

movers  
& shakers

Ryland Homes has promoted marketing coordinator **Marcia Colson** to marketing manager in the Charlotte region.



Colson

Colson was recently recognized as marketing coordinator of the Year for 2005 by the Charlotte Homebuilders Assn. She earned degrees from both UNC Charlotte and Winthrop University in Rock Hill, S.C.



Daniels

• **Michelle Daniels**, licensed N.C. and S.C. Realtor has joined Re/Max Executive Realty as the newest member to the sales team in the Fort Mill office.

Daniels has an extensive marketing background in real estate. Her previous experience was working as a former marketing director for a large residential real estate company for over five years.



Brown

Leadership Charlotte has named **Charles Brown** newcomer of the year.

Brown, director of libraries for the Public Library of Charlotte and Mecklenburg County, has been a library professional for 36 years. He has worked as an administrator in library systems in Solano County, Calif., Arlington, Va., and Hennepin County, Minn., before moving to Charlotte in 2004.

• **Dionne Spence** has joined Ad-Success Marketing as public relations associate.



Spence

Before moving to Charlotte, Spence worked at Morehead State Public Radio in Kentucky, where she identified prospects, developed proposals and developed fund raising events. At Ad-Success, she will support public relations for clients as well as internal public relations.

• **Nathaniel Pollard PhD** has been appointed executive vice president/provost at Johnson C. Smith University. In this position, Pollard is the school's chief operating officer. His responsibilities include serving as the official communicating agent between President Dorothy Cowser Yancy and vice president for academic affairs, assistant vice president for student affairs, deans, department heads and faculty.



Pollard

Yahoo! tunes  
into podcasting  
with new tools

By Ame Williams  
THE ASSOCIATED PRESS

SAN FRANCISCO - Hoping to tune into the latest craze in digital media, Yahoo Inc. is introducing tools for finding, organizing and rating "podcasts" - the audio programs designed to be played on Apple Inc.'s iPod and many other portable music players.

The Sunnyvale, California-based company, which operates the world's most visited Web site, plans to begin testing the new service Monday at <http://podcasts.yahoo.com>.

Although it can do several things, the free service focuses on making it easier for people to sift through the tens of thousands of podcasts currently available on the Web to find the programming best suited to their personal interests.

"We intend to be the most comprehensive source for podcast content," said Geoff Ralston, Yahoo's chief product officer.

Yahoo isn't the first Web site to search podcasts. Specialty Web sites such as Odeo.com and Podcast.net already do the same thing.

But Yahoo is the first Internet heavyweight to tackle the task. "We feel like we are really getting ahead of the curve with this," Ralston said.

It's only a matter of time before Yahoo's rivals, including online search engine leader Google Inc., introduce similar podcasting features, predicted Phil Leigh, an analyst for Inside Digital Media in Tampa, Florida.

"Beyond a shadow of a doubt, the future of search is in audio and video. Searching through text on the Internet has really reached a maturity point," he said. "If you look 10 years down the road, everyone is going to be searching for podcasts."

All the major search engines are adding more bells and whistles in an effort to retain and attract visitors. The traffic is crucial because the search engines need a substantial audience to continue generating the ad sales that account for most of their profits.

See YAHOO!7C

## Minorities get few Katrina contracts

By Hope Yen  
THE ASSOCIATED PRESS

WASHINGTON - Minority-owned businesses say they're paying the price for the decision by Congress and President George W. Bush's administration to waive certain rules for Hurricane Katrina recovery contracts.

Only about 1.5 percent of the \$1.5 billion (euro1.3 billion) awarded by the Federal Emergency Management Agency has gone to minority businesses, less than a third of the 5 percent normally required.

On Tuesday, Sen. Olympia J. Snowe and Rep. Donald A. Manzullo asked the Government Accountability Office to investigate whether small and minority-owned busi-

nesses have been given a fair opportunity to compete for Katrina contracts.

Andrew Jenkins doesn't think so.

Once Katrina's destructive waters receded, he began making calls in hopes of winning a government contract for his Mississippi construction company.

Jenkins, who is black, says he watched in frustration as the contracts went to others, many of them larger, white-owned companies with political ties to Washington.

"That just doesn't smell right," said Jenkins, president of AJA Management and Technical Services Inc. of Jackson, Mississippi, noting the region has a higher percentage of blacks and minority-owned businesses than other

areas of the country.

To speed aid, many requirements normally attached to government contracting were waived by Congress and the administration. The result has been far more no-bid contracts going to businesses that have an existing relationship with the government.

There also was an easing of affirmative action rules for contractors and a suspension of a "prevailing wage" law that black lawmakers and business people believe will hurt the disproportionately large number of black hourly workers in the region.

"It sends a bad message," said Harry Alford, president of the National Black Chamber of

See MINORITY7C



PHOTO/CURTIS WILSON

WPZS (FM 100.9) Music Director Alvin Stowe is also the station's afternoon personality. The Charlotte station is one of two in North Carolina to broadcast on the FM band. Combined with urban contemporary sister station WQNC, the Radio One-owned properties have an 8.1 share of the Charlotte market.

## Broadcasting praises

## WPZS makes its mark in Charlotte FM market

By Cheris F. Hodges  
[cheris.hodges@thecharlottepost.com](mailto:cheris.hodges@thecharlottepost.com)

Radio One's WPZS (100.9 FM) is one of only two FM gospel stations in North Carolina and the only one in the Charlotte market.

On the air less than a year, Praise 100.9 has tapped into the adult market and combined with WQNC (92.7 FM), Radio One has an 8.1 share of the market. Those numbers give both stations a chance to get advertising dollars that traditionally would go to secular stations only.

According to Radio One Charlotte general manager Debbie Kwei-Cook, the biggest reason for Praise's success is that it is an inspirational station rather than a traditional gospel station that would feature preaching and ministry.

Typically, gospel stations are found on the AM dial and not very clear. That's not a problem for Praise.

"The beautiful thing about FM is the clari-



"The beautiful thing about FM is the clarity. Having praise on the FM dial makes it more appealing."

**Debbie Kwei-Cook**,  
Radio One Charlotte  
general manager

ty," Kwei-Cook said. "Having Praise on the FM dial makes it more appealing."

A sign that Praise is growing is the addition of mid-day and afternoon personalities.

Tonya Rivens, formerly of WBAV 101.9 and Sunday Morning Praise, was hired as the midday host and music director Alvin Stowe, known to radio listeners as "AC" has been program director of Q92.7 and Praise 100.9 since February.

He will be the afternoon personality.

Stowe said the biggest challenge facing the station thus far is the question from listeners about why they don't run local ministries on the air.

"Another challenge was with local artists," he said. "We have a system and a rotation."

Unlike older AM stations where knowing a DJ would mean airtime for your music, Stowe says local artists with national distribution have a chance of getting their music played on

See PRAISE7C

Real estate consultant looks to  
score with upscale solutions

By Herbert L. White  
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Moving to a new home was less satisfying than tackling quarterbacks for Hardy Nickerson.

As a professional football player, Nickerson moved 29 times over 16 years, piling up more than 66,000 miles between cities. Now he's using that experience as owner of Nickerson Realty Group in Weddington to deliver custom-tailored solutions for clients looking to invest in real estate or relocate into new homes.

"When Hardy retired from the NFL (in 2003), we looked into different cities to settle to raise our children and begin our company," said Nickerson's wife Amy, who is co-founder and vice president of the company. "When we visited friends in Charlotte, we instantly fell in love with this area."

Hardy Nickerson got around during his NFL days as one of the sport's best middle linebackers. He played in Pittsburgh, Tampa Bay, Jacksonville and Green Bay,

played in five Pro Bowls and was named to the 1990s All-Decade team in 2000. Navigating real estate as a professional athlete opened Nickerson's eyes to the process.

"Because of trades, free agency, injuries and other issues, the life of a professional athlete can change from minute to minute," he said. "That sort of instability has definite consequences for real estate decisions and the types of services that athletes need in order to address their unique personal and professional situations."

After moving to Weddington, Nickerson earned real estate and broker licenses from the Mingle School of Real Estate and an executive education program at the Wharton School. The program, sponsored by the NFL and its players association, helps athletes prepare for careers after football.



Nickerson

Microsoft:  
The small  
business  
solution

By Fred Green, Jr.

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

I know of several people who decided to start their own business. Some decide on one of the myriad of home-based business franchises, others may have started an original concern in their homes but had dreams of growing beyond the walls of their den, basement or garage. Some even leased a space and hung out a sign. There was one thing they all had in common; none were prepared for the huge amount of administrative work their efforts generated.

Sometimes just keeping track of inventory or returning phone calls was a job unto itself. What many people don't realize is how much of that burden can be relieved by

See MICROSOFT7C