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**DONNIE SIMPSON RETURNS TO RADIO AND TV AFTER A FIVE YEAR HIATUS**

***Radio One and TV One Announce an Exclusive Multi-Media Deal for DC-Based  
MAJIC 102.3 FM and TV One Specials***

(Silver Spring, MD...August 3, 2015) – When Donnie Simpson left the Washington D.C. radio airways in 2010 culminating a 41 year media career in radio, television and movies, the biggest question asked was, “What’s next for Donnie?” It is five years later and Donnie is returning to his first love, radio and television.

Media conglomerate, Radio One, Inc., the only African-American owned and targeted diversified media company in the country, tapped its radio broadcast company and its cable network, TV One, to bring Donnie Simpson out of retirement and back on-air in DC on **WMMJ MAJIC 102.3 FM** and as the newest **TV One** talent.

The multi-year agreement for both radio and television include Donnie hosting **The Donnie Simpson Show** afternoons (3p – 7p) on **MAJIC 102.3** as of Monday, August 17th, and a collaboration between TV One and Donnie Simpson Productions to create programs that will have Donnie back on TV by the fourth quarter of this year.

“Donnie is iconic. The DC market woke up to his voice for 30 years and we are thrilled to bring him out of retirement and behind a microphone again,” says Jeff Wilson, Senior Regional Vice President and General Manager of Radio One-DC. “**MAJIC 102.3, *The Real Sound of the DMV***, will certainly be impacted by Donnie being reunited with his loyal listeners. His passion for music, industry relationships, interview style and charisma are a winning combination and we are glad to have him as a member of the Radio One family.”

Brad Siegel, President of TV One adds, “TV One is excited to be the entertainment platform providing Donnie Simpson’s return to television. As evidenced by fan reaction whenever he’s out or making appearances, Donnie is a universally adored media personality and his youthful spirit appeals to devotees of all ages. The breadth of his knowledge and depth of musical tastes make him an excellent asset for the network as we expand our programming slate and grow our brand. Knowing how much his fans have missed him, we are eager to get him on the air and look forward to announcing his first special soon.”

Donnie Simpson, known for his sultry voice, warm smile and piercing green eyes, is the son of a record shop owner. Having been exposed to multiple genres of music, Simpson began his radio

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career at 15 with WJLB in Detroit, MI. He relocated to Washington DC where he began working at WRC-FM, now WKYS, as a jock and program director. In the early 1980s, Simpson landed

his first television job on WRC-TV. Soon after he hosted *Video Soul*, a music video show on BET and many other network specials. Simpson eventually hosted *The Donnie Simpson Morning Show* on WPGC-FM where he continued to captivate listeners for 17 years. He left radio in 2010.

Donnie comments on his return, “After 5 1/2 years of retirement my wife said, ‘Everywhere you go people tell you how much they miss you and that they want you to come back. You should go back to work’. That’s what she said. What I heard was that voice from a horror movie yelling, ‘Get Out!’”

He continues, “So here I am and I'm bubbling over with excitement to get back on radio after 5 years and thrilled that I'll be back on TV after more than 15. It's been a great vacation, but it's time to go back to work and have some fun.”

In anticipation of his upcoming announcement, Donnie says, “To do this all with a Black-owned network that I respect so much makes it that much sweeter for me. To all of those people who have pleaded with me to come back and do ‘something,’ thank you for your love and encouragement, and I look forward to talking to you and seeing you again real soon.”



## **About Radio One:**

Radio One, Inc., together with its subsidiaries (<http://www.radio-one.com/>), is a diversified media company that primarily targets African-American and urban consumers. The Company is

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one of the nation's largest radio broadcasting companies, currently owning and/or operating 54 broadcast stations located in 16 urban markets in the United States. Through its controlling interest in Reach Media, Inc. (<http://www.blackamericaweb.com/>), the Company also operates syndicated programming including the Tom Joyner Morning Show, the [Russ Parr Morning Show](#), the Yolanda Adams Morning Show, the Rickey Smiley Morning Show, [Bishop T.D. Jakes' "Empowering Moments"](#), and the [Reverend Al Sharpton Show](#). Beyond its core radio broadcasting franchise, Radio One owns Interactive One (<http://www.interactiveone.com/>), an online platform serving the African-American community through social content, news, information, and entertainment. Interactive One operates a number of branded sites, including News One, UrbanDaily, HelloBeautiful and social networking websites, including BlackPlanet and MiGente. In addition, the Company owns TV One, LLC (<http://www.tvoneonline.com/>), a cable/satellite network programming primarily to African-Americans.

### **About TV One:**

Launched in January 2004, TV One ([www.tvone.tv](http://www.tvone.tv)) serves 57 million households, offering a broad range of real-life and entertainment-focused original programming, classic series, movies and music designed to entertain, inform and inspire a diverse audience of adult Black viewers. The network is the exclusive home of *News One Now*, the only live daily news program targeting Black viewers. In December 2008, the company launched TV One High Def, which now serves 14 million households. TV One is solely owned by Radio One [NASDAQ: ROIA and ROIAK, [www.radio-one.com](http://www.radio-one.com)], the largest radio company that primarily targets Black and urban listeners.

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