

">



Thinking Big, Achieving More

PAT PICKETT SNYDER '82 APR

from SPRING 2018

As a student at Butler University, DuJuan McCoy set his sights on success. The Ben Davis High School graduate and recipient of a Christamore House scholarship was dedicated in both the classroom as a Business/Marketing major and on the athletic field as a record-holding Bulldog sprinter.

The prowess and inner drive that helped him navigate his undergraduate years has propelled him into significant roles of management and ultimately ownership in the broadcast industry. He currently owns five television stations as President and CEO of Bayou City Broadcasting, including CBS and Fox affiliates in Evansville, Indiana and three stations (Fox, NBC, and Mynetwork TV) in Lafayette, Louisiana.

According to McCoy, his desire to rise through the ranks was established early in his career while in his first job at WTTV-4, Indianapolis.

“In 1991, the station was sold to River City Broadcasting. One of the partners was a guy named Barry Baker, a 38-year-old entrepreneur,” McCoy recalls. “He stands up in front of the whole sales team and says, ‘I’m looking for athletes who want to make a lot of jack.’ From that day forward, I wanted to be like that guy. I trained my brain to learn as much as I could about my craft,

and I became the top sales guy by 25. I just took my athletic principals and applied them to the business world.”

His experience includes over 13 years of television sales management in market sizes ranging from No. 105 to No. 10. He has worked with small, medium, and large ownership groups in different regions of the country, including Capitol Broadcasting, River City Broadcasting, Sinclair Broadcasting, and Fox Television Stations Group, managing revenue budgets ranging from \$4 million to more than \$130 million annually and he now has over 10 years of M and A experience

“When I started really chasing my dream of station ownership,” he said. “I let enough people know that’s what I wanted to do, and heard a lot of, ‘that will never happen, there’s too much consolidation going on in the industry’—but I didn’t let that dissuade me.”

McCoy believes that despite an increasingly competitive media landscape, the future remains bright for local broadcast TV stations. “In a time of crisis—a hurricane, a tornado—people turn to their local station. That’s never going to go away.”

His reputation of turning around stations and increasing revenue followed him throughout the industry to his last job as Vice President of Sales for Rupert Murdoch’s Fox 26 in Houston. “When I started, their annual revenue was roughly \$90 million, and in four years, I took it to over \$130 million based on my skills and strategy,” he said. In July of 2007, he left Fox 26, formed Bayou City Broadcasting, and agreed to purchase seven, at the time, unprofitable stations in West Texas for \$3 million.

“Five years later, I was able to sell them for nearly seven times that amount,” he said. My track record was solidified and, even during the recession, my companies profited.” That success attracted the attention of Bain Capital who provided the backing needed for his currently owned stations.

Amid all that success, it’s not lost on McCoy that his success is unique on more than one level. “For whatever reason, I was never given a shot as a station general manager,” he said. “I skipped that step, so to speak.”

His recent station acquisitions are of special significance according to the National Association of Black Owned Broadcasters where McCoy serves on the Board of Directors. “Even though constituting 14 percent of the total population, African Americans own only 12 full-power, commercial television stations out of the 1300 full-power, commercial television stations in the United States.” McCoy is currently the only African American to own, operate, and manage every aspect of a big-4 affiliate (ABC, NBC, CBS, or Fox) in the

United States. His company has no joint sales agreements, shared service agreements, financing agreements, or any other ‘sidecar’ agreements with any group station owners. His company is a stand-alone operation.”

Beyond that, the organization refers to McCoy as a “broadcaster’s broadcaster.”

“Upon acquiring his television stations...he immediately upgraded the service that his stations provided to that community,” the organization noted in a 2017 press release. “He hired staff and launched new local newscasts in Evansville and increased local news production in Lafayette, which had an immediate, positive impact on the community served by those stations. In addition, for the past 10 years, McCoy has been paying his success forward by teaching other TV Executives (with an emphasis on women and people of color), how to do what he has done all via the National Association of Broadcasters--Broadcast Leadership Training Program in Washington, DC.