



## Broadway Joe's Bio

Joe Booker, a native of South Carolina, began his broadcasting career in the military in 1976. He began as an announcer in the Armed Forces Korean Network. After relocating to Arkansas, he attended Arkansas State University and earned an associate degree and later concluded his studies at Arkansas Baptist College with a Bachelor of Arts in African- American Community Leadership.

Joe continued to hone his skills in broadcasting and became a leading radio personality in Central Arkansas, known to many as "Broadway Joe." Some of the highlights of his career include receiving *Billboard & Radio Records* station of the year nomination; two consecutive terms as sergeant-at-arms of the *National Black Programmers Coalition*; impact Program Director of the Year Award and also, nominee in the same category for *Billboard and Records*; started *Blues on the River* (1999) and *Juneteenth* (2000) as promotional events for KOKY and Power 92 (*donating over \$140,000 to the Watershed, Inc.*); raised over 2 million dollars with the Power 92 Jammers Charity Basketball Team; and Power 92 won *Billboard's Distinction* for radio station of the year.

Music is a great part of Broadway Joe's life, and so is humanitarianism. Every year he makes contributions to local charities by donating his time and talents to benefit the community. Some of the community services include: Power 92 Jammers Charity Basketball Team, Jacksonville Mighty Viking's (*one of the 48 teams under the Independent Youth Football League*), Watershed, Inc. annual Christmas Food Drive, Little Rock's Crisis Team and Gang Task Force, Board Member on the O.K. Program (*a national mentoring model for African-American men and boys*), and many others.

Broadway Joe is currently the Director of Programming at Cumulus Media-Little Rock, Program Director for KIPR Power 92.3FM, host of the Broadway Joe Talk Show and also, the Broadway Joe Video Show, Little Rock's first Urban Music Video Program.

Broadway Joe says "Family is the key to all of his success." He and his lovely wife, Freddie have been married for over 30 years, and are proud parents and grandparents.

- *Catch the Broadway Joe Morning Show, Monday-Saturday 6AM-9AM (CST).*
- *Listen to the Broadway Joe Talk Show every Thursday at 9AM-10AM (CST) on 102.1FM KOKY and on 102.5FM Praise. The show is rebroadcast Saturdays at 6AM-7AM (CST) on Power 92.3FM.*
- *Watch the Broadway Joe Video Show Sunday Morning at 2AM (CST) on the local CW ARKANSAS broadcast channel 38. (Check your listings for cable & satellite subscribers). The MTV-style format features Billboard's Top 10 Urban Contemporary Countdown and interviews with national and local recording artists. The show is often produced live on-location at special events, places of business, and institutions of higher learning...all keeping in line with Joe's philosophy of "taking it to the people!"*