

Cornelius “Neil” Foote Jr.

Veteran media executive, public relations expert

As Director of Communications for **Tom Joyner’s Reach Media**, Neil Foote manages the public relations and communications plan for all entities of this multi-media million dollar company. He is charged with creating an overall media plan for the company as well as each of its subsidiaries and special projects. Additionally, he is responsible for coordinating communication between all REACH staff, its affiliates and strategic partners. Foote is playing a critical role in the public relations and marketing strategy for a new nationally syndicated talk network that is a joint project of REACH and its parent company, Radio One.

On a weekly basis, Foote distributes press releases and helping to promote the company’s activities, including the nationally syndicated **Tom Joyner Morning Show**, whose four-hour morning drive time show is heard in more than 120 markets around the U.S. He also develops communications plans and coordinates media for the Southwest Airlines Sky Shows, the **Tom Joyner Foundation**, the **Fantastic Voyage** and the **Tom Joyner Family Reunion at Walt Disney World Resort**. On a regular basis, he works with Joyner to set up interviews, photo shoots and actively works with media around the country to identify story angles and new opportunities to position Tom Joyner and his company in the media. Foote has facilitated media interviews with such celebs as **Lionel Richie, Jill Scott, Chris Brown, Earth Wind & Fire, Wanda Sykes, Sinbad, Damon Wayans, Shirley Caesar, Bobby Jones** and many others.

Drawing off his journalism background and understanding of Washington politics, during the 2004 presidential campaign, Foote helped coordinate Joyner’s appearance as the co-moderator for a **Democratic Presidential Forum**, organized by the **Center for Community Change** and numerous local, state and federal groups, in Columbia, SC. Later in the year, he helped organize Joyner’s **“March to Vote”** Campaign in Miami Beach, Fla. where the nationally syndicated radio personality led thousands of voters to the voting booths to take advantage of the early voting. Joyner led the march, locking arms with community leaders and nationally recognized personalities such as actor **LeVar Burton** and filmmaker **Michael Moore**.

Previously, Foote was **Chief Operating Officer of BlackAmericaWeb.com**, has helped build a website targeting the African-American market backed by nationally syndicated radio talk show host Tom Joyner. Foote oversaw the editorial direction and technical development of BlackAmericaWeb.com. He hired and managed the editorial and technical teams for the site that provides current, relevant and comprehensive information. He also oversaw the design, development and implementation of all aspects of the site and identified, negotiated and managed relationships with strategic content and development partners.

Before joining BlackAmericaWeb.com, Foote helped Dallas-based **Belo Corporation**, owners of The Dallas Morning News, three newspapers and 18 television stations’ develop its Internet strategy. He was responsible for directing the web site managers of Belo’s 40 websites, including developing and managing the budget, creating short and long-term strategies and developing business plans for these local markets. He helped develop a business plan for a strategy to target the Latino community. He worked with newspapers around Texas to launch a joint classified advertising site -- **Texas4u.com** -- and helped launch **dfw.com**, a joint website between the Dallas Morning News and the Fort Worth Star-Telegram.

In another assignment, Foote helped manage and develop the **CityView.com** website, one of the first online city guides, where he traveled extensively around the U.S. and in Mexico negotiating strategic partnerships with publishers and media companies. As the first **director of interactive media development** for the Belo Corp.’s publishing division, he was responsible for coordinating and developing products, business plans and revenue models for the company’s newspaper websites. Additionally, Foote worked in The **Morning News’ advertising** department as a **sales manager** where he supervised coordinators for the regional and zoned product, Co-op, and special sections.

He has worked as a reporter at **The Miami Herald** and **The Washington Post** where he had several assignments, including covering crime, education, local government, business and real estate. Before joining the News, he was minority affairs director at the **American Society of Newspaper Editors** in Reston, Vir. He worked with newspapers and colleges on managing diversity, recruitment, coverage and other issues, and organized, presented and participated in numerous conferences on these issues.

Foote also has **taught** journalism and writing at **Wesleyan University, The American University** and **Northern Virginia Community College**.

During his tenure in Dallas, Foote serves on several local **boards**, including the **Lamplighter School** Board of Trustee, the **Child Care Group**, one of the region’s largest nonprofit groups dedicated to training caregivers and providing daycare; the **National Kidney Foundation of North Texas**. He is currently chair-elect of the National Association of Minorities Media Executives, the nation’s largest organization of its kind.

On the industry level, he is incoming chairperson of the **National Association for Minority Media Executives** and former regional director of the **National Association of Black Journalists** and has served on the **Newspaper Association of America’s New Media Federation Board**. He has been an NABJ chapter president in Miami and Washington, D.C. and

served on the NABJ Board. Foote, a native of Brooklyn, NY, has a **B.A.** in Government from **Wesleyan University** (Middletown, Conn.) an **M.S.J.** from **Northwestern University's (Evanston, Ill.) Medill School of Journalism** and an **M.B.A.** at **Southern Methodist University** (Dallas, Tex.) in May 2000.