, yearnings, and budgets.

## PROFILE

Young Professionals Entertainment LLC  
(DBA Young Pros Ent. or YPE)  
UEI: NEUWHQKBWXJ5  
CAGE: 6K5N2  
T.I.N.: 42-1735481

## NAICS CODES

512110 - Motion Picture and Video Production  
512191 - Teleproduction and Other Postproduction Services  
512199 - Other Motion Picture and Video Industries  
512240 - Sound Recording Studios  
512290 - Other Sound Recording Industries  
516120 - Media Streaming Distribution Services, Social Networks, & other Media Networks and Content Providers  
541613 - Marketing Consulting Services  
541810 - Advertising Agencies  
541910 - Marketing Research & Public Opinion Polling  
541921 - Photography Studios, Portrait

### Business Type:

Minority-Owned, SDA &  
HUD-SEBD & SE certified  
Founded : January, 2008

## EXECUTIVES AND HEADQUARTERS

Founder, President and CEO - Brent Latin  
Internal Director & Social Media Mgr. - Dezerra Wesley  
Creative Directors - Marc Smith & Toy McGuire  
Media & Audio Operations - Austin Brown  
POC: Sales Manager & Business Development - Avery Shaw  
[ashaw@youngprosent.com](mailto:ashaw@youngprosent.com)

## COMPANY OVERVIEW

### Core Competencies:

- Our production team is qualified to manage and perform both the general and nuanced components of professional Content Creation & Production services -specializing in the three steps of full-cycle video & audio production.
- Our marketing experts use current research, data, statistics, market trends, and more to implement our client's productions into the most efficient and profitable professional strategies:
  1. Video Production, Broadcasting, and Post-production Services
  2. Professional Photography and Imaging
  3. Virtual Live-Streaming
  4. Marketing Solutions
    - a. Website Creation
    - b. Social Media Management
    - c. Digital Advertising
    - d. Graphic Design
  5. Recording Studio/Sound Recording
    - a. Audio Recording
    - b. Music Production
    - c. Mixing & Mastering
    - d. Multitracking



# OUR TEAM



***Brent Latin***  
President/CEO



***Dezerra Wesley***  
Office Administration/Social  
Media Manager



***Marc Smith***  
Media Operator/Creative  
Director



***Avery Shaw***  
Sales Manager/Client  
Relations



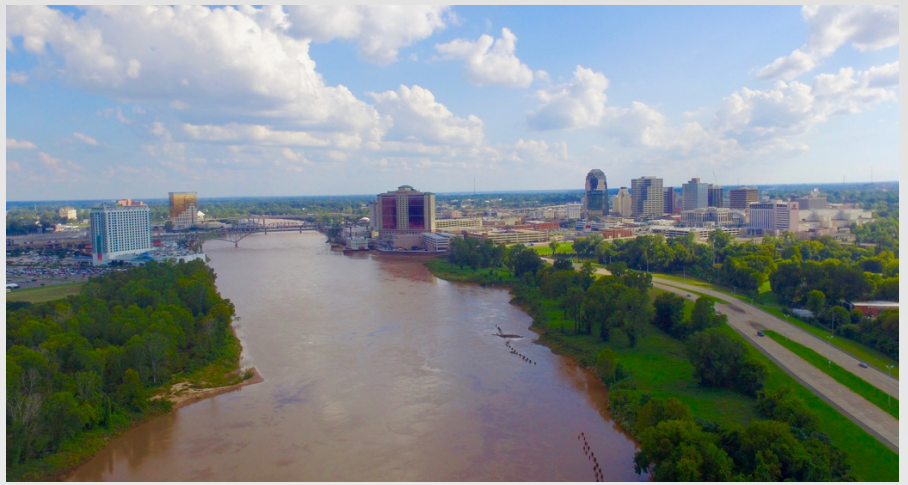
***Austin Brown***  
Media Operator



***Toy McGuire***  
Media Operator/Creative  
Director

## What Sets YPE Apart from the Competition?

- Staff Expertise, Experience, Diversity, and Work Ethic
- A Multifarious Profile for available services provided
- Diverse clientele, spanning nearly every faction of industry and association
- Business to Client/Business relationship rendering and retention
- Quality, uniquely Exclusive Productions to meet any budget
- Value: We do not sacrifice our caliber of work, no matter what.



## **ORGANIZATIONAL STRUCTURE**

YPE delegates the management of services to the appropriate outlet. This allows for strict accountability, but decreases the amount of micromanagement, so that our creative processes and business tactics do not interfere with one another. This provides our clients with direct contact to the media operator(s) in charge of their project(s), and allows one-on-one consultation and oversight by the customer (if they so choose).

This helps streamline the process, by cutting out multiple points of contact and placing the customer as a collaborator to their own production.

## **BUSINESS PHILOSOPHY**

We believe that in order to gain anything, we must first be willing to give. To our clients, potentials, fans, and community, we give our passion, imagination and power over to fulfill their needs. Above all, we are here to give humankind's most precious resource and commodity -- our Time.

# PRINCIPLES

.....

These principles define our company's standards, and how we wish to evaluate each project, prospect, and potential employee:



- 
- 3) Collaboration
  - We love when we have the opportunity to collaborate with other, similar companies in our area. Together, we learn so much, and that can only hone our talents and increase our skills.
  - Collaborating with a team is a necessity here at YPE. Nearly all of our productions are filmed using a team-based system, ensuring the quality of work people have come to expect from us while maximizing the creative potential for our projects.
  - Collaboration with our customers is not just something we do, but it is something we encourage, so as to best ensure our clients' satisfaction.
- 4) Community
  - Every current employee was born and raised in the Ark-La-Tex area; knowing the area in which you want to work is incredibly important, useful, and time-saving.
  - In our attempts to promote the people, organizations and businesses within our community, we work under nearly any and every budgetary constraint. We believe these services are a necessity for future economic survival, and do not wish to see any such entity fail.



# THE YPE SOLUTION

- Direct Communications between Clients and Creative Team
- Modern, Unique and Creative Processes
- Marketing Strategies and Compelling Campaigns
- Cost-Effective Productions to Fit Any Budget
- Maintaining the Highest levels of legal, ethical, and moral standards
- Data tracking analysis and subsequent revision upon request

# CORE CAPABILITIES EXPANDED:

## VIDEO PRODUCTION SERVICES:

Our production team is both technically proficient and passionately attentive to the desires and needs of our clients and their business, organization, etc., to actively enhance performance. By utilizing these services, administrations can stay ahead of their competition and further protect themselves from an indefinite future. Our services decrease the timeframe for ROI, stimulate future revenue, improve brand awareness and potential customer outreach, educate the public, increase both digital and physical traffic, and deliver concise, effective advertising to appropriate venues for reaching a specific audience. Services included:

- Company Profiles for External Investors, Open-House, and Virtual Tours
- Training Simulations and Exercises for new-employee on-boarding
- Promotional/Commercial Video content for both traditional analogue and digital outlets
- Legacy Videos (digital biographies, autobiographies, etc.)
- Product/Service Testimonials
- Television Entertainment Production
- Short and Feature-length Film Production
- Documentary-style productions
- Music Videos, Sports Games and Hype Promos
- Wedding Videography and Special Event Recordings
- Full A/V Hi-def workup for Musical Shows and Concerts
- Aerial Footage

## Graphics & Imaging (integrated within media) and Professional Photography Services:

Our graphics and imaging department works closely with our film technicians to develop and design graphics to enhance a production's quality, showcase logos, and deliver contact details to ensure your brand is reaching both its maximum audience and potential. Services included:

- Logo Blueprints
- Hi-resolution capability Photographic services and Editing
- Informative Facts, Stats, Etc. for Company Profiles looking for External Investor
- Graphics in Live-Stream broadcast
- Contact Details, Personnel, Etc. for Commercial and/or Promotional Videos

# Website Design and Management Services; Social Media Management Services:

The power of having a strong online presence cannot be overstated; therefore, it is essential for organizations, entities, and businesses of all services and natures looking to increase their digital ubiquity to focus on updating and redesigning the website and social media pages that represent their brands. Websites have the potential to inform and educate your audience, and it is where most internet users go to seek information. Social media can exponentially drive brand awareness, business growth, and marketing exposure. The most effective method is by combining the utility of these two outlets, to access the popularity of social media in order to link and guide potential clients to the respective website.

Services included:

- Integrating Buyer's Process and Purchasing Option
- Educating Public about Brand, Services, Team, History, Etc.
- Webpage management, content creation, textual revision, image editing, and Page Layout
- Detailed analytics to signify the effectiveness of Marketing and Media strategy
- Digital Traffic, Engagement, Viewership, etc. Tracking
- Social Media Management, including Posts w/ Video, Image, Blog, Events, Content Curation; Scheduled Consultations; linking to Website.
- SEO Focus



# Post-Production in Video/Film & Audio Editing Services: (Re)Defining Quality

Post-production is the most vital step in the content creation process. Before engaging with a potential audience, media projects must be pieced together; it is the frame surrounding the entire picture. Without post-production and editing services, video and audio content loses its deliverable power, and will likely turn out negative, incongruent results. Our company handles all of our own post-production services, as well as offering post-production services to our public/clients who possess video/audio content which require professional editing services.

YPE can bring a modern quality to any business, whether in its initial stages or long-standing, that can increase the brand awareness, customer base, and revenue of its market. We work diligently with our clients to allow for imaginative problem solving, creative collaboration, and providing solutions to erase the pain-points they are experiencing. Knowing the mission and message behind a customer's business, organization, etc., is essential; therefore, we put great merit into the opinions of our clientele. They know what their mission is better than anyone. We take that mission seriously, transform it creatively, and deliver it effectively to your target audience.

# CLIENTELE:

## **SCHOOLS, UNIVERSITIES, AND NON-PROFITS:**

- Shreveport Regional Arts Council
- Shreveport Chamber of Commerce
- Grambling State University
- SUSLA
- United Way of North West Louisiana
- Goodwill
- Shreveport Green (affiliate of "Keep America Beautiful")
- Booker T. Washington High School
- Southwood High School
- Huntington High School
- Captain Shreve High School
- Heart of Hope
- North Desoto High School

## **GOVERNMENT BODIES AND ENTITIES:**

- Caddo Parish
- Caddo Parish School Board
- City of Shreveport
  - SBC Louisiana's Other Side (Tourist Bureau)
  - Downtown Restoration Committee
- Shreveport Police Department

## **RELIGIOUS AFFILIATES:**

- Peaceful Rest Baptist Church
- Calvary Missionary Baptist Church
- Steeple Chase Baptist Church
- Queensborough Church of Christ
- Extreme Church
- Mt. Olive Baptist Church

## **HEALTH, WELLNESS, MEDICAL AND FITNESS:**

- A Brighter Smile Dental Care
- David Raines Health Center
- Bayou North Area Health Education Center
- Ocshner Health System -- LSU Health (Shreveport)
- JL Counseling LLC
- SUSLA -- Allied Health
- The Extreme Fitness Studio LLC
- Carlos Machado Jiu-Jitsu (Shreveport)
- Anytime Fitness
- Parish of Caddo -- 'Breathe' Yoga Fitness

## **COMMERCIAL BUSINESS/INDUSTRY/FINANCE**

- MersaTech (via Councilman Mario C Chavez)
- Tax Gurus
- The Band House
- SWEPCO (an AEP affiliate)
- ONYX Television Network
- Justice Jacque
  - Cajun Court TV
- SPORTRAN
- Home Federal Bank
- Shreveport Federal Credit Union

# RECENT PROJECT OVERVIEW

Each of our productions begins with the planning stages (or pre-production) to discover the goals our clients would like to achieve, and catering our strategies to meet and exceed those goals. The production stage is then scheduled by our office management, who works with our clients' calendars to fit within their time-constraints. Production teams are designated according to the job-scope, as some projects require just one or two media operators, while others might require a team of five or more. As a general rule, we set-aside (at least) twice the amount of production time for post-production services (if production takes ten hours, then twenty hours of editing are attributed to that project).

## VIDEO/AUDIO PRODUCTIONS, BROADCASTING, AND POST-PRODUCTION SERVICES

In early March, Young Professionals Entertainment was hired to produce a promotional video for the (formerly known as the Bayou Classic) Port City Classic Football game and celebratory Festival. Our scheduling department coordinated with the Shreveport Mayor's Office, GSU and SUSLA administrators, and local business owners to ensure a smooth process for each party involved. The creative script and narrative processes were handed over to our Creative Director (at the time), Whitney Gaston-Loyd, and our media team to design and detail. Production followed soon after, with multiple shoots, over half-a-dozen locations, at the request of our client. Production took place over a four day period, with post-production finalized and deliverable before April. A link to our website featuring the video is provided here:

<https://www.youngprosent.com/> and/or

<https://www.youtube.com/watch?v=9tvbS49j4r4&t=5s>

## **PROFESSIONAL PHOTOGRAPHY AND IMAGING SERVICES**

In conjunction with many of our video production services (notably: weddings, company profiles, etc.) we often incorporate photography and imaging services. This provides more value to our clientele -by combining services- and often negates the need entirely for hiring any additional media outsourcing (cost-effective). Recently having shot a short video promotional for a local musical instrument store and repair shop, the Band House, to place on the website, we included headshot photos of the owners, management, and crew (free of charge) to be done at the time of film production. This saved their business and ours on resources, money, and time.

## **MARKETING SERVICES AND SOLUTIONS**

Our Office Manager, Dezerra Wesley, also acts as our Social Media account management. We have several different management plans, varying in cost, frequency, and variety, so as to best suit our disparate customers' needs and goals. In addition, graphic design services can help maximize the outreach of your social media and website activity. Most businesses and companies have websites of their own at this point, but many of those sites are outdated, slow, missing out on SEO indicator rankings, and less-than mobile-friendly. We prove to satisfy the practices that best suit a specific business's needs: whether they wish to attract more leads, increase landing page conversion, drive traffic to their website/store, maximize brand awareness, ensure inbound sales, or focus on SEO ranking. A great example of this would be our social media management and graphic designs for Dr. Tyrone Burton in promotion of himself, his services, and his two novels *More Than A Notion: A Journey in Educational Leadership in the Age of Accountability* and *The Reframing of an American Education*.

## **RECORDING STUDIO AND AUDIO MIXING**

Once again, this is often in collaboration with our video projects. Back in March, YPE produced a James S. Clark concert, held at Peaceful Rest Baptist Church in Shreveport. Again, the combination of services saved Mr. Clark and the venue, both, tremendous amounts of money and stress. Using a 5 person crew, a camera crane, and top of the line sound mixing equipment, we were able to not only capture the environment, the look, the feel and the message of the music and band, but quality audio tracks to be mixed in post-production. For further work, Mr. Clark came to our in-office studio, to record additional tracks, and collaborate with our Audio Chief, Brent Latin, for his music's edification.

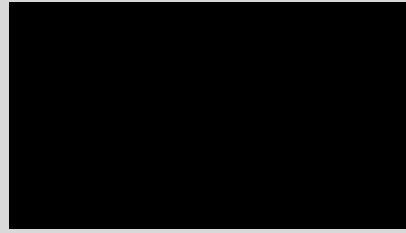
## **LIVE-STREAMING SERVICES**

Within the past eighteen months, the world's appreciation for the power of video has reached new heights. When quarantines were issued, people not only learned how to use video-chat features and live-streams, but many became incredibly dependent on this form of technology. Live-streams are an excellent way to raise money and awareness for a cause, as with the live-stream event we completed for Heart of Hope in February of 2021. It is an irreplaceable showcase for sports games and competitions, as with our 5th Quarter Sports Program. Finally, live-streams are vital to those around us who have not been able to attend some of life's most important moments, as with our live-streaming the awards ceremony for North Desoto High School's seniors (and subsequent Graduation).

# WORK SAMPLES



Southern University  
Shreveport Louisiana



United Way of NWLA



MersaTech - Premier  
Boat Storage and  
Concierge Services



SporTran Transit Services



Goodwill Industries of  
North Louisiana, Inc.



Parish of Caddo



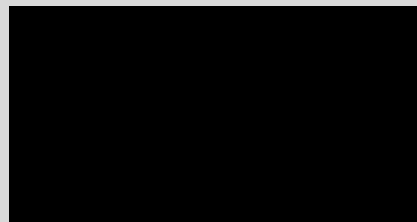
'Port City Classic'- 2021



Shreveport Green (an  
affiliate of *Keep America  
Beautiful, Inc.*)



BCCC Military Support  
Foundation



Southwood High School  
- Caddo Parish, LA