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Media Contact:
Cheryl Wicker
Premier1 Studios.
(318) 512-6330
cheryl@premier1studios.com

Christian Publicist Cheryl Ariaz Wicker to Speak at First Annual CMA National Media Convention

Cheryl Ariaz Wicker. A Christian publicist and owner of Premier1 Studios, will teach filmmakers and media professionals public relation techniques to enable them to do their own PR in a workshop entitled "Publicity 101: The Must Know Filmmaker's Guide to Publicity" at the Christian Media Association National Media Convention on October 17-18, 2014 in Dallas, Texas.

MONROE, La., Aug. 27, 2014—Christian publicist Cheryl Ariaz Wicker of Premier1 Studios will lead a workshop entitled "Publicity 101: The Must Know Filmmaker's Guide to Publicity" at the Christian Media Association National Media Convention on October 17-18, 2014 in Dallas, Texas. The workshop will teach filmmakers with limited budgets and publicity experience how to run their own PR campaign. Wicker's seminar will include topics as: identifying newsworthy stories, press release writing and distribution, targeting media outlets, media pitching, proper timing for campaigns—all tools needed to effectively promote projects to a national audience.

"I work a lot with small companies and individuals without the budget for full PR campaigns," says Wicker. "For those without a PR budget, doing their own publicity may be the answer. But note that there is a right and wrong way to do it "

Not everyone feels comfortable trying to tackle their own PR, but for those who do, I am happy to can help. I am always willing to consult with clients and help them save money by learning how to do their own PR."

Cheryl Wicker is a media professional of 16 years who worked as an in-house publicist before starting her own PR and marketing agency in 2010. Wicker's background in Christian entertainment combined with her PR expertise launched her into entertainment PR, working with authors, speakers, filmmakers and musicians to help them get their message out to a national audience. In addition to running her PR agency, Wicker is also a Christian film producer, having most recently worked with Pure Flix Entertainment on the box office hit "God's Not Dead;" television movie "Finding Normal," and the upcoming theatrical release



"Dancer and the Dame." In addition, Wicker hosts the award-winning video podcast Christian Movie Connect and speaks throughout the country at Christian media conferences.

The Christian Media Association (CMA) is holding their first annual Christian Media Association National Media Convention in Dallas, Texas with the goal of uniting and inspiring those involved in Christian media while presenting an opportunity to learn new skills. CMA was founded in 1992 with the vision to help churches and Christians use media effectively and have built a nationwide membership.

For more information on Wicker, go to www.cherylwicker.com. To register for the conference, go to: christianmediaconference.com.

ABOUT CHERYL ARIAZ WICKER:



As a Christian publicist and the owner of Premier1 Studios, Cheryl Ariaz Wicker has covered the gamut of Christian entertainment, including the arenas of book publishing, music and film. A 16-year media veteran, Wicker began her career as a television news reporter and continues to work as a journalist. This unique advantage of working on both sides of the media, gives her a special rapport with media and excellent skills in crafting newsworthy angles and pitching stories to media. When Wicker transitioned from in-house publicist to running her own business, she expanded her offerings to cover a full range of marketing services, including branding, website development, graphic design, SEO, online advertising, social media, video production, and event promotion, in addition to media publicity. Premier1 Studios' clients range from Christian authors and speakers, non-profit organizations, feature films, and musicians as well as clients in business and in the fashion and beauty industry.

ABOUT CHRISTIAN MEDIA ASSOCIATION:

CMA started in 1992 as a support to churches utilizing media. By 2003, they were holding media conferences across the U.S. to teach and network Christians in media. In 2009, they started their first CMA Chapter in Dallas. The upcoming CMA National Media Conference set for October 17-18, 2014 is their first national conference which will connect hundreds of media leaders in film, TV, church media, video, motions, graphics and more through 50 workshops and



25 speakers over a period of 2 days. The mission of CMA is helping Christians in media to connect and build their media ministry with excellence and integrity.

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