

Cannabis Journalist and Music Publicist Form Agency To Help Cannabis Operators Share Their Narratives

The Z&D Agency —an exclusive publicity firm in the cannabis space— will focus on servicing entrepreneurs who don't have multi-state footprints & massive backing

LOS ANGELES, CALIFORNIA, UNITED STATES, March 24, 2022

[/Einpresswire.com/](https://www.einpresswire.com/) -- Experienced publicist Zenobia Simmons and veteran cannabis reporter Donnell Alexander have announced The Z&D Agency's formation. The company will provide media training and advertising buys, among other publicity services, from its bases in New Jersey and California.



Targeting cannabis cultivators, dispensaries, educators, conventions, CBD operations and a range of legal cannabis companies, The Z&D Agency has begun working with entrepreneurs who seek a special level of care and know-how in launching their brand-name fame. The two media veterans are selling narrative clarity and image definition en route to increased visibility.

“

When you're being outspent in an emerging industry that has legal rockiness baked in, getting your story told honestly and well isn't a luxury. It's a necessity”

Donnell Alexander

The agency is offering electronic press kit creation, conference representation, media training, media buys, speaking engagements etc. Focusing on increasing media visibility on the national and regional level to help

maximize cannabis operators ROI.

Zenobia Simmons represents popular music clients, including hip hop legend Mannie Fresh.

She's worked with artists such as Fat Joe, Ice Cube, N.O.R.E and many others. In addition to being the creator of the pioneering three-volume women's hip hop anthology [Fat Beats & Bra Straps](#).

Donnell Alexander was a 2021 National Fellow at the University of Southern California's Center for Health Journalism. From 2018-2020 he wrote and edited the WeedWeek California newsletter and co-hosted the [WeedWeek podcast](#). He's covered cannabis for The Daily Kos, Leafly, [Capital & Main](#), among many outlets. As a copywriter and marketer, Alexander worked as @Iacoliseum on Twitter and Instagram.

"When you're being outspent in an emerging industry that has legal rockiness baked in, getting your story told honestly and well isn't a luxury. It's a necessity," said agency co-founder Donnell Alexander. Both Alexander and Simmons offer over a quarter-century of expertise and are considered experts in their respective fields. The Z&D Agency offers unique and wide-ranging contemporary media experience and insight of the market through their connections in traditional and unconventional media.

Zenobia Simmons

Z & D Agency

thezanddagency@gmail.com

Visit us on social media:

[Twitter](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/566434260>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.