

# UMMA MEDIA NEWS

United Minority Media Association • 5511 Woodland Ave., Ste.1 • Kansas City, MO 64110-2921  
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## Chairman's Message

By M. C. Richardson

United Minority Media Association, Inc.(UMMA) really appreciates all your support in making UMMA 2006 activities successful and we wish each and everyone a prosperous 2007.

Our TIME WELL SPENT CLUB Holiday Reception grew a capacity crowd. However, our work is just getting started. UMMA needs to strengthen its components to take them to the next level. The organization needs to recruit and attract media professionals, skilled and technical members .

One of the targeted area is our Minority Youth-Majoring In Communications (MY-MIC) youth component. MY-MIC Chapters to be established in middle, senior, charter, private schools and home schooled throughout the metropolitan area, but not limited to. This component is seeking twelve to fifteen media professional volunteers in all communications, broadcast, journalism and media areas to serve as Mentors.

## M. C. Richardson Golf Tournament and Career Fair

M. C. Richardson

**Media hiring managers and executives and students will play golf.**

Thursday, May 24, 2007, 8 a.m. Tee-off Time 9:00 Career Fair

Continental Breakfast and Lunch Provided

6900 Swope Memorial Dive

Kansas City, MO

Students: High School Juniors and Seniors

College Students and Graduates

All Job Seekers

**All Student golfers will play free with Student ID**

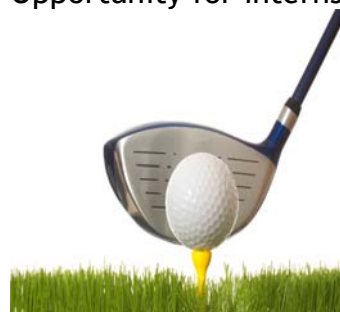
### INSIDE THIS ISSUE

Chairman's Message	1
M. C. Richardson Golf Tournament and Career Fair	1
Richardson News Network (RNN)	2
Kansas City's Own: Urban American Outdoors	2
In the Limelight: Vic Dyson	3
New Generation Food	3
Calendar of Events	5

The MY-MIC Chapters is the youth vehicle to develop communications arts skills and prepare youth for senior high school, entrance to college and career preparation via Minority Broadcast Academy and Minority Journalism Program at selected colleges and universities via our relationships with the state broadcasters associations in the Midwest-Southeast Region.

**UMMA mission:** To increase participation of minority and multicultural people in media and communications through advocacy, education and career development. Join today and become a member of the senior minority media civil rights organization in the nation today.

Drawings, Prizes and a great Networking Opportunity for internships and careers



See Page 4 for Registration Information and Form

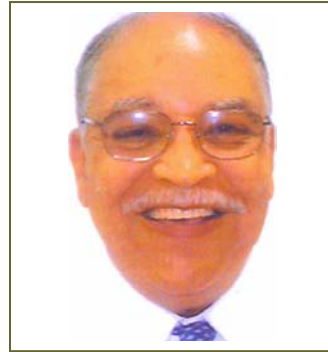
Please see *Media Watch* on page 4

## Richardson News Network

By M. C. Richardson

RNN was created and established by L.R. Byrd, who produces and hosts L.R. Byrd Radio Talk Show in Greer, SC. Byrd is a recipient of UMMA TIME WELL SPENT CLUB. His show is broadcast live on WPJM 800 AM Monday–Friday from 5:00 p.m.–6:00 p.m. EST. and is heard in Columbia, Greenville, Greer and within a 40 mile radius.

RNN is a spin off of the UMMA Media Network. It consist of the M.C. Richardson Commentary which airs M–F with weekly feeds from Walter J. Smith's Labor Word and Khadijah's Beauty Tips. RNN component became a reality in November of 2006 and is pilot show for United Minority Media



Association, Inc. The RNN broadcast has received good ratings in this market which is targeted to persons 25–45. It also has a religious format. L.R. Byrd Radio Talk Show and RNN seeks sponsors both locally and nationally. It is open to all radio stations for broadcasting.

L.R. Byrd serves as a Consultant to UMMA and will establish UMMA Chapters in the Southeastern Region. For more information contact (816) 822–1313 or (864) 907–9791.

## Kansas City's Own: Urban American Outdoors

By Candice Price

Urban American Outdoors is a weekly television show created right here in Kansas City by avid outdoorsman Wayne Hubbard and Candice Price. The show is aired by over 4,000 broadcast affiliates.

Urban American Outdoors is an award winning multicultural adventure, with a soulful twist. There are over 500 plus outdoor programs' airing across the country, but this is the only one that is produced and hosted by African Americans.

Six years ago, Wayne Hubbard came up with a little different concept for an outdoors show.

Hubbard watched other outdoor programs and was disappointed by what he saw. He had a hard time relating to these shows because they all seem to follow the same slow moving format with a lot of whispering. The excursions were often too pricey for the average guy to afford.

Wayne shared his ideas with broadcast professional Candice, while actually taking her out on her first pheasant hunt. Candice, now the show's Executive said, "I'm a city girl, I've never been hunting before this, but I just loved it!" Right after that, Wayne and Candy

Please see *KC's Own* on page 5

*"Hubbard watched other outdoor programs and was disappointed by what he saw."*



## New Generation Food

By Candice Price

During hunting season we harvest a lot of food that we put in our freezer, or give to friends or needy families. Wild game is very nutritious, healthy, low fat meat that when prepared right can be very soulful and delicious. These wild animals have not been pumped up full of hormones and in the Midwest may have a diet of fresh corn, grains, acorns and all sorts of vegetation. In the near future more and more people may want to consider at least trying a little of what our ancestors lived on for years because it won't be long before cloned meat will be introduced to a supermarket near you.

Recently the FDA approved the use of cloned meat for human consumption. They have determined that meat and milk from the clones and their offsprings is perfectly safe. FDA believes "that meat and milk from cattle, swine and goat clones is as safe to eat as the food we eat every day," said Stephen Sundlof,

*Wayne Cooking Real Food*



director of the FDA Center for Veterinary Medicine. One of the FDA's main functions is to protect the food supply and animal health.

Most of the clone animals today will be for breeding and their offsprings will be introduced into the food system later. Pork will be cloned first because they breed faster and throw a large litter, next will be beef for its meat and milk. Sheep may not be used at all. So when you go to your local

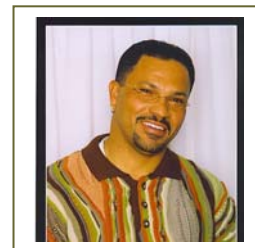
Please see *Food* on page 4

## In the Limelight: Vic Dyson

Victor Dyson never wanted a career in radio because most of his family was in the radio business. But when he moved to Kansas City, Victor's father convinced him to give it a try.

In 1991 he began his career in radio as an Account Executive for KCMO-am/fm. After a short period of time, Victor realized that his gift was selling radio. Through hard work and dedication Victor attained his first goal of billing a million dollars in only his third year in radio sales.

After selling radio for four years he was promoted to General Sales Manager of KMBZ Radio where he was responsible for all sales efforts at the station. After three years of Managing KMBZ Victor was promoted to The Director of Sport Sales for Entercom Kansas City where he was in charge of



all sales efforts for The Kansas City Royals Radio Network, KU football and Basketball, as well as Kansas City's Sports Station 1250 The Game.

Victor has a BA in Communications from Loyola University of Chicago and a Master of Radio Certificate (MRM) from Apex Performance Systems. Victor served as the GM of WIMX radio station in Toledo Ohio and Market Director of Sales for Urban Radio Broadcasting for two years.

After making those station's very successful he decided to come back home to Kansas City to serve as the VP/Director of sales for the Carter Broadcast Group. His responsibilities as the VP/Director of Please see *In the Limelight* on page 4

*Media Watch* from page 1

\_\_\_ Yes, I would like to play golf with Media Industry Managers

\_\_\_ Yes, I would like to attend the Career Fair (Bring 15-25 Resumes)

Name \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

School Name \_\_\_\_\_

Yr./Class \_\_\_\_\_

Fax registration to: UMMA at (816) 822-8002 or email

to: [ummaseventyfour@yahoo.com](mailto:ummaseventyfour@yahoo.com)

Make checks payable to UMMA, 5511 Woodland Ave., Ste. 1, Kansas City, MO 64110-2921

*In the Limelight* from page 3

Sales consist of setting the sales strategies and goals for the entire Sales Department at Carter Broadcast Group. He is also in charge of recruiting new talent, training, and handling the delicate day to day fires.

Vic comes from a family of seven, he has two brothers and four sisters. He married his college sweetheart Antoinette in 1990. In his spare time, Vic enjoys playing golf, coaching kids basketball,

*“The Center for Food Safety from previous data stated that many clones have deformities.”*

## Sponsorship Opportunities:

- Golf Cart Sponsor: receives signage on all golf carts plus a foursome in tournament. Cost \$750
- Hole Sponsor: Receives signage on one hole plus a twosome Cost \$300
- Breakfast & Lunch Sponsor: receives signage at registration table Plus a foursome in tournament Cost \$300

## Players Representations:

- Individual Costs \$75
  - 4 Player Team \$300
  - Career Fair in Swope Memorial Golf Club House ½ exhibit/Booth Cost \$150 per Limit 2 companies per table
- Special Thanks to Corporate Sponsors: Entercom, Cumulus, Union Broadcasting Inc., Wilkes Broadcasting, KCTV-5 (CBS) and Carter Broadcast Group

working on his collection of cars, going to movies and working on projects at home. Victor believes in giving back to the community by setting examples for young kids to follow, therefore he spends a lot of his time speaking to kids at various high schools about setting goals and never giving up on their dreams.

*Food* from page 3

supermarket your bacon, ham, lunchmeat, ribs, steak, roast, hamburger cheese, and milk may have come from a cloned animal. Chicken will not be cloned yet because it is not a mammal and its reproduction is different, but they will be working on that.

Some breeders see it as a positive because they can mass produce in a shorter period of time their prize genetically superior animals. They said it takes years and generations to produce champion animals. This way they can speed up what nature does and create duplicates in no time so people can have good meat.

There is quite of bit of opposition against cloning for food sources. The Center for Food Safety from previous data stated that many clones have deformities.

*KC's Own* from page 2

developed the prototype which soon became the "Urban American Outdoors". This show is like none other out there, because according to Hubbard, "I took the outdoors and put some adrenaline in it, you are going to see the outdoors from a different perspective".

Wayne grew up in a small rural community in Oklahoma where hunting and fishing were second nature to him and his family. This was a lifestyle for him, so when you watch Wayne on TV you can see his experience and natural style.

On this reality sports adventure show, Wayne will take you to various places like South Dakota for pheasant and goose hunting or to the Gulf of Mexico for deep sea fishing. You can also see him chasing big whitetail bucks or elk, after which he'll

take you to the kitchen to show you how to prepare a hot delicious meal from your wild game harvest. All the game that's not eaten is donated to food pantries or churches to feed the hungry.

On Urban American Outdoors you will also see conservation tips and outdoor safety which is always in the forefront. Upcoming shows will feature plenty of Kansas and Missouri hunting and fishing, but also a bison hunt, women in the outdoors, celebrity hunts, and of course, a couple of youth hunts and possibly a trip to New Zealand and South Africa.



*Wayne on Hunt*

## Calendar of Events

### May

5/15 General Meeting

**5/24 Golf Classic**

**5/12 UAO Fishing Derby**

**Wyandotte County Lake Kids Pond**

**9:00 a.m. – 12**

### June

6/19 General Meeting

How to Use Media Workshop

**6/23 UAO Fishing Derby**

**9:00 -12 Spring Valley Park**

**6/28 – Democratic Forum Tavis**

**Smiley on PBS**

### July

7/17 - General Meeting

Media After Work Party

Board Luncheon

### August

8/14 - General Meeting

**8-9 UAO Presents Black Exodusters**

**Hilton Garden, KCK 9-6 p.m.**

**8/25 - UMMA Cookout/Membership**

**Recruitment - Swope Park, Shelter**

**#6**

### September

9/11 - General Meeting

Board Luncheon

**9/27 Republic Debate – Tavis**

**Smiley on PBS**

Fall Membership Recruitment

### October

**10/11-13 UMMA Conference**

College Prep & Financial Aid Workshop

10/22 General Meeting

### November

11/13 - General Meeting

Board Luncheon

### December

**7 – Holiday Reception**

11- General Meeting

*Black Exodusters  
Presented by  
Urban American  
Outdoors August  
8-9 at the Hilton  
Gardens, Kansas  
City, Kansas*

Please see *Food* on page 6

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ummaseventyfour@yahoo.com

**Working Collectively to Unite  
Minorities in Media**

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Web site address

[www.umma.net](http://www.umma.net)

*Currently under construction*

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*Food from page 4*

There are those who want cloned meat to be labeled. The FDA is taking all opinions under consideration and right now they have asked breeders and farmers of cloned animals to wait before introducing this food. The time frame we is between two to five years but the FDA is interested in the thoughts of the people and so far most people are hesitant in eating clone meats.

Many people in some polls and blogs are worried about long range effects of eating these foods and others are concerned with the moral and ethical aspects. Mothers are concerned with giving their children the milk not knowing what it may do to their children. There are some people who said they will eat more vegetables but a lot of the vegetable are being genetically engineered.

It is a good to be informed so that you can make educated decision when you are shopping at the store in the near future for you and your family. Urban American Outdoors will soon be coming out with more recipes for wild game for an alternative or additional food source. Our new website will be up soon with more on cooking your wild game and other useful info at [www.uaotv.com](http://www.uaotv.com)

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**UMMA Members**