

TOUCH 106.1 FM Station Manager to “Walk for Power”

Charles Clemons will walk from Boston to Los Angeles to Shed Light on Plight of African American Independent Radio Stations

Beginning on March 21, 2009 and continuing for 6 months, TOUCH 106.1 FM Station Owner and General Manager Charles Clemons will be “Walking for Power” across the United States in an effort to draw attention to the Federal Communications Commission’s (FCC) treatment of independent, community-owned and operated, African American radio stations.

Presently, Less than two percent of U.S. radio stations are owned by African Americans, a paltry figure given the community’s longstanding and significant involvement in the entertainment industry. The majority of stations that are black-owned are often low-wattage stations with limited broadcast hours. Boston’s African American community is keenly aware of this, having spent years straining to listen to WILD, an AM station that broadcasts from sun up to sundown.

Now TOUCH 106.1 FM, hailed as “The Fabric of The Black Community,” has been limited by the FCC to a miniscule 3.5 mile radius. The restriction places the station at a huge disadvantage when it comes to attracting advertisers, especially when you consider the 21 million African American consumers who spend close to a trillion dollars a year.

“Walk for Power” is designed to crystallize the plight of the African American media owner’s attempt to have a little more say in what messages are delivered to his community. Charles believes that communities in America have the right to develop their own media for their own listeners that can compete and counter the impersonal, market driven forces of mainstream media.

As he walks across the country, Charles will join with other independent media owners, producers, and supporters to educate the general public about the need for alternative, community-oriented radio stations, and to demand that the FCC create and enforce a level playing field so that all communities in this country can be empowered by their media.

“Walk for Power” is about raising the level of community awareness, voice, business, and empowerment, one step at a time.

About TOUCH 106.1 FM:

The mission of TOUCH 106.1 FM is to raise the level of consciousness in our community, stop the violence and start peace, and reunite the family.