# The Heart and Soul of the City

**Compliments of WCLM Radio1450am** 

FREE

Volume I, Issue X

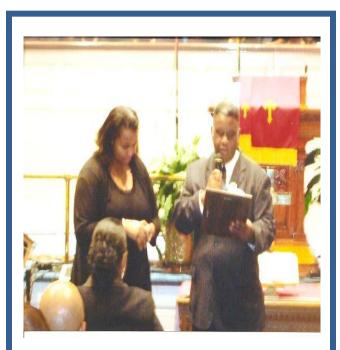






Was Eric Cantor on his blackberry or playing a video game?

Dickie Diamond talks about Patti Labelle & the Bluebelles story page 5.



Sheilah Belle a.k.a."The Belle" receives The 2009 Community Service Award from the Heart and Soul of the City Newspaper and WCLM Radio for her Belle Report which reaches over a million people a week. The award was presented by House of Delegates candidate Attorney Henry Otis Brown at the 7<sup>th</sup> anniversary of the Virginia Gospel Announcers Guild on September 19 at Second Baptist Church.



Tanya Free talks about doing the right thing!



Tiger Tom Mitchell receives an award from The Heart and Soul of the City Newspaper and WCLM Radio at the Virginia GAG Broadcaster luncheon. The award was presented by House of Delegates candidate Henry Brown on September 19. He also received proclamation from the Governor and Mayor

# TANYAFREE.COM®

# live life with a purpose

# Do the Right Thing

November 4, 2008, marked a milestone in the history of our country, a moment that those who survived the Civil Rights Movement didn't think they would live to see. A milestone they thought was the impossible - an African American became President of the United States. Despite this great milestone in our country's history, there is something I didn't think I would witness in this day

and time —an uprising and resurgence of deep rooted racism.

On April 4, 1968, the day of Dr. King's death, I was too young to understand the complexity of racism but old enough to sense the tensions of the times. Well, it feels like déjà vu with the outright racial threats and attacks against the first African American President. We've come too far to allow those that are stuck in yesteryears' hatred to take us ALL backwards.



Like President Carter, we have to speak up and not allow the voices of racism to feed the media with false justifications for their actions. Nor should we allow conservative talk and media outlets that are guilty of ideological race baiting to go unaccountable for their actions. We have to use our buying power to discourage sponsors from running ads with any of these outlets.

The campaign has already begun with an organization known as ColorofChange.org.

Call or email political leaders and the media. Tell them to stop the rhetoric and cheap propaganda and do the right thing. Let's unseat those leaders that fail to denounce racism. Stand up and let's deal with the truth!

#### LIVE LIFE WITH A PURPOSE, UNTIL NEXT TIME, BE FREE!

Please take the time to check out the new fully interactive TanyaFree.com, stay in touch, give me feedback, share your requests and concerns on my blog, respond to my question of the week on Mondays, and tell me what's on your mind for *Wassup? Thursdays*, stay in the know with *Headline News* from Reuters and listen to the *Best of the Tanya Free Experience Destination Jazz* and *Tanya's Tips 24/7* at *TanyaFree.com*.



Dr.Leonard Edloe was presented the National Pharmaceutical Association Terrence Burrough Pharmacy Leadership Award at the association's  $62^{\rm nd}$  annual meeting.

Tune in to Dr. Edloe's radio show "What's going on" every Thursday on WCLM RADIO 1450AM at 7pm. Dr. Edloe



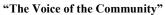
#### **Churchill Reunion a Success**

The annual Churchill Reunion held September 12 drew over 2000 people. It was plenty of food, fun, music and a long time friends seeing each other. Delegate Delores McQuinn fed people while House of Delegate candidate Henry Brown also fed people while also giving away school supplies. City Council candidates Clarence Kenny, Deanna Lewis, Cynthia Newbille and Robin Robinson were there passing out flyers. Sheriff C.T. Woody came through and the Police dept. gave away book bags. The older people got along find then the young folks started coming a fight broke out between two young girls ,then a couple boys got in before police took control otherwise it was a good event.



### **Black Inventors.**

Product	Inventor	Date
Air Conditioning Unit	Frederick Jones	July 12, 1949
Bottle	A.C. Richardson	December 12, 1899
Cellular Phone	Henry Sampson	July 6, 1971
Clothes Dryer	G.T. Sampson	June 7, 1892
Curtain rod	S.R. Scottron	August 30, 1892
Dust Pan	Lawrence Ray	August 3, 1897
Electric Lamp	Latimer 7 Nichols	September 13, 1881
Electric rail Trolley	E.R. Robinson	September 19, 1893
Elevator	Alexander Miles	October 11, 1887
Fire Escape Ladder	J.B.Winters	May 7, 1878
Fire Extinguisher	T. Marshal	May 26, 1872
Folding bed	C.Bailey	July 18, 1899
Fountain Pen	W.B.Purvis	January 7, 1890
Golf Tee	G.F. Grant	December 12, 1899
Guitar	Robert Fleming	March 3, 1886
Hair brush	Lydia Newman	November 15, 1898
Horse Shoe	J. Ricks	March 30, 1886
Ice Cream Scooper	A.L.Cralle	February 2, 1897
Ironing Board	S. Boone	April 26, 1892
Kitchen Table	H.A.Jackson	October 6, 1896
Lawnmower	J.A. Burr	May 9, 1899
Lock	W.A. Martin	July 23, 1889
Motor	J.Gregory	April 26, 1887
Oil stove	J. Standard	October 29, 1889
Pencil Sharpener	J.L.Love	November 23, 1897
Printing press	W.A.Lavalette	September 17, 1878
Railroad Switch	C.V.Richey	August 3, 1897
Refrigerator	J.Standard	July 14, 1891
Registers	A.F.Hilyer	October 14, 1890
Shampoo Headrest	C.O.Bailiff	October 11, 1898
Stove	T.A. Carrington	July 25, 1876
Straightening Comb	Madam C.J.Walker	1905
Thermostat Control	Fredrick Jones	February 23, 1960
Traffic light	Garrett Morgan	November 20, 1923



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## 1-Way Computers

Richmond Businessman Dwight Braggs who has been Micro Soft Certified since 1997 has open a mobile computer service which offers home, office or drop off repairs!PC rebuilds, virus clean ups,network setups and PC repairs. Newspaper special all services \$25.00 plus parts if you mention this ad Call (804) 683-4133 or e-mail:Dwight.Bragg@gmail.com

**Sponsors dropped Delegate Delores McQuinn** Annual Back to school Rally. Delegate McQuinn main sponsors Food Lion, WTVR and The City of Richmond decided not to support her event this year. She started the program at a church and built it up with support of East End ministers while serving on the School Board. She continued the program while on City Council. She was elected to the House of Delegates in January 2009.

**Chop Suey Books** at 2913 West Cary Street refused to put The Heart and Soul of the City Newspaper in their store when they carry other free papers.

#### **More Setbacks for Deeds**

Former Gov. L.Douglas Wilder announced he will not endorse Creigh Deeds. Deeds opposed one of Wilder's signature accomplishments as governor: a one-handgun-a month law. Deeds have failed to energize the black vote he desperately need to win and also to add fuel to the fire Senator Henry Marsh who has been out front for Deeds, don't get along with Wilder. In the community Wilder still has a more loyal base support than Marsh.

Top 5 Richmond officials that support the African American community:

- 1. Mayor Dwight Jones
- 2. Councilwoman Ellen Robinson
- 3. Delegate Jennifer McClellan
- 4. Delegate Joe Morrissey
- 5. Councilwoman Reva Trammell

#### Tiger Tom Mitchell honored Sept. 19 at OMI Hotel

Tom Mitchell was inducted into the 2009 National Broadcasters Hall of Fame. The ceremony will officially be held Sunday, November 8, in Akron Ohio. Mayor Dwight Jones and Radio personals that showed up were Jim Minor, Mikki Spencer, Rev. Jack Johnson, Elder Raymond Lindsey, Lady L, Ken Crandall, Isaac Gregory, Sheilah Belle, Kirby Carmichael, Jim Jacobs, Rev.Herbert Pollard, Rev.Curtis Bowman, Ben Miles, Jim Carter, Chocolate Chip, Ed Stephens, Jamila Joy, Peggy Perkins Smith, Preston Brown, Calvin King, Rev.Crawford, Maggie Ingram, August Moon and Doc Christian. Mr. Mitchell said he was surprise and happy to see so many of his friends that came out the only person he wanted to see that wasn't there was Cavell Phillips who had a program going on the same day time with the Old Landmark Association.



#### YES THEY DID: BY KING SALIM KHALFANI



<u>Mayor-at-Large</u>-6-white, republican, non-City resident, males put up 10,000 a piece to finance L.Douglas Wilder's at-large Mayor hustle. After Wilder's election as mayor of Richmond, the very next election cycle Richmond went from a Black majority City Council & School Board to a white majority City Council & white majority School Board.

Phony Politicians- Tell us of a time when any local politician came out publicly on a position that was pro-Black people? Ever, ever? Never! Predatory Lenders- Why has Maryland, North Carolina, Washington,D.C. & West Virginia all eliminated Pay Day loan sharks & Car Title lenders yet they flourish in the Commonwealth of Virginia. Even

some members of the Virginia Legislative Black Caucus are on the payroll of these predators. Let's get them out of Virginia as well.

Exxon Mobil- Did you know that Exxon Mobil has had the greatest quarterly profit the last 4-quarters at least? The oil giant had the greatest

quarterly profit the last 4-quarters at least? The oil giant had the greatest annual profit in world history last year of \$48.9 billion. This has been a great run from the Bush administration & continued through the Obama Administration. Gas prices should still be 30-cent a gallon as it was 40-years ago. Why is it not? They do what they do because we allow them to gouge us! The rip-off will stop when we demand that it stop!

Job Fair- Do you need a job? Here is where the jobs are: China, India & Iraq! Most of the world's industries are in China because of slave labor wages. All service industry jobs are in India because of slave labor wages. In Iraq, many jobs are starting at \$100,000 per year. You may get shot or blown up but your family will eat! Your government has "outsourced" all of the jobs, while recruiting workers from other countries to come here for what? Your job!

<u>VCU Experiment</u>- As if VCU paving over the African Burial Ground isn't enough... now VCU is conducting swine Flu Vaccine research on young & old African American people.

Guardrail on our Little Girls-did you know that the Virginia General Assembly led by the women of the Virginia Legislative black Caucus supported the Pharmaceutical giant Merk's unstudied, untested "mandatory" inoculations of adolescent girls to allegedly stop cervical cancer in our lifetime & the HPV venereal disease? CBS 60 Minutes documented that the State of Texas was bought off by Merk first & then other States fell like dominoes, while Merk makes billions.

<u>Bailout's for Super Rich</u>this Administration has presided over the largest transfer of wealth in world history from working people to rich people through their corporations (bailouts). This is done with our tax dollars (our money). Working people already pay a disproportionate share of taxes while most corporations like Enron pay no, federal taxes.

We are available to discuss these matters on Mondays, from 5-6p.m. on the Ready 4 Revolution with King Salim Khalfani Radio Show if anyone e disputes my information feel free to write this paper or call my radio show on Mondays at 231-7685.

Khalfani is the Executive director of the Virginia State Conference NAACP. He also owns KSK Consultants.

#### THE DICKIE DIAMOND STORY PART 3



**DICKIE DIAMOND** 

Dickie Diamond is August Moon met Patti Labelle and the Bluebells in 1968 when they were talking about splitting up the group. They were performing that night at The Blue Cornet Club in Brooklyn on Fulton Street. They met a few days later at Dickie Diamond Office in New Jersey. Dickie became their manager and later started dating Sarah. In 1969 Dickie friend Lloyd Price opened The Turntable Club at 52<sup>nd</sup> and Broadway which became a hangout for him and other entertainers and gangsters. Doing this time Dickie Diamond operated Capital City Attractions out of Trenton, New Jersey. He booked all the major acts starting with Sly & Family Stone to the likes of the Dells, Jackie Wilson, Jackson 5 and James Brown. He worked with William Morris agency, Shaw, Universal and Queen to book the top acts. Dickie admits doing this time he was living in a world of madness...Dickie Diamond left Richmond as a singer and ended up as a big time promoter hanging out with all the big name entertainers. Dickie was set to record Patti Labelle and the Bluebells after a successful tour when all hell broke loose he happen to be in the wrong place at the wrong time and ended up in prison for four years. Being released in the early 70's Dickie Diamond became August Moon and started managing and financing The Whole Darn Family and others groups. He recorded their only album. August Moon music has been sample 19 times by artist like Jay Z, P. Diddy, Isaac Hayes and others. Moon became a community activist making Richmond his base of operation. He open up several night clubs in Richmond along with a record shop and restaurant and later turning his southside club into a recording studio. He traveled all over the world with Jessie Jackson when he ran for President. He got involved in Richmond politics working with over 30 campaigns and everyone got elected. Moon has hosted his on TV and Radio Show and is writing a book called The Man before his Time.



### **Swansboro School Garden Story**



The Volunteers

**Nan Sweet** worked for Richmond Public School and fell in love with the Swansboro School Community, and wanted beautiful spaces for the community to enjoy. As a psychologist she recognized the need to have beautiful space to gain relief from daily stress. She began to advocate for the garden area.

Mary Arg wanted to get under resourced children outside to enjoy nature and the Richmond Audubon Society agreed offering the necessary financial support. Her friend Robin joined in for the love of birds and gardening. Jordan Construction Company built the beautiful pergola to fame the entrance and the raised beds for children to plant. (What a wonderful way for a company to give back to the community.) The students joined in the planting. The school got every child outside during 2008-09.

And then came **Ginger** who does it all for the love of bugs! **Curtis Copeland,** Swansboro Pool Manager was a partner in all aspects of the school garden while he managed his own wildlife area.

The school principal, Mrs. Pierce, encouraged the efforts of the garden groupies solely to improve the quality of education for her students. And it did!

If you like to see this garden the school is located at the corner of Midlothian Turnpike and 32th street in Southside. If you would like to help call the school at 780-5030 or Nan Sweet at 245-5420.

#### You are cordially invited to a Meet and Greet for Candidates

Deanna Lewis 7<sup>th</sup> District Candidate, Clarence Kenny 7<sup>th</sup> District Candidate and Henry Brown 70<sup>th</sup> House of Delegate Candidate Friday October 23,2009 5pm-7pm at : It Must Be Heaven Ice Cream Store

2505 East Broad Street

ELECT DEANNA

# LEWIS



#### RICHMOND CITY COUNCIL - 7TH DISTRICT

~ I'll work to expand and create after school mentoring, tutoring programs ~ Work to improve public safety through better Police and community relations ~ Work with our neighborhood civic associations to increase community civic engagement and government accountability ~ Advocate responsible development in and outside of our Historic Districts ~ Enforce fines on abandoned property owners ~ Encourage return of specialty businesses that once served our self sufficient, 'pedestrian' neighborhoods ~ Work to adopt 'Inclusionary Housing' programs to stimulate affordable housing ~

www.DeannaLewis4Council.com

Make a Positive Change for our Community ~ VOTE LEWIS ~ Nov. 3rd



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# RICHMOND SPOTLIGHT

Supporters are lining up for Henry Brown. Henry Brown is that fresh face and fresh voice needed to move the district forward and be a voice for the



Attorney Darrell Parker and others support the campaign



City council 7<sup>th</sup> district candiate Deanna Lewis supports campaign



City council 7<sup>th</sup> district candiate Clarence Kenney supports campaign

### **Highlight from Labor DayBlues Show**





The Labor Day Blues Show was held Sept 5 at The Virginia Bazaar in Lady Smith, VA with Kirby Carmichael as M.C. building the crowd up before showtime. When the show started Richmond's own Preston Brown burst on the stage doing James Brown Sex Machine. Followed by Richmond new recording artist Champagne as she sang songs from her new Cd at the crowds delight. The next 30 minutes was Jim Bennett and Lady Mary from Maryland. Kirby Carmichael keeping the show going between acts introduced a new group from Richmond called Southern Blues who took the crowd back to the 50's and 60's. Up next Big "G" and his band rocked the house like he owned it. As the night edge on the crowd was ready when Mel Waiter hit the stage with his show of shows. Closing out the Labor Day show was Marvin Sease and his Rated X show.





Mel Waiters

Southern Blues



To see more pictures go to www.kirbycarmichael.com

# Hord On The

#### Racism Live and well in Richmond, Virginia





**Racism Now!** 

**Racism Then!** 

Forget Rush Limbaugh for all the focus on the king of conservative talk, Democrats may have found a more important villain in Eric Cantor, the only Jewish Republican in the House. In his health speech President Obama made major concessions to the Republicans including reiterating the reform will not add to the deficit and by putting on the table the major policy Republicans have requested, that of medical malpractice reform. He even embraced much of John McCain's health care platform. But Eric Cantor as House Minority Whip fights President Obama and the Democratic majority on everything. Democrats have gone out of their way to concede ground to the Republicans. Some Republicans want to do nothing but destroy the first African American President even if it takes the country down with them.....

#### This is on the side of Club Velvet 15th & Main Street



Sam Moore owner say's the banner represents his displeasure with Obama administration. He is neither a Republican nor a Democrat, but rather a staunch Libertarian who believes that "the best government is no government". Moore said that anyone who believes that his banner is racist is an ignoramus.

Rev. Curtis Bowman of Wclm Radio to speak at Church Anniversary.



Rev. Curtis Bowman

Pastor A.B. Smith Jr. of Good Hopewell Baptist Church wells Rev. Curtis Bowman as the quest speaker for their church 140 anniversary celebration on Saturday November 7<sup>th</sup> at 6:pm at the Richmond Times Dispatch Hanover Production Faculty at 8460 Times Dispatch Blvd. Rev. Bowman is a gospel announcer at WCLM Radio and Associate Minister of The Liberty Baptist Church in Charles City, Virginia where the Pastor is Rev. James H. Johnson Jr.

What African American companies are making money on the upcoming campaign? Some of the candidates will buy an ad in The Free Press and Voice Newspaper right before the election while millions of dollars being spend outside of Richmond and blacks in business than could use the business is getting no business. All the radio and TV ads are being out source outside of Richmond to other agencies that makes the buys in Richmond. Why are candidates' spending money outside of Richmond with companies that tell them how to spend money in Richmond? There are many firms in Richmond that can tell you the most effective way to spend in Richmond. Businesses like Johnson Office Supply on Brook land Park Blvd have not sold a pen or a pack of paper to the candidates, several black entrepreneurs who can print t-shirts, flyers, buttons and other campaign items have not received any orders. August Moon who owns a merchandise company say's the only candidates that have use his company is Jennifer McClellan, Joe Morrissey and Henry Brown who all believe in spending locally. Delores McQuinn, Betsy Carr spends money locally but very little with African American companies.

When Carlos Brown ran against Delores McQuinn he only raise about \$4,500.00. When he received the backing of Senators Henry Marsh and Donald Mceachin he rasie over \$78,000. Campaign records reveal that Carlos Brown paid Eric Hunter about \$12,500.00, JJ Minor \$2,500.00, Wade Russell \$1,150.00 and Clerkin Peter \$8,000. For consulting fees in his losing bid for the Democratic nomination. He also rented office space from David Hicks for \$1,750.00 while only spending \$879.63 in the Free Press, \$1100.00 at Radio One, \$1,600.00 at WLEE 990 (Davidson Media) and \$28,059.00 at Kennedy Communications a company in Washington D.C. No money was spend at Black owned Richmond Voice Newspaper, WFTH 1590 or WCLM 1450. This is the same man who said he has worked with small businesses for years. Senators Henry Marsh and Donald McEachin who crossed Senator Lambert said Carlos had a vision for Virginia.

Deeds campaign paid JJ Minor (Delores McQuinn son) about \$12,256.96, Betty Lee Squire \$3,911.45, Charles Willis \$150.00 and several Churchill campaign workers \$25.00 to \$60.00 for canvassing work. Deeds have spent money in The Free Press and on WCLM Radio. All media expenditures and mailings are out source outside of Virginia. Deeds campaign who is trying to reach the black voter are spending thousands of dollars on TV commercials being played on channels and shows most blacks don't watch. You can check campaign information at www.virginia election.com.

This article is the money trail of one candidate and is not intended to down our Black Leaders but they are the ones who are setting at the table and if they don't speak up for Blacks who will?

Check behind all your elected officials.....



### The Real Deal with Preston Brown

### What's up with this election?

Let's start with the 7th district city council seat, currently there are 4 blacks and 2 whites which may be reduce to 5 before the election. The top three most visible candidates are Deanna Lewis, Cynthia Newbille and Clarence Kenny. Clarence Kenney ran for the seat before said he was fired in September by the City of Richmond for running in this election while working for the city, but he ran before while working for the city and nobody said anything. In the past Mayor Roy West and Gwen Hedgepatch worked for the school system and several teachers have served on the school board. Sheriff CT Woody, Mike Herring, works for the city and are running so what's up with Kenney? Cynthia Newbille served as Chief of Staff for city of Richmond under city manager Jamison and has a good work history with the city. Over the last 20years the Churchill district has slowly declined and at one time was the worst looking district in the city until the whites began to return and rebuild Churchill. There are several civic organizations in Churchill that has solid and good plans for the future of Churchill. One meeting I attended they were discussing the ABC store and Oceans Corner store on Venable Street. Because of the loitering and drugs some want to have the store stop selling 40 ounces, and single cans. They want the ABC store to stop selling the little single shot bottles or move their location. They also talked about prostitute who frequent around the Churchill house and placing a roundabout at 25<sup>th</sup> and Fairmont. Deanna Lewis is the great white hope, has been campaigning in the black and white sections of Churchill. The other three candidates are Robin Robinson, Ronald Bond and Gary Powell. The two white candidates have discussed that the one with the weakest support will drop out and support the other. The four blacks can't get together to decide on one candidate. All four seem to think they can win. My predication is the four black candidates are fighting for the same vote and if one of the white candidates drops out Rich

In the 69<sup>th</sup> race Black Republican Ernesto Sampson has began to pick up a lot of support against Betsy Carr who is looking for the black support, and former city councilwoman Shirley Harvey seem to be working under the radar moving around throughout the city. Delegates Jennifer McClellan and Joe Morrissey both have weak candidates and they are confident about a win with no problem. Both have been accountable, accessible and have done a good job in the House of Delegates. Now for the race that is really heated but quiet in public but talked about behind closed doors. Delegate Delores Mcquinn who I went to school with and known for years is running against my brother Henry Brown. This have been a quiet race, but it's rumored McQuinn is in the Senators Henry Marsh and Donald McEachin power click which have not done much for the African American community in years but no one will say anything. Community Activist August Moon who has helped a lot of our elected officials in the past has come out of retirement to help Henry Brown because he feels some of our elected officials are playing games. Henry Brown is an energetic, hardworking, former College Professor, Lawyer and Businessman who has positive ideas, short on excuses and will accept challenges and be undaunted in overcoming obstacles. His ability to zero in on problems is acute. He will not mill over a matter for weeks, study it to death and then offer a confused opinion. He has no personal agenda, and will seek to contribute to making the city a better place. Brown has the support of a lot of people some supporters are elected officials who are afraid to come out in public because they don't want problems from Senator Marsh and McEachin. Moses told Pharaoh let my people go! I'm telling Senators Henry Marsh and Donald McEachin let my city grow! Bob McDonnell is still ahead in the polls and Creigh Deeds campaign advisors have not put a lot of effort or money in getting the black vote and may lose. For years democrats have assumed the black vote will be democrat

#### A Book Review from

The Voices from the Drum Radio Book Club Hosted by Gloria Taylor Edwards on WCLM 1450/AM Radio CASANEGRA: A Tennyson Hardwick Novel

#### By BLAIR UNDERWOOD with TANANARIVE DUE and STEVEN BARNES





Reviewed by: Gloria Taylor Edwards for Simon & Schuster

Let me begin with an unconventional, yet simplistic: Wow...what a remarkable, roller-coaster ride of a story! I was barely through the first chapter before I found myself captivated with protagonist, Tennyson Hardwick, and now I can't wait to read his next happenstance detective adventure. Write-brain to paper doesn't create flawed-hero, implausible (yet, believable) characters like Hardwick for just ONE episode. So surely there's got to be another novel in the works. About: Former gigolo, and struggling actor, Tennyson Hardwick's quest to find out who murdered his former client, successful rap artist/actress, Serena Johnston (alias Afrodite), presents an action-packed storyline that successfully presents such real-life scenarios as: the complex relationship between Hardwick and his ailing father; Serena's relationship with her no-talent sister and jealous, deceptive childhood friends; and, the occasional senseless violence often depicted in today's hip-hop culture. Filled with a cadre of intriguing characters: some lethal, a few pathetic, (and one or two who made me want to jump into the book and slap them upside the head), CASANEGRA literally leaped off the pages, transferring itself into a mind-movie that kept me enthralled up until the ending. In this reviewer's opinion, Underwood's collaboration with Due and Barnes is electrifyingly-creative. To this end (or beginning), I look forward to these three churning out more Tennyson Hardwick novels. On my Author's Scale of one through ten – with one being devastatingly-bad and ten being awesomely-wonderful – CASANEGRA: A Tennyson Hardwick Novel is off the Richter scale, scoring a well-earned ten-and-a-half!

# WHAT'SHAPPENING IN MUSIC

#### What's happening to Black Radio Stations.....

Black radio reached its peak in the 1960's and 70's, and has gradually spiraled downward ever since. The U.S. Census Bureau reported that out of 10,315 commercial AM and Fm radio stations in the United States, only 164 are black-owned and even that number is declining.

Radio took tremendous importance in the Black community because it spoke directly to its audience through black radio "jocks" each of whom developed their own distinctive style and sound over the air. They could set the tone and mood for their listeners' whole day or evening, and they often became as important as the music they played. During its glory days, black radio advertised directly to local communities and featured local Black-owned businesses that helped in keeping the money in the black community, which kept the community strong. For instance, political and social activists could mobilize thousands of people by simply putting the word out over the radio about a protest or rally. It truly was radio by Black people, for Black people.

However, in the late 1960's a shift began when White Ad Agencies started realizing just how much influence Black radio had over its audience. White-owned stations featuring Black disc jockeys got scared that these jocks were becoming bigger than the station. Thus, in the 1970's something called "urban contemporary" came into being, knocking out Black music and phasing out Black radio in favor of a supposedly colorless society. Enter larger adverting dollars from huge corporations directing money out of the Black community. Exit the music of artist whose style and lyrics were deemed "too Black. "And of course, with huge broadcasting corporations buying up stations and dominating the markets, there was no room for black community concerns to be discussed over the airwayes.

Today, sadly, we see black-owned radio stations changing their formats first to one thing and then another as they scramble to find a niche where they can make a go of it financially. But, the problem isn't the format or a lack of listeners, the problem is the corporations, which insists that they don't need to advertise on Black stations at all, after all, they figure, Blacks will buy their products anyway, so why pay to advertise on black owned stations?

A lot of black-owned radio stations turned to gospel and they made money and did great until it was realizing that between gospel music and preachers it was millions of dollars circulating in the gospel world. So white stations started turning to black gospel format and advertisers and the black preachers started leaving the black stations to preach on white owned stations with a Black gospel format. In Richmond those stations are WGGM-820AM and WREJ-1540AM.

#### **BLACK-OWNED MEDIA IN RICHMOND**

In Richmond Radio

WFTH 1590AM

WCLM 1450AM

**In Richmond Print** 

Richmond Voice Richmond

Richmond Free Press

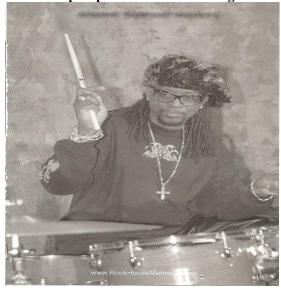
Key Awareness

Heart and Soul of the City



COUPON!!!!!!!!!

BRING 5 TIES TO ONE PRICE CLEANERS & GET 1 SHIRT CLEAN FREE! 1217 EAST MAIN STREET Funk & Hip Hop Drums DVD featuring Jerome Brailey



Inducted into the Rock and Roll Hall of Fame in 1997 for his work with Parliament Funkadelic, Richmond's own Jerome Brailey is a true legend and has release a DVD which teaches his best kept drum secrets. He reveals his famous ghost stroke technique and teaches you syncopated bass drum patterns, linear grooves and more.

#### **Top 20 Radio Station in Richmond Based on Arbitron Ratings**



1. WKJS-FM 105.7 Urban Adult Contemporary

2. WTVR-FM 98 Adult Contemporary

3. WKHK-FM 95 Country

4. WRVA-AM 1140 News talk Information
5. WBTJ-FM 106 Urban Contemporary
6. WCDX-FM 92.1 Urban Contemporary

7. WRVQ-FM94 Pop Contemporary Hit Radio8. WPZZ-FM104.7 Contemporary Inspirational

9. WWLB-FM10. WKLR-FM11. WRXL-FM102.1 Alternative

12. WBBT-FM 107.3 Oldies

13. WMXB-FM 103.7 Hot Adult Contemporary

14. WDYL-FM 101 Alternative15. WLFV-FM 93.1Country16. WRNL-AM 910 All Sports

17. WCLM-AM 1450 Soul/Gospel/Talk
18. WZEZ-FM 100.3 Adult Standards
19. WAFX-FM 106.9Classic Hits

20. WXGI-AM 950 All Sports

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### Contributing Writers

Kimberly Ocasio Tanya Free Preston Brown Dr.Edloe King Salim Khalfani **Photographer** 

P.T. Brown www.mrptbrown@aol.com

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