



THE

URBAN BUZZ

Give Us A BUZZ: 323.258.9377 • www.TheUrbanBuzz.com

April 21, 2005 • Page 8 of 9

### **Something to Buzz about:**

**No qualified African American Programmers at Radio One.** *The Fly on the Wall* hears the ink should dry soon on the contract that brings Rhythm Crossover PD **Tom Calococci** from **KBXX**-Houston to Urban **KKBT**-Los Angeles as PD. If this is indeed the case, then congratulations are in order to Mr. Calococci on being named PD of **Radio One's** flagship station **The Beat** LA. For the record, *The Fly* doesn't know Mr. Calococci, but he must be a brilliant man! There is no other reason for Radio One, the largest Black owned broadcaster in the world, to entrust its most important "Black" radio station to him. There's no doubt that Mr. Calococci has a complete understanding of African American culture and lifestyle, he must have an intimate knowledge of the nature of Black women, and he obviously knows how to manage a staff of color—not to mention having a profound knowledge of the Hip Hop and R&B world—including a *Blackberry* full of the private phone numbers of the hit makers in the industry and those who manage the business of the hit makers. The man must be brilliant! It's a sad day for African American programmers. You should be ashamed of yourselves. That's right, out-an-out embarrassed! Obviously, Black programmers are not in touch with the African American 18-34 primary demographic. You know nothing about the lifestyle of the Black and Brown people that listen to Hip Hop and R&B in LA. Even though your mama might be Black, you know nothing about Black women! And there's no way you can manage and direct an air staff, or support a sales and marketing staff, at a "Black Radio" station. Radio One; the company founded on the premise that qualified Black people deserve an opportunity in this business, made an exhaustive search inside their own company and then extended that search nationwide for a qualified Black PD, only to come up with no one. Imagine that, there's not a Black man or woman radio programmer in America, excuse me, in the entire world that can program **The Beat** in LA... not one! That's tragic! African American Program Directors should feel as sick as I do.

**Expanding. Urban Marketing Corporation of America** is launching its music division. UMCA has become an agency which houses innovative and sought-after music producers who want to offer their services to Hollywood. As a result, UMCA becomes a valuable partner to its television and film clients. While UMCA has become a player in Film, Television and Media, it would logically follow that it would also add music to its success. "If you're looking for music to compliment your company's or studio's projects, whether the music is needed for movies, cable or broadcast television, direct to home video and/or commercials, UMCA increases its value as 'the' urban one-stop marketing shop for Hollywood," says **Carl Washington**, President of UMCA. Contact UMCA @ 323-934-8622.

### **Buzz on Talent:**

**Buzz on Talent** keeps us informed of available professionals. To get your name listed, call 323-258-9377 or email your info to [editor@TheUrbanBuzz.com](mailto:editor@TheUrbanBuzz.com). *We are our brothers and sisters keeper.*

**Corey Jermaine Anderson** Bright, focused, creative and committed announcer, seeking an opportunity that allows growth and development. Committed to community involvement and awareness, He is willing to learn, but would love an opportunity in radio that would allow him to further experience the business side of radio as well as the talent/production side. Currently at **WLOK**-Memphis, Corey is willing to relocate. Contact Corey at 901-527-9565 x18 daytime, 901-324-0479 or [cjanderson7997@hotmail.com](mailto:cjanderson7997@hotmail.com).

Find a complete list of available professionals at [www.TheUrbanBuzz.com](http://www.TheUrbanBuzz.com) and click **Buzz on Talent**.



Superadio presents  
**BJ In The Morning**  
featuring KRNB-Dallas morning show host BJ Murphy with comedian Hope Flood, Fly Ty, Pretty Ricky, Jack Hines and Roger B. Brown in National Syndication  
**Targeting Urban Adults 25-54**  
Call Gary B at Superadio @ 508-480-9000 or 212-631-0800