

makin' moves in the news

Next Stop, The 135th Street Agency Shante Bacon

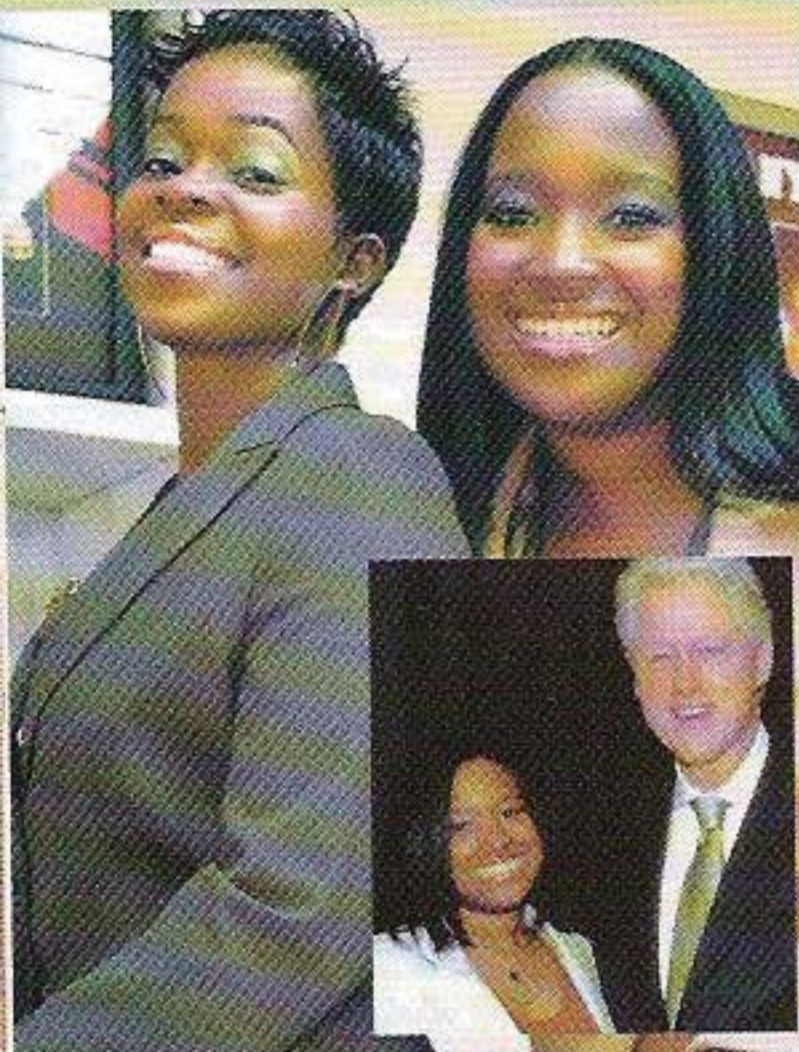
A former well-paid marketing exec at Def Jam Recordings, Shante Bacon is no stranger to makin' moves in the news. Bacon launched a home-based business, the 135th Street Agency, a service-based PR/marketing business, which lists among its clients her former employer, BET, and the United States Postal Service. (The firm recently attended the Inc. 500 Conference in Savannah, GA, along with the Clinton Foundation.)

TBW: What was the biggest challenge in launching this PR firm and how have you overcome it?

SHANTE: The biggest challenge in launching the 135th Street Agency was strategically planning the rollout of the company and how to execute the initial startup activities, like ordering stationery, creating a company press kit, getting a Web site created, traveling to conferences, and pitching clients. Each of these activities has a cost associated with it. At the time, I had resigned from my job and didn't have an income to support these neverending costs and cover my existing expenses at the same time. Luckily, I had enough savings to live off and support the company without any income for eight months. Then, once the checks started rolling in, I could finally breathe a huge sigh of relief. I was terrified throughout the entire eight-month journey to real income, but, in hindsight, that was the part of this process in which I learned the most about myself.

TBW: When you landed your biggest account, the U.S. Postal Service, what did you say or offer to them that made them, ultimately, sign on as a client with your agency?

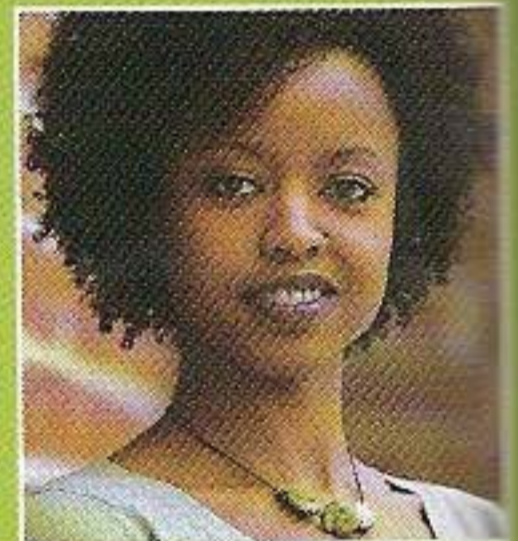
SAPTOSA: A couple of things. First, while we were waiting for the approval of the major project with the Postal Service (the 'P.R. Professional Experience' - www.usps.com/communications/prpe), we did several small stamp events with them, including one during Black Music Month and one during Hispanic Heritage Month. We also helped promote the Postal Service's participation in Harlem Week. Our work on those events established a strong relationship with the Postal Service and convinced them that we could do the job. Second, we presented a compelling case to the Postal Service that they should market some of their products to college students, especially because many college students are embracing entrepreneurship and have a need for postal products and services. These two factors led to us securing our biggest client to date. ■



Shante Bacon (right) and partner Saptosa Foster (left).

EYE ON...

LISA JUBILEE As co-owner of Living Proof, New York's only fully-integrated nutrition and personal training studio, Lisa Jubilee is a nutritionist and registered dietician who is committed to the health and wellness of her clients. Jubilee, a graduate of Duke and New York University, goes the extra mile by spending two hours a day with a new client, testing resting metabolism, setting up meal plans, discussing the client's food problems, and even studying the client's favorite restaurant menus to help devise healthy food selections. Jubilee then follows up with her clients weekly or bi-weekly to make sure they stay on the right eating path to a healthier lifestyle.



NAME: KIM HARRIS JONES

OCCUPATION: VP, Product Finance, Chrysler Group.

BUSINESS PROFILE: Formerly the Director of Product Financial Analysis, and a Finance Executive in Chrysler Group's Employee Benefits department, Jones is responsible for managing the development costs of new vehicles from DaimlerChrysler.

MAJOR ACCOMPLISHMENTS: Kim Harris Jones made Chrysler company history when she became the first African-American woman to be named vice president. With a passion for young people and education, Jones counts giving back to the community as a personal priority. She works with the Boys and Girls Republic Youth Home for "at-risk" youth in Farmington Hills, Michigan.

NAME: JOHNNIE WALKER

OCCUPATION: Founder and CEO of the Nat'l Association of Black Female Executives in Music and Entertainment (NABFEME).

BUSINESS PROFILE: Initially starting her career as a country music radio on-air personality, Johnnie Walker moved into marketing, eventually joining Def Jam Recordings. There her abilities resulted in many promotions until she finally became VP of R&B Promotion for Def Jam. After 14 years there, she left for L.A. and became Head of Urban Promotion for DreamWorks Records.

MAJOR ACCOMPLISHMENTS: A dedicated advocate of formal mentoring, Johnnie Walker founded NABFEME in an effort to help smooth the path in the music and entertainment industries for other women who would follow after her. The organization fosters empowerment, education, mentoring, career development, and networking opportunities for women in music and entertainment. Most recently, Walker received the 2005 Woman of Conscience Award from Rev. Jesse Jackson and Rainbow/PUSH.

