

AKILA WORKSONGS **SPEAKERS BUREAU**

presents



SHORT BIO: Christopher Darren Cathcart is a published author; public relations, marketing and brand development expert; and a noted social entrepreneur. In 1995, Cathcart founded OneDiaspora Group, a Los Angeles-based PR consulting firm whose clients have included Jaguar Cars, Hidden Beach Recordings, UniWorld Group, Inc., *Heart and Soul* magazine, and many others. His first book, *The Lost Art of Giving Back*, a how-to guide to volunteerism, was published in 2007.

A graduate of Howard University, Cathcart has more than 23 years of public relations experience in the entertainment, corporate, and political fields. Before starting OneDiaspora Group, the Plainfield, NJ native was an executive at the some of the world's leading entertainment and news companies, including as CNN, Motown Records, and Warner Brothers Television, among others.

Beyond the world of communications, Cathcart is also highly respected in the advocacy and service communities. He works tirelessly in promoting HIV/AIDS awareness and education, as well as mentorships for at-risk youth. In 2004, Cathcart launched *Ledge* magazine, the nation's first and only HIV/AIDS awareness publication written by and for Black college students. He also co-founded *Visual AIDS*, a project that uses independent films to promote discussions about the AIDS epidemic. And for over a decade, Cathcart has served as a mentor with Big Brothers of Greater Los Angeles. Cathcart also sits on the board of several national and local non-profit organizations including the Black AIDS Institute, a group dedicated to ending AIDS in Black communities, and RISE Inc, a Washington, DC-based community assistance organization.

His service awards include:

- Named 2002 *School-based Mentor of the year* by Big Brothers/Big Sisters of Greater Los Angeles
- Honored as a 2003 *Howard University Man of Distinction and Achievement*
- Recipient of *The Key to Brown Service Award*, presented by Brooklyn's Brown Memorial Baptist Church in recognition for dedicated service to the community

Currently, he is working on his follow up book, titled *Profiles In Giving*. A regular on the lecture circuit, Cathcart is highly sought after for his expertise. He has lectured at Howard University, University of Southern California, UCLA and New York City's The New School, among others. He is also a PR and marketing instructor at a leading film school in Los Angeles. Cathcart has conducted workshops for such outlets as Verizon, The Thurgood Marshall Scholarship Fund, The NAACP and countless youth and empowerment programs across the nation.

SELECT LECTURE TOPICS

- *Self Empowerment Through Volunteerism*
- *The Lost Art of Giving Back: How to Make Service A of Your Life*
- *Communicating Your Message Effectively*
- *PR Techniques for Business and Beyond*
- *Branding Yourself for Success*

For complete descriptions, the full bio, or to book Chris Cathcart, contact Drake R. Holliday at AKILA WORKSONGS Speakers Bureau: speakers@akilaworksongs.com or 718.756.8501.

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