

# THRIVIN'

THE NEWLETTER OF BLACK PR WIRE, INC.

Black  
PRWire

BLACK  
HISTORY MONTH  
FEBRUARY 2024

## Join us for a candid conversation about AI

Presented by Black PR Wire and Business Wire



In recognition of **Black History Month**, Black PR Wire and media partner, Business Wire will host a webinar to discuss **Artificial Intelligence** and its opportunities, challenges and impact in the Black community, including the Black media and Black-owned businesses. The free webinar is set for **Tuesday, February 27, 2024** from **3 - 4 PM, EST**.

"The popularity of Artificial Intelligence (AI) is growing each and every day," says Bernadette Morris, CEO and Founder of Black PR Wire. "This webinar will provide critical insights on this new form of reality, so you can be prepared for what's ahead."

For details on the webinar, the speakers, and how to register, please call us at 1-877-BLACKPR.

## BPRW's "Thrivin' in Color" Podcast Welcomes Season 2



**Thrivin' in Color**, the popular podcast from **Black PR Wire**, kicks off Black History Month with the premiere of its second season.

"We've successfully produced and have aired 30 dynamic and thought-provoking episodes in Season 1," says Camry Brown, the show's host and Newsroom Manager at BPRW. "The guests already lined up for Season 2 are in the works, and plans for the podcast are even bigger, bolder and better than ever!"

From fanfare and fashion to technology and top of mind topics, Thrivin in Color is all about empowering the

Black community with meaningful and engaging conversations that impact our lives.

Thrivin' in Color is available to stream on all major podcast platforms, including **Apple Podcasts** and **Spotify**. To our loyal listeners, THANK YOU for your steadfast and consistent support. And to our future valued listeners, be sure to check us out and stay up to date with the latest episodes. Be sure to follow Thrivin' in Color at @blackprwire on Facebook, Instagram, LinkedIn, and X (formerly Twitter).



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: Usher



Usher Raymond IV was born in Dallas, Texas, to Jonetta Patton (née O'Neal) and Usher Raymond III. He began singing when he was six years old, joining the local church choir at the behest of his mother who acted as choir director. Jonetta, a single mom, raised Usher and his younger brother, James, in Chattanooga, Tennessee, before moving the family to Atlanta, Georgia, when Usher was 12 years old. Cited by the singer as his best friend, Usher's mother continues to guide the teen star's career as his manager, a duty she assumed after quitting her full-time office job several years ago.

Upon moving to Atlanta, Usher began participating in various local talent shows. It was at one such exhibition, in 1992, that he was spotted by Bryant Reid, brother of L.A. Reid, the famed

R&B producer and co-president (with 'Kenneth Babyface' Edmonds') of LaFace Records. Bryant arranged for Usher to audition for his brother, and the popular producer was immediately taken with the young singer's precocious talent--legend has it that Reid offered Usher a contract on the spot.

Usher recorded and released his debut album on LaFace in 1994. The record, which was co-executive-produced by Reid and Sean 'P. Diddy' Combs, generated the minor hit "Think of You". Usher was only 14 when he worked on the album, and puberty proved somewhat of an impediment to the process. As a result, the producers brought in several vocal coaches in order to help him complete the record. Their efforts were not in vain, as the album captured Usher's



### CALENDAR OF EVENTS

## FEBRUARY 2024

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.

### OUR TEAM

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AFROBEATS  
FEST 757



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BLACK HISTORY  
CELEBRATION



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BLACK ECONOMICS  
CONFERENCE  
W/ DR. UMAR JOHNSON



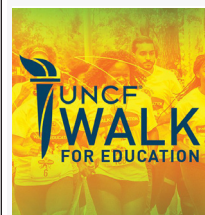
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32ND PAN AFRICAN FILM  
& ARTS FESTIVAL



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2024 UNCF BLACK  
HISTORY MONTH WALK



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BLACK EXCELLENCE  
PARADE AND FESTIVAL



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73RD NBA  
ALL-STAR GAME



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BLACK LEADERSHIP  
SUMMIT



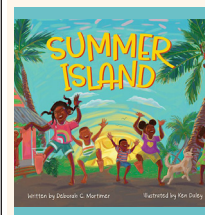
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4TH ANNUAL MIAMI BLACK  
COLLEGE EXPO



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MEET THE AUTHOR &  
ILLUSTRATOR



FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT [WWW.BLACKPRWIRE.COM](http://WWW.BLACKPRWIRE.COM)

### BPRW ALLIANCES

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

They include:

