



## Phyllis Jackson Backlit Communications

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[www.backlitcommunications.com](http://www.backlitcommunications.com).

Ms. Jackson is lighting up the public relations scene with Backlit communications. Ms. Jackson worked as a news anchor for over fifteen years. She started out in radio doing traffic reports and chasing storms. She would eventually step into local television working in two markets before transitioning into network news, having enjoyed a stint at CNN Headline News. Ms. Jackson states, "I loved the energy and the unpredictable nature of the news world, I worked extremely long hours and was always on call for breaking news. It was exhilarating and exhausting! I simply wanted more control of my life. So I asked God to help me find a way to do what I loved and make money at it. I knew I had an enormous skill set. I just needed him to help me develop it to help businesses and organizations. He gave me Backlit."

Ms. Jackson has been a freelancer in the public relations field for ten years but decided to start Backlit three years ago. Backlit is a full-scale media outreach/public relations & advertising boutique that helps companies and organizations "find their story" and then helps them tell it in a myriad of ways. The companies slogan is "Telling Stories That Matter." The name "backlit" is the past tense of the word "backlight". It's a photography/videography term that describes a way of lighting your subject from the back. It is considered the most flattering form of lighting. Backlit believes there is a science to building an image, as there is a science to building a great house and it starts with the foundation of a solid script. They write the broadcast copy for radio, TV and the web, Press releases, corporate and training video scripting, PSA's, and long format mini-docs. We write web content, bios and human interest pieces for TV and the web. We help our clients secure good publicity and exposure.

Backlit communications recently won the 34th Annual Telly Awards for their UNCF video production piece entitled "Empower Me." Backlit Communications owner, Phyllis Jackson produced and directed the winning entry which was created to increase registrations for UNCF's celebrity based college tour. The video, which also featured the rap talent of Christopher Jackson was shot on both the campus of Atlanta's Oglethorpe University and Platinum Base Studios located in Tucker, Georgia.

As one of our loyal clients Ms. Jackson has utilize the services that The Edge has had to offer to her. Ms. Jackson states, I can't say enough about The Edge Connection. This organization has been like an oasis for me. I tell everyone about this place. I came in the midst of challenges and received helpful answers to so many questions. There is a great team of supporters here. Everyone wants you to win. I'm grateful for this organization's leadership which is opening so many doors for entrepreneurs. I'm a "raving fan" of Steven Yates. He is my advisor. I can always count on Steve to provide me with sage advice. Steve is like the big brother who never says no. He is such a positive force in my life. I always walk away from the Edge Connection feeling I can take the next step in my business and soar!