

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

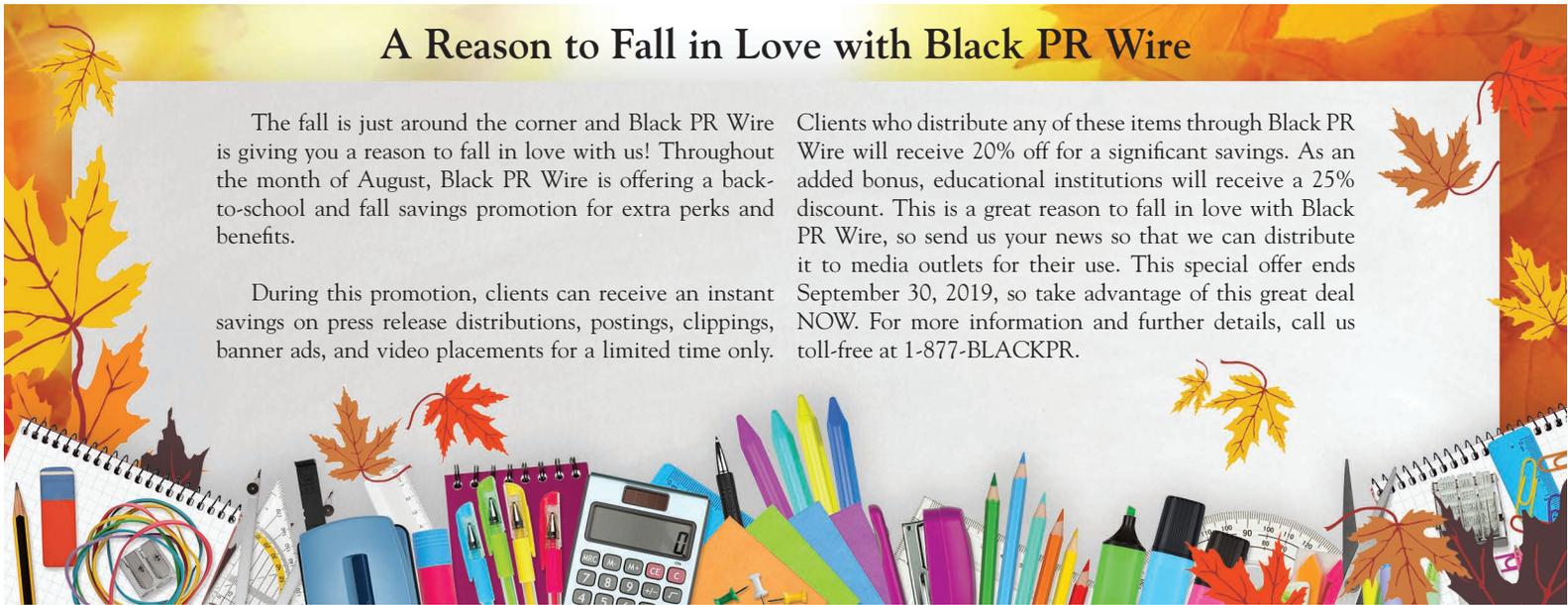
August 2019

A Reason to Fall in Love with Black PR Wire

The fall is just around the corner and Black PR Wire is giving you a reason to fall in love with us! Throughout the month of August, Black PR Wire is offering a back-to-school and fall savings promotion for extra perks and benefits.

During this promotion, clients can receive an instant savings on press release distributions, postings, clippings, banner ads, and video placements for a limited time only.

Clients who distribute any of these items through Black PR Wire will receive 20% off for a significant savings. As an added bonus, educational institutions will receive a 25% discount. This is a great reason to fall in love with Black PR Wire, so send us your news so that we can distribute it to media outlets for their use. This special offer ends September 30, 2019, so take advantage of this great deal NOW. For more information and further details, call us toll-free at 1-877-BLACKPR.



Make the Write Moves and Attend the 2019 NABJ Annual Convention

Get ready to make the write moves and attend the 2019 National Association of Black Journalists' Annual Convention. The noteworthy event takes place from **August 7-11, 2019** at **JW Marriott Miami Turnberry Resort & Spa**, located at 19999 West Country Club Drive in Aventura, Florida. This year's theme is "*Fight the Power: Press Forward with Passion and Purpose.*"

The 2019 NABJ Annual Convention & Career Fair is the premier venue for journalism education, career development and networking opportunities that draw leaders in journalism, media, technology, business, arts and entertainment. Over 3,000 of the nation's top journalists, media executives, public relations professionals and students will gather for an extraordinary gathering filled with innovative programs, remarkable presenters, and fantastic networking opportunities. Countless headline makers, innovators, and industry leaders in politics, media, journalism, and film have attended NABJ Conventions in the past and this year is no different. Tom Joyner, a legendary radio personality, entrepreneur and philanthropist, joins former NABJ President Kathy Y. Times and former NABJ Board Member John Yearwood as honorary chairs of this year's event.



For more information on the 2019 NABJ Annual Convention, visit www.nabjconvention.com.

August is National Wellness Month

Most people would agree that it feels good to be well. August is the perfect time to do so, as it is recognized as National Wellness Month. Aiming for healthy outcomes, National Wellness Month focuses on self-care, managing stress and promoting healthy routines. Throughout the month, people are encouraged to create wholesome habits in their lifestyle in an attempt to feel better. Take small steps to add wellness into your life and do what you can to eliminate stress and strife. Be well!



Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and pulse of the Black community. The company holds a comprehensive listing of over 1,200 Black-owned

publications and media, as well as provides services to social service and grassroots organizations and influential leaders throughout the United States and the Caribbean. Plus, we provide our services in

English and Creole. To find out more about Black PR Wire, Inc., call us toll free at 1-877-BlackPR or visit the website at: WWW.BLACKPRWIRE.COM.

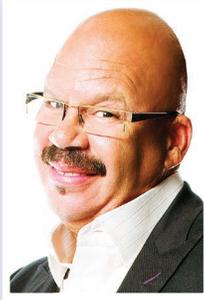
"There is POWER in the Wire... At Black PR Wire, we distribute the news our media can use!"

POWER PROFILER: TOM JOYNER

Tom Joyner earned the nickname “The Fly Jock” and “The Hardest Working Man in Radio” by working long hours and flying between his morning job (in Dallas, Texas) and afternoon job (in Chicago, Illinois) every weekday for eight years, collecting over 7 million frequent flyer miles. Tom Joyner grew up in the town of Tuskegee, Alabama. He is one of two sons. His mother was a secretary for the military and his father served as a Tuskegee Airman. His beginnings were very much like many young blacks in the south. During the Montgomery Boycott, there was the “Tuskegee Boycott”. Tom and many others fought for their civil rights. They took their protests to the streets weekly to try and effect change. One such protest was taken to a local radio station that refused to play “black” music. Eventually the station manager relented and Tom (naturally) nominated himself for the position.

Tom Joyner graduated from Tuskegee Institute in his hometown of Tuskegee, Alabama in 1970. He earned a Bachelor's degree in Sociology and immediately began his career in radio. He started at WRMA (an AM station in Montgomery, Alabama). After breaking onto the airwaves there, he worked his magic at WLOK (an AM station in Memphis, Tennessee), KWK (an AM station in St. Louis, Missouri), and KKDA (an FM station in Dallas, Texas). Eventually, he moved to Chicago – the Windy City. He blew through the Windy City on radio stations WJPC (FM), WGCI (FM), WVON (AM) and WBMX (FM) and caused a whirlwind of excitement on urban radio. Never before had listeners experienced such energy, humor and vitality.

Opportunity came knocking in the mid 1980's. Tom's upbeat style and comedic antics put him in an awkward position. His contract was about to expire and it was decision time. He was offered the MORNING drive time position at KKDA (Dallas, Texas) by one company and the AFTERNOON Disc Jockey position at WGCI (Chicago, Illinois). Any normal human would have chosen one position or the other – Tom Joyner chose to do BOTH! His



plan was to fly thousands of miles every day by airplane each day between Dallas and Chicago. He spent so much time in the air that he received the name “The Fly Jock”. This commute and his rich on-air style gained him national publicity and high ratings.

In 1994, Tom Joyner took his show to a new level. He knew that if he wanted to reach a broader audience, more “Fly Jockeying” would not do the trick, so he convinced ABC Radio Networks that his show could work in syndication. ABC, impressed with his determination, credentials and following gave it a try. In 1994, The Tom Joyner Morning Show started with Tom Joyner at the helm. The show is beamed to radio stations across the country each weekday. Over 8 million ears tune into the show from their favorite local radio station.

Tom Joyner has an impressive collection of awards. He was elected into the Radio Hall of Fame. He has received Impact Magazine's “Joe Loris Award” for Excellence in Broadcasting. He has received Billboard's “Best Urban Contemporary Air Personality” award. Impact Magazine's “Best DJ of the Year Award” was renamed “The Tom Joyner Award” because he received it so many times.

Tom did not forget his roots when he signed onto the Tom Joyner Morning Show. He setup a foundation that earmarks dollars for students and schools that have run out of money. The Tom Joyner Foundation has raised more than \$60 million to help keep students in historically black colleges and universities. The Foundation, just like the morning show, his website, events and his other endeavors, exists to “super serve” the African American community. Joyner's website BlackAmericaweb.com receives 1 million unique visitors on a monthly basis; with exclusive content from the top radio shows in urban radio along with news, entertainment, and lifestyle reports relevant to the black community.

Source: <https://blackamericaweb.com/tom-joyner/>

CALENDAR OF EVENTS

This section is designed to keep you in the know and on the go. Check out some of the latest happenings in Black communities throughout the country this month.

Black Data Processing Association Annual Convention

8/1/19-8/3/19
Atlanta, GA
www.bdpa.org



Caribana Weekend

8/01/19-8/04/19
Toronto, Canada
www.caribanatoronto.com



Lansing Jazzfest

8/02/19-8/03/19
Lansing, MI
www.jazzlansing.com



Satchmo Summerfest

8/02/19-8/04/19



New Orleans, LA

www.satchmosummerfest.org



Umoja Family Festival

8/02/19-8/04/19
Seattle, WA
www.umojafestnw.com

Houston International Jazz Festival

8/03/19
Houston, TX
www.jazzeducation.org



Martha's Vineyard African American Film Festival

8/05/19-8/10/19
Vineyard Haven and
Oaks Bluff, MA
www.mvaaff.com



Association of African American Museums Conference

8/06/19-8/07/19
Jackson, MS
www.blackmuseums.org



National Sales Network Convention

8/07/19-8/09/19
Atlanta, GA
www.salesnetwork.org



OUR TEAM

Bernadette A. Morris
President/CEO
bmorris@blackprwire.com

Ricardo F. Reyes
AVP/Creative Director
rreyes@blackprwire.com

Tanisha Coleman
Marketing Manager
tc Coleman@blackprwire.com

Joe Ellick
Newsroom Editor and
National News Correspondent
jellick@blackprwire.com

Teodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

Erica Brown
Senior Graphic Designer
ebrown@blackprwire.com

FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT WWW.BLACKPRWIRE.COM

BPRW ALLIANCES

Black PR Wire has several alliances and strategic partnerships with wire services and national organizations. They include:



Facebook.com/
BLACKPRWIRE

@BLACKPRWIRE