

# 'JAM' ON IT



**T**he Frequency congratulates **Jamillah "Jam" Muhammad** recently named as **Washington DC's new Program Director for Majic WMMJ and Praise FM WPRS** and welcomes her to the Radio One family. Energetic, excited, and experienced, she embodies the combination of leadership traits that can't miss. Within the first five minutes of speaking with the aptly nicknamed **Jam**, as Jamie Foxx sang, "You know you're looking at a winner." Check out the interview below to learn more about Radio One's newest strategic addition to the company team.

## What is your background prior to Radio One?

I began my radio career back in 1989. So wow, that's literally twenty-one years ago! I started with WGCI AM as a board op and later moved to WVAZ, the urban AC. I worked my way through that station for ten years: from morning show producing to assistant music directing to music directing to assistant program director. I like to say, "I was born and raised in Clear Channel" because I later moved to their urban station WKKV V100 in Milwaukee. I programmed that mainstream urban station for two years, brought them major success, and then moved to Detroit, Michigan where I programmed WMXD Mix 92.3 for Clear Channel. Did that for five years, and that was my last gig before accepting this position in DC with Radio One.

## As you take the helm of DC's Majic and Praise, what is your strategy?

To win, win, win (*laughing*). It's definitely to improve the product. To integrate these stations into the fabric of the community. To reflect the DC history that exists here. To

make Radio One a major force with my two stations in this market. And to make the company proud of me.

## What do you see as being your foremost challenges in the market?

There are so many movers and shakers in the DC area, so it's getting to know people. It is improving the product. And it is setting forth the game plan into motion. Sometimes we get excited, but we have to do all things decent and in order. So whatever the challenges, it is just a matter of planning, preparing, and working it.

## Tell us about your lineup.

I compare it to coaching. I always say that I would rather be Coach Doc Rivers over Phil Jackson any day because I would rather have a strong bench than one superstar. I build my whole team to win. Now, as far as how the game went, that's a whole other conversation (*laughing*)! But the analogy remains the same. Strictly for the fact that Rivers keeps a strong bench, which is how I approach my lineup.

## What sets you apart as a programmer?

That I'm just Jam. I say that jokingly, but it is very true. There are two things that you can't change at a certain stage in your game: your reputation and your track record. My reputation I plan to keep as it is—nice and clean. And my track record, I plan to keep a winning scorecard. So just being me and bringing my unique approach to the programming fundamentals is what I think sets me apart.

## Your positive energy is palpable. With such dramatic shifts in the industry, radio in particular, what keeps you so enthusiastic about it?

Because I love it. It's in my blood. I've always looked forward to the day when I could say "WJAM we jam all the time!" which was my imaginary radio station I made as a little girl (*laughing*). Being able to work with **Radio One** and **Cathy Hughes** because of who she is, the history she has, and what she has been able to do is amazing. It's just like, "Wow, I'm here in Lanham, Maryland. This is the birthplace of Cathy Hughes' dream." Which gives me even more energy because it lets me know that what I used to dream can come true.

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