

# Arts & ENTERTAINMENT



PHOTO BY PAUL GARCIA

Ellechor Media Founder Rochelle Carter (center) is surrounded by other authors and writing interns at a book launching event. Also pictured (from left) are Lakyn Johnson, Janice Rice, Cassandra Longest, Jennifer Anne Messing, Catherine Leggitt and Leslie Gould.

## Author Turns to Publishing

BY OLIVIA OLIVIA  
THE PORTLAND OBSERVER

Rochelle Carter is an award-winning publisher and best-selling author. She started Ellechor Media in 2009 while working at Intel.

With the support of her mother and sister, plus some church friends, Carter said she wanted to create a business that would leave a legacy for her children and the future.

Her husband had the idea for the name Ellechor which is essentially Rochelle spelled backwards. Since its inception, she has grown the company with multiple brandings and an online bookstore.

She provides publishing consulting services for various authors and manages the acquisition and production process for all her imprints.

Ellechor Media, for example, published a book by David "OG One" Jackson, a Nike brand Jordan representative and official DJ for the Portland Trail Blazers, Thunder, and Timbers. Jackson's "Man Behind the Music" is now a bestseller on Amazon's Top 100 in the Men's Inspirational category.

Carter was awarded the 2014 Stiletto Woman in Business Award for Entrepreneur of the Year in the category of creative arts and media. Stiletto Woman is a FORBES ranked leadership-centric lifestyle improvement company for modern working business women.

She was also featured in the Portland Business Journal's "People on the Move" series.

To give back, Carter serves on an educator's board at Portland's Leadership and Entrepreneurship Public Charter High School.

To learn about Ellechor Media and learn more about publishing and inspirational authorship, go to [ellechorpublishinghouse.com](http://ellechorpublishinghouse.com).

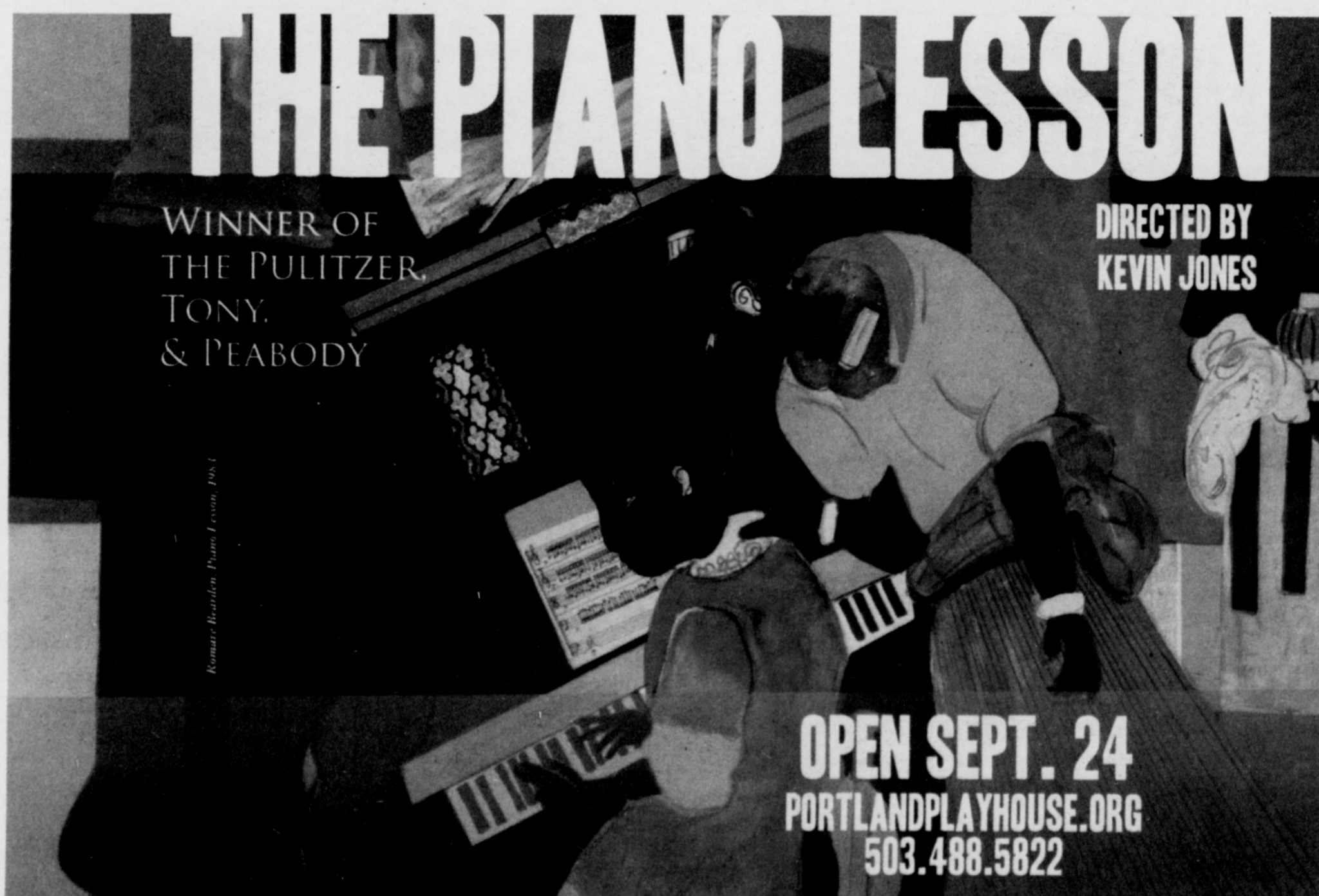
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