



NABOB

National Association of
Black Owned Broadcasters

Tuesday, June 20, 2017

NABOB DELEGATION MEETS WITH THE HEAD OF U.S. ARMY CADET COMMAND AT FORT KNOX



Commanding General Hughes poses with NABOB Delegation.

Twenty representatives of NABOB met with Major General Chris Hughes, the Commanding General of the U.S. Army Cadet Command, in Fort Knox, Kentucky. The NABOB delegation was in Fort Knox as guests of Cadet Command. In a two-day meeting with the NABOB delegation, Major General Hughes explained that he invited us down to discuss how we can help Cadet Command increase the number of African Americans applying to ROTC and seeking to become officers in the U.S. Army.

Commanding General Hughes explained that Cadet Command has over \$250 million available for scholarships for ROTC candidates that can be used at the college or university of their choice. He explained that, in order for the senior ranks of Army officers to continue to reflect the African American population, Cadet Command needs to recruit an increased number of African American recruits into ROTC.

Attending the meeting with Commanding General Hughes was Carl H. Williams, CEO of Carl H. Williams Advertising. NABOB explained to Commanding General Hughes that, in order to develop a messaging campaign that will resonate within the African American community, Cadet Command should make much greater use of Carl H. Williams Advertising and Black owned radio and television stations.

The meeting, which was set up by Sherman Kizart of Kizart Media Partners, concluded with a commitment from Major General Hughes to continue the dialogue with NABOB and to develop

a plan for utilizing NABOB to deliver an effective recruitment campaign for Cadet Command.



The NABOB Delegation

SAVE THE DATE!



The NABOB 41st Annual Fall Broadcast Conference and 17th Power of Urban Radio Forum will be held **October 11-12, 2017**, again at the **Washington Marriott Georgetown Hotel**.

As always, we will have speakers and panelists addressing the issues most important to broadcasters today

CONTACT:

NABOB is here to serve you. Please don't hesitate to contact us.

James L. Winston

President

National Association of Black Owned Broadcasters

1201 Connecticut Avenue, NW, Suite 200

Washington, DC 20036

Phone: (202) 463-8970

Fax: (202) 429-0657

Email: jwinston@nabob.org

NABOB: www.nabob.org

