



Niecy Davis: Bridging the Gaps

With nearly twenty years of experience, Niecy Davis has held many different positions, from on-air to behind the scenes. Her journey has created an addiction she never wants to be cured of; a deep love for radio. Now as the Program Director for WFUN-FM - FOX Y 95.5 in St. Louis, her new responsibilities more than fill her radio-love jones. The morning we connected, the devastating earthquake in Haiti had just occurred, and Niecy was in full action mode, doing what she enjoys the most; making each moment relevant, for every person tuning in.



"WE WANT TO MAKE SURE THE PEOPLE KNOW THAT THIS IS WHERE YOU COME FOR COMMUNITY.."

- NIECY DAVIS

Congrats on your new appointment to Program Director. As you settle in to your new responsibilities, what is your primary programming plan FOX Y?

The main strategy is to super serve our P1 listeners. We don't believe in chasing phantom cume, those people who tune you in for a second and then go away. We believe in under-promising but over delivering. Our plan is to grow, and not only be the leading urban station in the market, but to be the leading station period. It is my responsibility to thumbprint the sound of the station, to make us the go-to information source for the community and market the other assets of the station such as the websites.

Music aside how is the information you provide for the community any different from what your listener can get on the five o'clock news?

Well let's use a real situation as a perfect example. Our market was hit heavy by tremendous job loss. Unemployment, as in most cities, is at an all time high. We made it our priority to make sure that our website stayed updated with job postings and job fairs. We were also very instrumental in creating and branding our own job workshops. The response to these events were incredible and they were extremely popular for us in the spring and summer.

With another UAC in the market, are there other opportunities to make Foxy stand out?

Yes, we have gone back to doing radio the way it used to be. Like I said, we want to better brand ourselves in the community. We want to stand next to our audience and make our presence felt. We notice that our competitors are not in the community. When there is something going on in the neighborhoods, we are there! We show up when no other stations do. For example there was a highway expansion project that drew a crowd of 20,000 and we were the only station on site. The Highway Commission was so appreciative that we later received a radio buy!

Often times the bridge between Sales and the Community can be overlooked. How have you managed to bridge the gap between community and sales initiatives?

That is a direct result of having a really good team. Pretty much everyone here is personally involved in some sort of community outreach. There is a top to bottom understanding of how community efforts can translate into new revenue streams and better branding opportunities for the station.

With the focus being to make sure the station is entrenched in the community, your local air personalities become a key driving force in terms of both gaining and retaining listeners. What do you look for in talent?

I look for more than line readers. They have to know how to get out the information but they have to be fun. They have to be able to present the music and message in a concise way that makes it their own, and makes it enjoyable to listen to.

So why radio?

I love radio. I've been in it a long time. When I got out of it I missed it terribly. I fell into radio, I was actually going to school for nursing. But one day I met the Program Director of a radio station who told me, "you have such a nice voice," he said I should come in and do an aircheck. I was like, "an aircheck...what's that"? I figured it out and did what he asked and he hired me on the spot. I would have never thought I would be doing what I do but here I am and loving every minute of it!

»» To find out more about what is happening in St.. Louis and Niecy Davis go to www.foxy955stl.com.