



*Integrity In Integrated Marketing Communications – It Works!*

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**FOR IMMEDIATE RELEASE**

**11<sup>TH</sup> POWER OF URBAN RADIO FORUM & NABOB TO PRESENT NATIONAL MARKETING CEOs AND AGENCIES REPRESENTING MORE THAN \$50 BILLION IN MEASURED MEDIA**

**CHICAGO, IL – July 18, 2011** – Kizart Media Partners (KMP) and the National Association of Black Owned Broadcasters (NABOB) will host an unprecedented forum of CEOs, global marketers, including McDonald's, General Motors, AARP, Sprint/Boost Mobile, Ford, CNN, and many more, at this year's 11<sup>th</sup> Annual Power of Urban Radio Forum (PURF) at the Madison Hotel in Washington, DC, Thursday, September 22, during the 41<sup>th</sup> Annual Legislative Conference of the Congressional Black Caucus Foundation.

"McDonald's has created the African American marketing and media models and standards that all global marketers aspire to. I'm elated that Neil Golden, Chief Marketing Officer, McDonald's USA will deliver the keynote address at the 11<sup>th</sup> Power of Urban Radio Forum", said Sherman Kizart, Managing Director, Kizart Media Partners.

"It's clear from the powerful line-up of panel participants and keynote speaker that this is the most impactful Power of Urban Radio Forum to date," commented Sherman Kizart, KMP, Managing Director and founder of the PURF. The partnership of PURF with NABOB for its Fall Management Conference makes this event a "must attend" for broadcast owners and their management and sales teams, along with advertising and other marketing professionals." Kizart added. The PURF/NABOB agenda includes:

- National marketers session with leading executives from Ford Motor Company, American Association of Retired People (AARP), Sprint/Boost Mobile, General Motors and CNN.
- Leading media agency session with executives from Media Edge, Maxus Global, Carol H. Williams Advertising, and RLM Media, and Merged Communications
- Special Global Media CEO session. Learn where media converge is heading from CEOs that run companies that place over \$50 billion in measured media annually.
- Highly anticipated keynote address:
  - Neil Golden, SVP/Chief Marketing Officer, McDonald's USA, will discuss the strategic importance of the African American consumer market and how McDonald's has built the African American marketing and media model that all corporate America aspires to build.



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Ken Smikle, President of Target Market News will ensure that the discussions are engaging and informative as lead moderator for the panel discussions.

[www.GreaterWorks1.com](http://www.GreaterWorks1.com)

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2011 Power of Urban Radio Forum and NABOB Fall Conference

The Power of Urban Radio Forum continues its tradition of bringing together influential marketers and advertising agencies to discuss the value of the \$900 Billion AA market and urban radio as a key communications tactic. PURF/NABOB conference registration is only \$150 for members and \$275 for non members. To register visit [www.NABOB.org](http://www.NABOB.org) or call 202/463-8970.

Kizart Media Partners is a sales and marketing consulting firm that is strategically sound, tactically sharp and uniquely positioned to enhance alliances for its client partners and generate greater sales through broadcast, print and new media.

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