



URBANOLOGY: THE ART OF W.A.R. THE BROTHERS GOT IT GOING ONLINE

By William Anthony Rogers

A few weeks ago I got an email from Angela Harden, the General Manager for WHCR.FM 90.3, the station that broadcasts my weekly radio show, Urbanology, on air and over the internet (@www.whcr.org) every Tuesday between 4-5PM. Angela wanted all the on air personalities to be aware that all shows would soon be seen live on cable TV. I was a little unclear about what that meant until one day, while doing my show, I noticed a “big brother” type of high-tech video camera hanging from the ceiling of the studio. Arn Ashwood, one of the co-producers and co-hosts of my show, informed me that a Black-owned communications company, Urban Telephone and Video (UTV), headquartered in the South Bronx, had developed a partnership with WHCR to create a special 24-hour video feed that showed all of the station’s broadcasts live on UTV’s own cable TV channel.

They say that there are only six degrees of separation between brothers and sisters in New York. As it turns out, Arn had worked professionally with the two principles of UTV, Stuart Reid and

Doug Frazier, “back in the day” when they were all hot, young, advertising guerrilla marketers. They created the ubiquitous “Oh Diane” hair-weave commercial that people loved to hate. A commercial that became one of the most successful, black-produced, TV commercials of its time.

Arn, Angela and I paid a visit to the UTV studio on East 149th street in the Bronx a couple of weeks ago. After meeting Stuart and Doug and learning more about wonderful work that they are doing in the Bronx, a very meaningful relationship was born which has created the foundation for an exciting partnership between UTV, Urbanology Systems and WHCR. UTV is founded on the same principles that drive us at Urbanology Systems: Better Communications. Better Connections. Better Life.

UTV has been on a mission to bring affordable Internet access to one of New York City’s most challenged urban areas. According to UTV co-founder, Doug Frazier “Our kids can’t compete without the education, insight, and opportunities available online. The

South Bronx has an Internet gap, and without access, they’re not in the game.” That’s where UTV comes in. The company offers cut-rate triple-play DSL service — that is, Internet, television, and phone — to residents of the South Bronx, and anywhere else The People want it. They have gone where the big-name cable and communications providers have feared to tread. And in the process, they are also creating employment opportunities for so called “unemployable” brothers and sisters in the Bronx.

Earlier this month, Urbanology: The Art of W.A.R. radio program (airing on WHCR 90.3 FM in Upper Manhattan, the South Bronx, and parts of New Jersey, and www.whcr.org everywhere on earth) my co-hosts, Audrey Adams, Arn Ashwood and I were joined by UTV co-founders Stuart Reid and Doug Frazier. These brothers got it going online...and off the hook when it comes to digital communications. Check them out at www.UrbanDSL.TV.

Also check out Urbanology: The Art of W.A.R. on Tuesdays, at 4:00pm on WHCR 90.3 FM.