



## P R E S S   R E L E A S E

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### **Leading Media, Arts & Entertainment Insiders Launch Professional Development Workshop Series "Arts and Activism" Company Announce Career Building Series**

New York City - - **AKILA WORKSONGS, Inc.**, in partnership with **CJAM Consulting**, will launch a series of media, arts, and entertainment professional development workshops designed to inform and empower budding entrepreneurs, employees-in-transition, and current professionals in the arts industry. Local and nationally respected experts from the public relations and marketing fields, as well as the business, legal, and arts management fields will share their "tips of the trade" over the course of five workshops this year. The first workshop in the series is "**Media and Public Relations for the Arts**" and will take place **Wednesday, May 28, 2008** at **MoCADA** (Museum of Contemporary African Diasporan Arts, Inc.) from **6 - 9 pm** (the first hour includes on-site registration and a light reception). MoCADA, a co-sponsor of the series, is located at 80 Hanson Place, downtown Brooklyn, NY. Other workshops on arts industry topics will take place in July, September, and November 2008. Pre-registration is \$45 (scholarships are available) and on-site registration is \$50.

For directions, please visit [www.mocada.org](http://www.mocada.org). For general information, please contact AKILA WORKSONGS at 718.756.8501 or [frontdesk@akilaworksongs.com](mailto:frontdesk@akilaworksongs.com). To register, please go to [www.ticketannex.com](http://www.ticketannex.com) or call 866.388.4TIX (4849).

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Last year, AKILA WORKSONGS Founder and President, **April R. Silver**, envisioned professional gatherings that would both serve as a part of its “15<sup>th</sup> Anniversary Signature Events,” as well as provide a platform for her distinguished clients and colleagues to share their expertise to up-and-coming arts leaders.

“Over the past 15 years the company has been inundated with requests for information on how to get started in PR or consulting or in the performance arts business,” Silver recalls. “All independents, be they artists or entrepreneurs, want to know what they can do to ‘get to the next level.’ I felt it was time to gather the professionals in my circle, create a space for real live, face-to-face human interaction with top-notch experts, and do it in a way that rivals cold, convention-like settings.”

The workshops will cater to participants in a way that is not possible via the Internet or at mass conferences. Registration fees, for example, reflect a sensitivity and commitment to arts lovers, independents, and new entrepreneurs. In order to reach as wide an audience as possible, the presenters will sponsor a number of scholarships to individuals who need only request financial support. The deadline to request a scholarship for the first workshop is May 21 (see contact below).

Besides shaping the series (see descriptions below), Silver also identified a management company to help present and produce the workshops. “For a few years now, Candace Jackson and I have been hearing about each other’s work from mutual friends and clients,” says Silver. “When we finally connected, I was blown away by her knowledge of arts management and her keen professionalism. Her guidance on this project makes all the difference and I’m thrilled that CJAM Consulting is partnered with us.”

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### **"Media and Public Relations for the Arts"**

Wednesday, May 28, 2008

On-site Registration / Refreshments: 6 pm  
Keynote/Panel and Workshop: 7 - 9pm  
Venue Location: MoCADA  
Confirmed Panelists:

- **Donna Walker-Kuhne**, Walker International Communications Group ("the nation's foremost expert on the development of audiences" for the performance arts field for over 25 years)
- **Gwendolyn Quinn**, GQ Media and Public Relations (publicist to Kirk Franklin, Aretha Franklin, and others)
- **Elsa Lathan**, Footprints Communications (publicist to R&B/Soul artist Eric Roberson and many other independent artists)

*This workshop is for those interested in learning the art and science of better public relations - for themselves, their productions, and/or their clients.*

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### **"Behind the Scenes: Things You Need to Know When Navigating Creative Communities"**

Thursday, July 17, 2008

On-site Registration / Refreshments: 6 pm  
Keynote/Panel and Workshop: 7 - 9pm  
Venue Location: MoCADA

*This workshop is a "tips of the trade" information exchange amongst some of the most respected, successful "handlers" in the arts and entertainment fields. It is ideal for beginning and mid-level artist managers, agents and consultants who work with creative people and cultural arts institutions.*

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### **"Arts and Activism 101"**

Thursday, September 18, 2008

Additional Details: TBA

*Your passion for seeking social justice and your love for the arts does not have to conflict with your need to make ends meet. Learn about social entrepreneurship, cultural activism and how to integrate art, commerce, and community development through the arts.*

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### **"Event Planning 101"**

Thursday, November 13, 2008. Additional Details: TBA

*The event-planning workshop will feature some of the best event planners in New York City. This workshop will explore the detail-oriented and passion filled skills that are required to produce seminars, conferences, and parties.*

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### **"Financial Literacy for Artists"**

November 2008 | Additional Details: TBA

*This workshop will provide you with some fundamentals in financial management to improve your proficiency with budgeting, negotiations, and planning. Strengthen your ability to weather economic challenges and sustain your art with sound business tools and resources.*

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**Scholarship, Panelists Info, and Media**

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**Workshop Registration**

www.ticketannex.com  
866.388.4TIX (4849)

**MoCADA**

80 Hanson Place  
Brooklyn, NY 11217  
718.230.0492  
www.mocada.org

**AKILA WORKSONGS, Inc.**

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**CJAM Consulting**

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