

CHERYL ARIAZ WICKER



Cheryl Ariaz Wicker is a multi-faceted media and marketing professional of 16 years. Her first media job was as a TV news reporter which later opened the door to working in publicity. This publicist role has covered the gamut of Christian entertainment, including the arenas of book publishing, music and film—Howard Publishing (now Howard Books with Simon & Schuster), Here to Him Music, and R-Squared Productions. She now owns a Christian entertainment marketing company, Premier1 Studios, which offers branding, publicity and social media services with a specialty in Christian film and books.

Having worked both sides of the media gives Wicker a great rapport with the media and a special talent for gaining publicity. As a journalist who has been “pitched” multitudes of times, she understands a great story line and knows how to make a professional and compelling pitch herself. As an in-house publicist in 2000 for the Monroe-West Monroe Convention and Visitors Bureau, she received media publicity covering a three-month period for a one week CBS “This Morning” shoot in Monroe, Louisiana. The CBS producer said he “received more publicity in Monroe than all his visits over the past 8 years” due to Wicker’s efforts.

Wicker is proficient with local, regional and national publicity. Her entry into national publicity was with Howard Publishing where she landed them a cover story in Christianity Today and a feature in Publisher’s weekly, launching them onto the national scene.

In addition to her extensive Christian media database, Wicker has many personal media and entertainment industry contacts. Because of her travels to numerous national media networking events, her list of contacts continues to grow.

Wicker is also a film producer, most recently producing the film “Flag of My Father,” featuring John Schneider and William Devane. She is also an award winning video producer. Her film and television career includes credits in a variety of roles for CBS, ESPN, BET, PAX, INSP, LPB, SkyAngel and Disney. In addition, she is an actress, TV personality, talk show host, and celebrity interviewer, having interviewed countless national celebrities including recording artists, authors, speakers, political leaders, filmmakers, and actors. This list includes Dove Award-winning recording artists, Steven Curtis Chapman, Third Day and Mercy Me; television’s Judge Joe Brown; actor John Schneider; best-selling author/nutrition expert, Jordan Rubin; Walden Media’s Michael Flaherty; and Sherwood Pictures’ Stephen Kendrick.

Wicker, a true entertainment lover, was born and raised in Music City USA (Nashville, Tennessee), home of the Grand Ole Opry, but now makes her home in Louisiana, a state that has recently become known as “Hollywood South.”



Entertainment Media & Marketing

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