

# Renowned Radio Personality Michael Baisden Launches “One Dream One Team” Mentoring Initiative to Recruit Male Mentors for 12,000 African American Boys



Orlando, FL – When renowned radio personality Michael Baisden posted “A real man takes care of his kids no matter what the relationship is with the mother of the child,” on his Facebook page, he never anticipated the over nine million views or one million plus likes and comments he received as feedback! The overwhelming response prompted him into immediate action. A diehard advocate for mentoring since 2010 with his “One Million Mentors National Campaign to Save Our Kids” 72-city tour, Baisden has now launched a new initiative, the “One Dream One Team” Mentoring Initiative. His specific goal is to help recruit African American male mentors for the 12,000 African American boys on the Big Brothers Big Sisters (BBBS) waiting lists for a one-on-one mentor match.

A known social activist since his organizing of the 2007 Jena Six March and his work with the 2012 Trayvon Martin Rally, Baisden has always demonstrated a strong show of commitment via his actions. True to this trait, he has adopted a classroom of 28 boys at Evans High School in Orlando, Florida to spearhead the “One Dream One Team” momentum. Baisden takes time out of his busy work schedule for a mentoring session with the students weekly.

In addition, the New York Times best-selling author and

motivational speaker is hosting a special "One Dream One Team" Think Tank event in Orlando on October 26 at the Rosen Shingle Creek Hotel in partnership with Big Brothers Big Sisters. Venue sponsorship is provided by Mr. Harris Rosen of the Tangelo Park Project and attendees will include various African American fraternities, local and national organizations, community leaders and churches. The gathering is an orchestrated effort to strategize a plan for recruiting additional qualified male mentors. The boys on the national "waiting-to-be-matched" list average 14 years in age and the goal is to have mentors for all 12,000 within a year.



"This is an urgent matter and an urgent call," cites Baisden. "Too often we are quick to criticize the behavior of our young men but are slow to step up to correct them or show them a better example. You have to see a man to be a man, the question is, what are we showing them? These young men need us desperately. It only takes one hour of your time each week to positively impact and change some young man's life. We can't afford to say no and we cannot ignore this issue. Their lives and yes, their futures are depending on it!"

Outside of his career as a radio personality, Michael Baisden has always mobilized around the issue of mentoring. His foundation was founded in 2005 as a non-profit organization that was formed to promote mentoring with a dedication to education, literacy and advancement in local communities. The foundation has donated half of the nearly one million dollars raised to mentoring organizations in over 70 cities nationwide with a goal to inspire caring adults to become responsible mentors. With that success "One Dream One Team" takes his personal mission even further.

Big Brothers Big Sisters acknowledged Baisden as one of its celebrity ambassadors in 2012 and presented him with The Michael Baisden Inspiration Award. The Baisden Inspiration

award is now an annual honor given to individuals demonstrating consistent generosity and dedication to support the nationwide mentoring organization's African American mentoring programs.

As a bestselling author, Baisden has always been an advocate of books and reading. His foundation has already purchased the first two books for his adopted classroom of young boys to read, "The Mis-Education of the Negro" by Carter G. Woodson and "The Conspiracy to Destroy Black Boys" by Dr. Jawanza Kunjufu.

Baisden shares a passionate testimony as to how books changed his life. "In ten short years, I went from driving trains in Chicago to becoming a four time best selling author, television talk show host and a nationally syndicated radio personality. Dreams do come true," he reveals, "and that dream for me began when I opened a book. Books change lives and I'm living proof! I look forward to instilling these young men with dreams and I'm looking for 12,000 Black men to join me and do the same."

#### About Michael Baisden

Michael Baisden is a best selling author, noted speaker and undeniably one of the most influential and engaging personalities in radio history. His meteoric rise to #1 redefined radio with a syndicated show heard in nearly 100 cities with millions of listeners. As a college dropout, former Air Force Sergeant, single parent and transit worker from the south side of Chicago, he wanted his life to mean something. That opportunity came when he stepped out on faith to live his dream of becoming a writer. That courageous step resulted in five best selling books with nearly two million in print and two stage plays. He is also a TV talk show host, film producer, social activist, philanthropist and founder of The Michael Baisden Foundation with a national mentoring partnership with Big Brothers Big Sisters of America. The

accomplished speaker makes it a point to promote mentoring at all of his engagements. Baisden's newest book, "Raise Your Hand If You Have Issues," will be released in October. Join the effort on Facebook, follow on Twitter, YouTube and online at [www.BaisdenLive.com](http://www.BaisdenLive.com).

For information on "One Dream One Team" go to <http://www.facebook.com/OneDreamOneTeam>.

Find or Follow Michael on Facebook or Twitter: BaisdenLive

[youtube id="x0hoyCl50TA"]

Michael Baisden Mentoring

---

## **Nationally Syndicated Radio Host Michael Baisden Bids Farewell to Radio**



Dallas – Nationally syndicated radio personality Michael Baisden announced a hiatus from his radio show today on his Facebook page this morning that will begin on April 1, 2013. Baisden, who commands a daily audience of over seven million listeners, states he is unable to discuss the particulars but concluded that a deal could not be made on mutually agreeable terms. Recognized as one of the most influential men in radio, his "Michael Baisden Show" is one of the top rated afternoon drive radio programs heard in the top urban markets. He is also a TV talk show host, film-maker and New York Times best-selling author with nearly two million books in print.

Now in his tenth year on the air, Baisden wants his radio family to know he did everything in his power to continue his "Michael Baisden Show" without interruption. "We're already planning to return to the air as soon as possible in a way that will give the 'Michael Baisden Show' a more direct relationship with our affiliates, and most importantly, our listeners," cites Pamela Exum, his business manager.

Baisden began his career as an author, self publishing several best selling books including "Never Satisfied," "Men Cry In The Dark," "The Maintenance Man I and II," and "God's Gift to Women." Two of his books were adapted to stage plays, starring such renowned actors as Richard Roundtree and Billy Dee Williams.

His radio highlights include one of his proudest moments when on September 20, 2007, he passionately and skillfully spearheaded the famous Jena 6 March in Jena, Louisiana. This historic and momentous occasion garnered tens of thousands of citizens of all races to peacefully march in support of six young men who had been unfairly treated by the justice system.

Another historic year was 2008 when Michael Baisden endorsed Senator Barack Obama and went on to celebrate President Obama's victory with over 4,000 fans at a watch party in Miami on election night. The Obama camp, along with millions of listeners, credited him with being one of the major forces behind this historic victory to elect the first African American to the Presidency of the United States and in his re-election in 2012.

In December 2009, Baisden called for a National Mentor Training Day and announced his plans for a 2010 nationwide campaign. He pledged up to \$350,000 of his own money to be donated in over 72 markets he would visit on a bus tour. The outreach was named "One Million Mentors National Campaign To Save Our Kids." His work with the Free Clinics, Trayvon Martin, Black & Missing Foundation, and national ongoing partnership

with Big Brothers Big Sisters of America and Mentoring Brothers In Action are all a big part of what made the “Michael Baisden Show” so successful.

Baisden still vows to continue his Michael Baisden Live Tour with his co-host, comedian George Willborn. It’s a One Night Only event with seminars, networking, a comedy show, and an ‘old school’ after party. “If the affiliates still want us to come to town, we’ll be there,” says Baisden. “There’s no reason for our relationships to stop, in fact, this is our chance to get on the ground close to the people where we belong!”

Baisden reflects, ““It’s not about the job, it’s about the journey. I have been grinding for over 10 years, fighting for the underdog, inspiring people daily on my Michael Baisden Live Page on Facebook and working my butt off to produce the best show on radio. I hope my fans miss me... because I’m definitely going to miss them,” Michael says. “But this is not the end, it’s the Next Chapter!”

---

## **National Radio Personality and Best Selling Author Michael Baisden Explodes on the Literary Landscape With New Political/Action Thriller**



Miami, FL – As one of the most influential and engaging

personalities in radio history, Michael Baisden is an iconic figure. The social activist, filmmaker, television host, and speaker commands a daily audience of over seven million listeners with his top rated afternoon drive radio program heard in 22 of the top 25 urban markets. But when Baisden dons his hat as a best-selling author, he fully encapsulates the essence of his magnetic force. His previous titles like "God's Gift to Women," and "Do Men Know What They Want" have traditionally titillated while informing, unmasking relationship and societal issues that many might deem risquÃ©. However, with his sixth book release "Maintenance Man II: Money, Politics and Sex...Everyone Has A Price" Baisden raises his own bar, delivering an explosive political romance thriller that mixes sex and politics with volatile flair.

In "Maintenance Man II: Money, Politics and Sex...Everyone Has A Price" Baisden builds upon the saga of his former main character, Malcolm Tremell, a gigolo who first came to life in Baisden's 1999 release "The Maintenance Man." "The Maintenance Man" saw the author gain notoriety for unapologetically disclosing the lifestyle of a man who rendezvoused for pay with married women. The original "Maintenance Man" followed a litany of releases, including "Never Satisfied: How and Why Men Cheat," and "Men Cry in the Dark" and solidified his stance as one of the most successful self-published male authors on the literary scene.

With "Maintenance Man II," Baisden broadens the storyline as Tremell comes out of retirement to not only rebuild his contact list of high-end female clientele, but also franchise a male escort service worldwide. Intrigue, drama and danger quickly come into play when Tremell liaisons with the wife of a powerful and corrupt Republican senator. When they unwittingly uncover the senator's underhanded deal with the powerful Kross brothers for political control, Tremell will have to tap his military training and street smarts to not only save his life, but also those closest to him.

Baisden, once again educates as he entertains, brilliantly engaging his readers. Utilizing Malcolm Tremell as the ultimate Renaissance man protagonist, he brazenly unveils several harsh and dark realities behind the current political process. He skillfully touches on some of the most critical political issues to date, including voter suppression as well as corporate greed, seamlessly interspersing them between a romantic and politically charged plot. The novel's tone is captivating and inviting, whisking the reader into a non-stop escapade of sex, action and adventure.



“Whether it’s my daily radio show, one of my film productions or TV shows, my audience recognizes me as the voice of the people. My career was launched with my books, so it’s important for me to continue writing novels that push the envelope. My mission has always been to challenge people to think outside the box and adopt lifestyles and attitudes that work for them, not society. ‘Maintenance Man II’ is my best novel yet; unlike any story I’ve ever told. It’s like James Bond, Bourne Identity and Shaft all rolled into one action packed and sexy thriller!” reveals Baisden.

All of Baisden’s books, including “Maintenance Man II: Money, Politics & Sex...Everyone Has A Price” can be purchased at Target stores and Amazon.com For more information on Michael Baisden, go to <http://www.BaisdenLive.com/> or join him at “Michael Baisden Live” on Facebook and “Baisden Live” on Twitter.

#### About Michael Baisden

Michael Baisden is a recognized best selling author, nationally syndicated radio personality and TV talk show host. His high-octane energy and love for interacting with his listeners is just one reason for the popularity and success of his number one rated Michael Baisden Show, which is broadcast to over seven million listeners in nearly 80 affiliate stations across the country.



Baisden is known for spearheading the historic Jena Six March, The Michael Baisden Foundations 2010 One Million Mentors National Campaign to Save Our Kids, where he spoke in over 72 cities signing up mentors and the recent Trayvon Martin awareness campaign. In March, Baisden along with Rev. Al Sharpton held a rally in Stanford, FL to protest the injustice over the lack of an arrest in the killing of Martin, a teenager who was just walking home from the store. Over 30,000 people attended the rally along with the teenager's parents and other leaders. In 2012, to further his commitment to mentoring, he formed a partnership with Big Brothers Big Sisters of America and African American Fraternities for the Mentoring Brothers in Action Campaign to recruit more African American mentors for Black boys.

With nearly 2 million books in print, both hard and soft cover, his work blends the perfect combination of entertainment, humor, provocation and sexuality. Michael's vibrant personality on and off the air has made him a people magnet.

He first began attracting attention with primarily female followers as an author and publisher of the highly successful best selling books: "Men Cry in the Dark", "The Maintenance Man," (two of his titles ultimately were adapted into stage plays selling to sold out crowds across the states), "God's Gift to Women" and a hot new book "Do Men Know What They Want."

Baisden has released the "Collectors Edition of Maintenance Man" followed by his sixth book "Maintenance Man II: Money, Politics & Sex...Everyone Has A Price" on e-book, paperback and hard cover. The hard cover book will be available exclusively at Target June 1, 2012.

---

# Vivica Fox to host as Michael Baisden, Al Dotson & Shawn Dove get Spirit of Democracy Awards



Washington, DC – Melanie L. Campbell, president and CEO of The National Coalition on Black Civic Participation (The National Coalition), today announced the recipients of the prestigious 2012 Spirit of Democracy Awards which will be presented during the 15th annual Spirit of Democracy Awards Gala hosted by actress and producer, Vivica A. Fox (Set It Off, Kill Bill, Soul Food), on Thursday May 17, 2012 at the Hyatt Regency on Capitol Hill. For ticket information call (202) 659-4929 or email [events@ncbcp.org](mailto:events@ncbcp.org).

Honorees are Michael Baisden, nationally syndicated radio personality, author, philanthropist, and social activist instrumental in exposing the Trayvon Martin case; Al Dotson, chairman of the board, 100 Black Men of America; Shawn Dove, campaign manager, Campaign for Black Male Achievement, Open Society Foundations; Gerald Hudson, executive vice president, Service Employees International Union (SEIU), and David Honig, founder and president, Minority Media and Telecommunications Council.

“This year we are proud to be ‘Celebrating Our Brothers.’ The leadership of these men in their respective fields helps to empower underserved communities across the country” said

Campbell. "These strong, positive men also set an example of excellence in achievement for young brothers across the country."

There will also be a special tribute to the late Ruby Campbell Pulliam who was a servant leader in civil rights and women's rights.

The Spirit of Democracy Awards are presented to individuals and organizations who have demonstrated a consistent commitment to creating balance in the democratic process and support The Nation Coalition's mission and vision of making civic participation a cultural responsibility and tradition. Sponsors include AT&T and Verizon, among others. The event is open to the public. Individual ticket prices are \$175. For tickets or more information call 202 659-4929 or visit [www.ncbcp.org](http://www.ncbcp.org) to purchase online.