

Imus Hip Hop Black Broadcaster Bans Derogatory Messages

Written by Robert ID3628

Wednesday, 25 April 2007 02:09 -

Black broadcaster, Roberts Broadcasting Companies, LLC bans "derogatory" messages in the wake of Don Imus / Hip Hop situation.

Roberts Broadcasting Companies, LLC announced a new policy designed to prohibit language that promotes and/or exploits any messages considered derogatory, sexually explicit or violent, effective immediately. The African-American owned firm controls three television stations and a radio which airs a hip-hop music format.

The new policy is in response to the recent firing of talk radio host Don Imus due to racist remarks. African-American leaders from the Rev. Al Sharpton and Jesse Jackson to Sen. Barack Obama have taken a stand on offensive language in broadcasting (especially in hip hop and rap lyrics.) The Roberts Brothers intend to do the same.

"This policy is designed to not only raise awareness about the continuing problem of racism and the oppression of women, but to cause people to stop and evaluate their own personal attitudes and behaviors," says Michael V. Roberts, Chairman and CEO of Roberts Broadcasting Company.

Under the direction of the Roberts Brothers, RBC is responsible for four TV stations and one radio station. Properties include WRBU-TV/my46 in St. Louis, Missouri; WZRB-TV/CW 47, Columbia, South Carolina; WAZE-TV/CW 19, Evansville, Indiana; WRBJ- TV/CW 34 and WRBJ-FM/Hot 97.7, Jackson, Mississippi.

"We want people to understand that Roberts Broadcasting is an organization firmly linked to our audience" said Steven Roberts, President and COO of the Roberts Broadcasting Company.

"We take tremendous pride in being African-American and refuse to let anyone, white or black, strip us of that pride. We call on our audience to join us in our fight against oppression."

Roberts Broadcasting Company, was founded in 1989 by Steven and Michael Roberts. Roberts

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Broadcasting [RBC] is licensee for WRBU-TV, Channel 46, in St. Louis, MO, the first minority-owned, full-power television station to enter the St. Louis market in over twenty years. Originally an affiliate of Home Shopping Network, TV46 became an affiliate of UPN in April 2003. WZRB-TV in Columbia, SC was added to the Roberts broadcast family in 2005; WRBJ-TV and WRBJ-FM (formerly WRJH-FM) in Jackson, MS were added in 2006. WAZE-TV in Evansville, IN will be added to the Roberts Broadcasting portfolio in February 2007. In September of 2006, WRBU-TV became an affiliate of FOX owned MYNETWORK TV. WRBU broadcasts to over 2.5 million viewers in the St. Louis ADI.