

# Radio Personality Michael Baisden Announces Submission Details for his “Million Dollar Business Pitch” Campaign



Radio personality, Michael Baisden announced the details of his “Million Dollar Business Pitch” campaign during his nationally syndicated show, “The Michael Baisden Show,” on Monday, November 28, 2011. Last month, Baisden initially announced his plans to provide a half-million dollars to small businesses and non-profits via the campaign. Listeners were instructed to tune into the radio show, Twitter, or FaceBook on November 28th for submission details.

Since then, Baisden has been telling his listeners “There’s no such thing as luck in business, you have to be prepared when opportunity presents itself!”

That opportunity was revealed in a three-step process for entrepreneurs to submit their businesses for a chance at a portion of a \$500,000 small business investment, contributed solely by Baisden. Beginning January 2012, Baisden promises to begin cutting checks for businesses that can pitch their profit and non-profit companies the best. But there is a catch, he added, those selected must be committed to “Paying it Forward.”

“I want to support entrepreneurs who understand the importance of giving back,” states Baisden. “I started my business with \$3,000, which was loaned to me by two co-workers and my

mother. Once my business became profitable, I immediately started reaching back and paying it forward and I've been blessed ever since."

Michael also stated that the process of submitting a business is not an easy one, nor was it meant to be. "In order to achieve success you must be diligent, organized, and above all else, have integrity," he says. Entrepreneurs who are prepared for the challenge must go through three steps to get to the final round. Those step are as follows:

Step One – Read the Terms & Conditions then fill out the application online at <http://www.BaisdenLive.com>, include a brief description of your business and submit a one to three minute video pitch of your business.

Step Two – If you make it to "Step 2" you will be contacted to submit a complete a comprehensive questionnaire, submit your business plan, your business financials and tax returns.

Step Three – If selected for "Step 3" Michael Baisden will fly you to a city of his choice to pitch your business live in front of him, a live audience and other potential investors. (Airfare, ground transportation and hotel will be at his expense.)

The winners will receive an investment of \$10,000 to \$100,00 in accordance with the rules.

For more information log onto <http://www.Baisdenlive.com> and click the Million Dollar Pitch banner. You can also connect with the Michael Baisden Show on Twitter @baisdenlive, on Facebook at Baisdenlive, or <http://www.Minglecity.com>.

"Good luck and may the best business win!" says Baisden.

About Michael Baisden

Michael Baisden has been recognized as one of the most influential men in radio. He is also a TV talk show host,

filmmaker and New York Times best-selling author with nearly two million books in print. His “One Million Mentors: National Campaign To Save Our Kids,” implemented via his The Michael Baisden Foundation, lead to him being awarded the Martin Luther King Jr. Foundation “Keepers of The Dream” Award.

The Michael Baisden Show is an entertaining four-hour afternoon drive radio program airing Monday through Friday from 3:00 p.m. to 7:00 p.m. ET and combines the best in music, comedy and social commentary to inspire real change across America. Heard in 22 of the top 25 Urban radio markets, The Michael Baisden Show reaches more than seven million listeners each week and is syndicated by Cumulus Media Networks.

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## **Radio Host Michael Baisden Puts His Money Where His Mouth is with “Million Dollar Business Pitch” Campaign**



Dallas – Radio personality, best-selling author, filmmaker, and leader of the successful civil rights march in Jena, LA, Michael Baisden not only talks the talk afternoons on his nationally syndicated “The Michael Baisden Show,” he also walks the walk. On Monday, October 24, Baisden announced his plans to give away a half-million dollars to small businesses and non-profits via a “Million Dollar Business Pitch” campaign. Listeners must tune into the radio show, Twitter, or FaceBook on November 28th for submission details.

"It's time for those of us who have done well because of the people, to give back to the people," expresses Baisden. "While we relax in our comfortable homes driving our expensive cars, families are being destroyed. I understand that I can't save the world, but I can reach back and help as many people as I can and hopefully inspire others to do the same! It's time to pay it forward in a big way!"

From author to radio personality, to filmmaker and now social and political activist, Michael Baisden is committed to advancing the global community to a better place. Baisden's contribution for the campaign is not from corporate sponsors, but is coming directly from his wallet. ""You see that's our problem, if we can't make a profit off helping people, we don't do it. While I welcome corporations and others to support us, I can't wait for their budget cycles to make a decision," he cites.

Over the past eight years, the outspoken and sometimes controversial radio pioneer has advocated for civil rights issues, campaigned for voter registration, supported free health clinics, and promoted mentoring with a 70-city bus tour. Most recently Baisden took his microphone to Occupy Wall Street in New York, engaging his listeners up close and personal with protesters from the site.

"As President Obama said, we can't wait fourteen months; some of my listeners won't survive another fourteen weeks. We have to do something now!"

In addition to his Million Dollar Business Pitch campaign, he continues to break boundaries with the release of his new e-novel entitled, "Never Satisfied: Do Men Know What The Want?" on Baisden Publishing and his new film "Do Women Know What They Want?" on TimeLife slated for release later this year. Baisden's other popular titles, "Men Cry in the Dark," "The Maintenance Man," and "God's Gift to Women," can be found on Amazon.com.

To get more information on how you can win a share of his Million Dollar Business Pitch, follow The Michael Baisden Show on Facebook (on Baisdenlive) and Twitter (@BaisdenLive). Details on how to submit your business will be announced live on The Michael Baisden Show on November 28th between 3:00 and 7:00 p.m. ET. Log onto [www.Baisdenlive.com](http://www.Baisdenlive.com) to listen to the live stream or download the TuneIn radio app and search Michael Baisden show.

### About The Michael Baisden Show

The Michael Baisden Show is an entertaining four-hour afternoon drive radio program airing Monday through Friday from 3:00 to 7:00 p.m. ET and combines the best in music, comedy and social commentary to inspire real change across America. Heard in 22 of the top 25 Urban radio markets, The Michael Baisden Show reaches more than seven million listeners each week and is syndicated by Cumulus Media Networks. Baisden has been recognized as one of the most influential men in radio. He is also a TV talk show host, film-maker and New York Times best-selling author with nearly two million books in print. His "One Million Mentors: National Campaign To Save Our Kids," implemented via his The Michael Baisden Foundation, lead to him being awarded the Martin Luther King Jr. Foundation "Keepers of The Dream" Award.

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# **Jury Trial Set in Michael Baisden's Fight to Stop Copyright Infringement**



DALLAS, TX February 11, 2011 – A trial date has been set in a lawsuit filed by best-selling author and nationally syndicated radio and TV personality Michael Baisden.

Documents filed in the lawsuit state that Defendants I'm Ready Productions, Inc., Image Entertainment, Inc., ALW Entertainment, Inc., Je'Caryous Johnson and Gary Guidry conspired to tour a stage-play without Baisden's permission and sold DVD's based on Baisden's best-selling novels, *The Maintenance Man* and *Men Cry in the Dark*, in violation of the Federal copyright laws.

The lawsuit also alleges that I'm Ready Productions and Image Entertainment made millions of dollars using Baisden's name, likeness and popularity to sell the DVD's by implying that he was involved in, or endorsed, the distribution. Baisden did not authorize the sale of the DVD's.

"This is my day in court in my fight to recover my intellectual property rights and prevent these Defendants from continuing to infringe upon my copyrighted novels," said Michael Baisden. "These novels are like my children. They reflect years of hard work in writing them and promoting them to the level where they became best sellers. In the end, I hope I can also send a message to other copyright holders that they have a right to take a stand and fight those who are trying to steal their copyrighted works."

In the lawsuit, Baisden seeks an injunction to prevent the Defendants from any further use of the copyrighted works *The Maintenance Man* and *Men Cry in the Dark*. Baisden is also seeking an award of actual damages, enhanced damages and attorneys' fees for having to institute a lawsuit to stop Defendants' infringement. He is represented by noted entertainment lawyers Daryl K. Washington and Aubrey "Nick" Pittman.

Trial is set to begin on February 14, 2011, in Houston, Texas,

in the US District Court for the Southern District of Texas – Bob Casey Federal Courthouse Court Room 9-B.

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 the number one rated Michael Baisden Show, which is broadcast to over ten million listeners in over 76 affiliate stations across the country. Baisden is known for spearheading the historic Jena Six March and The Michael Baisden Foundations 2010 One Million Mentors National Campaign to Save Our Kids where he spoke in over 72 cities signing up mentors.

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.