TOM JOYNER
The Hardest Working Man in Radio
Host, The Tom Joyner Morning Show
Founder, REACH Media Inc.
Founder, The Tom Joyner Foundation

Legendary radio personality, entrepreneur, and philanthropist Tom Joyner is one of the most celebrated and recognized media icons in the country today. As host of the nationally syndicated radio program The Tom Joyner Morning Show, Joyner empowers and entertains more than 7.4 million listeners each week on nearly 100 stations nationwide. A recognized leader within the industry and his community, Joyner has received many accolades throughout his career, including the National Association of Broadcasters’ Marconi Award, Billboard’s “Best Urban Contemporary Air Personality” award, the NAACP Image Award and many more including honorary doctorates. He has been inducted into the Radio Hall of Fame.

A graduate of the Tuskegee Institute, Joyner started at WRMA in Montgomery working his way through Memphis, St. Louis and Dallas, eventually landing at WJPC in Chicago. Joyner earned the nickname “The Fly Jock” in the mid-1980s while flying round-trip between Dallas and Chicago five days a week, doing his morning drive program at KKDA and then commuting north to WGCI for his afternoon program. His daily travels and his attention-grabbing on-air style gained him publicity and high ratings. In 1994, The Tom Joyner Morning Show was syndicated nationally with ABC Radio Networks. In 2003, Joyner made The Tom Joyner Morning Show part of his newly created company, Reach Media, Inc. - a cross-platform entertainment company, founded with partner David Kantor, that creates events, digital content and initiatives that engage communities. Reach Media has grown to syndicate the most dominant Urban and Inspirational programming in radio today, with highly interactive positioning in digital media and events as a subsidiary of Urban One.

As he always has, Joyner continues to use his vast influence to inspire and activate his listeners through social outreach. The “Hardest Working Man in Radio” has successfully led national awareness campaigns on voter registration laws, family/health initiatives, and education. With a daily mix of entertainment, humor, information and music, The Tom Joyner Morning Show empowers its audience with initiatives related to Get Out the Vote to create engagement and change; Take a Loved One to the Dr. Day to promote health and wellness; and The Tom Joyner Foundation which supports students attending Historically Black Colleges and Universities and has raised over $65 million. His destination events such as The Allstate Tom Joyner Family Reunion with attendance of 50,000 Labor Day weekend and The Tom Joyner Foundation Fantastic Voyage Cruise selling out annually have demonstrated the power of the black consumer/traveler. He is also active in extending radio messaging to the online, streaming and social media spaces, helping to bridge the digital divide with the creation of his website BlackAmericaWeb.com. With more than 20 million page views per month, it has become a primary online destination for information and entertainment.

Tom has also been a champion in addressing the advertising community about the importance of advertising on radio to reach the black consumer, participating as the lead in presentations for the Association of National Advertisers and Radio Advertising Bureau.

Focused on the community, The Fly Jock employs the slogan “The Party with a Purpose” for his morning show and activities to entertain, inform and empower the community. “Oh,Oh,Oh, it’s the Tom Joyner Morning Show,” is the morning jingle and call for listeners to tune in to one of the most impactful shows ever on radio!