



*National Award*

*Alfred C. Liggins, III*

Alfred Liggins, III is Chief Executive Officer of Urban One, Inc., formerly known as Radio One, and Chairman and Chief Executive Officer of TV One, LLC. Urban One is one of the largest diversified media companies in the United States that primarily targets Black Americans and urban consumers. Mr. Liggins is the son and business partner of Cathy Hughes, the media maven who started the company with a single radio station in 1980. His leadership has led to the company's diversification into the cable television and digital media spaces, which positions Urban One as the largest Black-owned distributor of urban content in the country, reaching more than 80 percent of African Americans in the country, weekly. He had an early start in the media industry. He watched as his mother laid the groundwork for the company he now leads and became a part of this family-owned effort as a teenager. Mr. Liggins served as a board operator, on-air personality, and salesperson for Radio One before a short stint in California where he worked as a sales executive with Light Records and a production assistant for CBS Records. He returned to Washington, DC in 1985 and managed the sales and promotions departments of Radio One before becoming President of the company in 1989.

Mr. Liggins' business savvy and the FCC's decision to relax the rules on media ownership resulted in the growth of Radio One. He seized opportunities to purchase stations in Baltimore, MD and Washington, DC and, ultimately, in major markets around the country. In 1999, he took the company public, making Radio One a NASDAQ listed company and Cathy Hughes the first African American woman to chair a publicly traded company. He also brokered a billion-dollar deal with Clear Channel and, in 2001, bought out Blue Chip Broadcasting, thereby making Radio One the largest urban market radio company in the country. In 2004, Mr. Liggins set his sights on a new industry, cable television. He developed TV One, a cable television network launched in partnership with Comcast, designed to provide quality programming for the African American family. A second cable television network, CLEO TV, a lifestyle and entertainment network targeting Millennial and Gen X women of color, was launched in 2019. The company continued to diversify into syndicated radio programming and online digital media. It has acquired a controlling interest in Reach Media, Inc. He launched iOne Digital, (a collection of digital platforms providing the African American community with social, news, and entertainment content across numerous branded websites) and One Solution, the company's award-winning, fully integrated advertising division. Urban One became a minority owner in MGM National Harbor. Liggins has won numerous awards and recognitions across his career, and is a member of several boards, including the National Association of Broadcasters and National Cable and Telecommunications Association.