

**For Immediate Release:**

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**MEDIA ADVISORY**

**Webcast Premiere Features Minority Women in Independent Film Industry**

New York, NY -- March 19, 2008 - Debra Dixon, CEO and President of Light of Gold PR and Marketing LLC, and Kori Raishon, President of Double EE Productions LLC, announce the launch of *The Gold Profile*, a webcast series featuring experts in the fields of Business, Entertainment, and Technology. Just in time for **Women's History Month**, the premiere and launch of the *Gold Profile Webcast*, hosted by Ms. Dixon, features interviews with minority women in the independent film industry, including award-winning filmmaker *Julie Dash*, writer/producer/director of "*Daughters of the Dust*", "*The Rosa Parks Story*" and many other films, esteemed film historian and curator, *Pearl Bowser*, and Curator, Film Festival Producer, and Professor of Media Studies, *Michelle Materre*.



Host, Debra Dixon

The *Gold Profile* webcast is co-produced by Dixon and Raishon, who both acknowledge the increasingly important role of technology and new media. According to Ms. Dixon, "*technology and new media have changed not only how we get information, but also how we present it. I thought that with over 400 million people online, why not create a webcast that is not only informational and*

*educational, but also features experts who are not always seen in mainstream media. Showcasing luminaries and experts in business, entertainment, and technologies as well as events, allows us to feature a cross section of professionals."*



Award-winning filmmaker, Julie Dash and Host, Debra Dixon



Curator, Michelle Materre, Host, Debra Dixon, and Film Historian, Pearl Bowser

In addition to providing information, webcasts can also be a useful tool for businesses looking to expand their client base As **Kori Raishon** of **Double EE Productions** points out, "*Professional webcasting coverage of events like this presents various opportunities for businesses and organizations to reach out to potential global supporters. Branding your services and products to a new global neighborhood is a must in this economy. When done properly you are building global relationships through*

*use of visual media and this has always helped to empower businesses: webcasting is positive publicity at its best."*

The premiere of **The Gold Profile** webcast and other webisodes are currently accessible online at <http://www.lightofgoldpr.com/webcast.html> Click on the link listed at this page. There are also companion podcasts which allow for convenient listening "*on the go*".

## **About Us**

**Light of Gold PR and Marketing LLC**, with offices in New York and Atlanta, specializes in Public Relations, Marketing, Promotions, Media Relations, Branding and Event Planning, emphasizing New Media such as Webcasts, Podcasts, Social Media and Online Communities.

**Double EE Productions™, LLC (D'EE'P)** is a Webcast Network, E-Magazine and Production company that exposes the positive images of people of color in the art and entertainment industry while directly serving businesses of color to help brand and organizations to expand their reach into a world market of potential clients and supporters.