

MEDIA ADVISORY

For Immediate Release

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Publicist, Tech Consultant, and Speaker Teaches Businesses How to Market for the 21st Century Using Podcast, Webcasts, Blogs, and the Internet in NYC

New York, NY (November 21, 2007) — Technology has changed how business is done today. How businesses are publicized and marketed is no exception. **Debra Dixon, CEO and President of *Light of Gold PR and Marketing*** in New York along with **Kori Raishon, President of *Double EE Productions*** have partnered to teach **How to Market for the 21st Century Using Podcasts, Webcasts, Blogs, and the Internet**, a workshop on how to incorporate new technologies and new media into how a business should Promote and Market their business today. *“There are over 400 million people online and 78% of those people are searching for products, services, hobby or travel info.”* says Dixon. *Companies, large and small are now producing podcasts, webcasts, blogs and online communities to creatively publicize and position their products and services. The rules of traditional PR, Promotions and Marketing has totally changed. At least some of these technologies need to be incorporated into a PR and Marketing Strategy or many companies will be at a severe disadvantage”,* Dixon continues.

“We give an overview of all of these technologies and how a company can use them to enhance their marketing strategy.” The workshop has already been requested by organizations who want to incorporate these technologies into their marketing strategy. *In 2008 the workshop will be offered monthly or bi-monthly via Webinars and Live Workshops, covering all New Media topics. Each New Media topic that we cover will become full workshops so that we can go in-depth with how to implement each of the technologies.”*

Debra Dixon, a native New Yorker, has over 18 years of experience in Technology and PR as a Trainer, Public Speaker, Publicist/Promoter, Marketing and Media Relations Consultant, Intranet Developer, and Web Page/HTML Designer at various corporations and organizations both in New York and Atlanta. She expanded her PR company into the New York market from Atlanta, GA in 2006.

“My first business was a Technology Business that I owned and operated for over 10 years. I decided I wanted to reinvent myself and put my Journalism and Communications background to use and switched to the PR industry. I started performing PR, Marketing and Event Projects over 5 years ago”, says Dixon. *“But something funny happened”,* Dixon continues. *“I ended up having to use most of my Technology background in my new PR career. You just can’t do PR, Marketing, and Promotions today without using Technology. There’s no way around it.”*

About Light of Gold PR and Marketing LLC

Light of Gold PR and Marketing LLC provides PR Writing, Marketing and New Media Strategies, Event Planning, Press/News Releases, Media Campaigns, Web Development, Branding, Internet and On-Line Marketing, Podcasting, E-Books, and Web Seminars for small to medium-sized businesses, as well as organizations ranging from charitable foundations to churches to universities. Light of Gold PR also publishes a monthly e-Magazine, **“Gold PR and Business Tips”** and hosts a monthly podcast and webcast (<http://www.lightofgoldpr.com/webcast.html>), **“The Gold Profile”**. Visit <http://www.lightofgoldpr.com> for more information.