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# 15 DUJUAN MCCOY

Owner/GM, WISH-8 & WNDY-23,  
Indianapolis  
Circle City Broadcasting

“When you love what you do and do what you love ... and work with great people who feel the same, great things happen!”

Those are the inspiring words of DuJuan McCoy, the outspoken owner of Circle City Broadcasting in Indianapolis, home to the market’s affiliate for The CW Network and MyNetwork TV. “It is a real pleasure being a community servant. Thank you for the recognition,” he says.

McCoy has been very much a part of the news spotlight across 2020, from his participation in the widely acclaimed **RBR+TVBR** Black Media Symposium to his racial discrimination lawsuit against AT&T tied to a lengthy retransmission consent fee battle with DirectTV.

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– DuJuan McCoy

“Owning these stations, and what I am doing, is very rare,” McCoy said in an August 2020 interview. “It gives me the flexibility to positively reflect my community without corporate approval. And at WISH we now have 80 hours of news programming. This has increased since the loss of the CBS affiliation, which ended with Media General’s sale of its stations to Nexstar, before I acquired WISH. I’ve owned WISH since Sept. 19, 2019, and I added an additional five hours of news a week.

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And those efforts led **RBR+TVBR** readers to salute McCoy. McCoy today is focusing his efforts on his Indianapolis



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holdings. But, three stations he previously owned are in the good hands of another pioneering African American TV station owner: Byron Allen.

In May 2019, McCoy’s former company, Bayou City Broadcasting, agreed to sell its assets in Evansville, Ind., and Lafayette, La., to Allen’s Allen Media Broadcasting.

The transaction sent to Allen dual CBS/FOX affiliate WEVV-44 in Evansville, Ind., and FOX affiliate KADN-15 and NBC affiliate KLAF-LD 46 (simulcast on KADN-15.2) in Lafayette, La. The stock sale transaction was valued at \$165 million.

It was quite a payday for McCoy: He acquired the Lafayette stations three years ago for \$40 million, and in January 2015 snagged the Evansville stations for \$26.8 million. That represents a \$98.2 million profit for McCoy, money he will invest into WISH-8 and WNDY-23.

McCoy is a member of the NAB’s Television Board of Directors, and has been on the board since June 2012. He has also been on NABOB’s Board of Directors since December 2013, serves on the Broadcasters Foundation of America board, and completed the NAB Broadcast Leadership Program in 2008.

**ABOUT RBR+TVBR’S TOP LOCAL TV LEADERS:** This inaugural Honor Roll is produced from **RBR+TVBR** reader nominations, which were gathered in August 2020. Rankings are based on nomination totals, in addition to research and analysis by the **RBR+TVBR** editorial department. © 2020 Streamline Publishing.