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Leslie Greene - setting the stage

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photo by steed media service

President/CEO, Raising the Standard Entertainment

If you've been to an event at the Atlanta Civic Center recently, chances are Leslie Greene had something to do with you finding out about it. As the president of Raising the Standard Entertainment, she is a public relations force to be reckoned with.

Her ability to contract with a local promoter has afforded her the opportunity to design press kits for high-profile events like the "Hopeville Tour," featuring Kirk Franklin, the "Silk and Sandpaper Tour," featuring Angie Stone and Anthony Hamilton, and the upcoming "Sisters in the Spirit."

"This entertainment industry in Atlanta is so small that if you're doing good [for clients], they'll pass your name on," says Greene. "So that's what happened."

Greene's services include everything from designing flyers to Internet marketing. "We do a lot of creative things," she adds, "to raise awareness and bring people out."

Greene actually entered Atlanta's entertainment scene while volunteering for radio station Hot 97.5FM (now 107.9). "I realized that there was a need for a company that's able to do press kits and promotional art work for these small companies that really don't have time to get [it done]," Greene says. "They're so busy making the deals, that they need somebody to fill in the gap."

"I believe it's a God-given talent to want to help people," she says. But that doesn't mean her stellar reputation has come without effort.

"[I work] every night, every day, all day," says Greene. "Because I'm always thinking of a more excellent way to do something." -[rodney carmichael](#) 
