

Resume of Qualifications

ERIC "RICO" REED

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From: Sept 2001 to Present

SELF- EMPLOYED

EJT Silkscreen & Design
1848 Redcliff Street
Los Angeles, Calif. 90026
(323) 573-0106

Owner/President

Job Description:

Create and re-design logo's for businesses, produce t-shirts, hats, bags and various other promotional good's. I also design/build websites and create graphics for same.

From: June 1998 to Sept 2001

Clear Channel Broadcasting KOST 103.5 Radio & KLAC Radio
610 So. Ardmore Ave
Los Angeles, Calif. 90005

Supervisor Johnny Chang

Job Title: Weekend/Vacation Relief Announcer

Duties: host of a weekend radio show requiring me to operate broadcast equipment, enter and extract information from a computer for contests and show preparation.

From: June 1993 to July 1998

Cox Broadcasting KACE 103.9 Radio Station
610 So. Ardmore Ave
Los Angeles, Calif. 90005

Supervisor Kevin Fleming

Job Title: Announcer

Duties: host of a daily music and talk radio show which required me to operate broadcasting equipment and enter/extract information from a computer for contests and show preparation. I also performed commercial production and made personal appearances.

Eric "Rico" Reed cont.

From: 1976 – June 1993

Taxi Productions KJLH 102.3 Radio Station
3847 Crenshaw Blvd.
Los Angeles, Calif. 90008

Supervisor Karen Slade

Job Title: Announcer

Duties: host of a daily music and talk radio show which required me to operate broadcasting equipment, enter and extract information from a computer for contests and show preparation and make personal appearances. I also held various management positions including Program Director and was responsible for all on - air product including the hiring and training of new staff.

Professional Achievements:

1992 Peabody award Winner
1992 Key of Life Award Sigma Sigma Gamma Roe Sorority
1992 NAACP Humanitarian Image Award
Commendation from the Los Angeles City Council
For Outstanding dedication and service Above and Beyond
the Call of Duty during the LA Riots
"Outstanding Young Man in America 1984"

Television Credits:

Michelob Beer
Hunter TV Series (News Reporter)
Lou Rawls Cavalcade of Stars
National Billboard for Kellogg's Corn Flakes
The Eddie Robinson/Spirit Awards 1997-2001

Voice Over Work:

The California Lottery
Southern California Edison
Yes on Prop A
Lee Bailey's Radioscope
Hidden Beach Records
Disneyland
MCA Records
Motown Records
Numerous Local Businesses

Eric “Rico” Reed cont.

Community Work:

Host/Emcee for the “Classic Soul Cruise 1995 – 2005
Participant in the Magic Johnson Mid Summer Night Celebrity Basketball game to benefit the UNCF

Co-Host with Stevie Wonder for King-a-thon, a
National telethon for the Martin Luther King Jr. Holiday)

Played a Major Role in the Calming of Los Angeles and disseminated information to television & Radio around the world during the Civil Unrest of April 1992 through an extended version of "The Front Page"

Numerous Job Fairs, "Stay in School Campaign" & “Career Days” for local Jr. High & High Schools in the Community with participation in Various Celebrity Basketball/Softball Fund-raisers & assorted Letters of Recommendation for Appreciation.

Education:

Graduate of Dorsey High School in Los Angeles 1972

Attended CSU Northridge 1972-1974
Attended West LA College 1974
Attended Los Angeles Community College 1974-1976
Arlyn Miller Voice Over Commercial Acting 1984-1987
Betty Bridges Method Acting Workshop 1985-1987
Dave Sebastian Voice Over Workshop 1988-1989
American Cash Flow Association Graduate 2000

Special Skills:

Emcee, Graphic Design, Photoshop, Corel Draw, Dreamweaver, Flash MX, Public Speaking, Creative Thinking

Biography of Eric "Rico" Reed

Eric "Rico" Reed has been a familiar voice on **Los Angeles Radio** for the past **28 yrs.** His broadcasting career **began with KJLH 102.3 in 1975** as an account executive.

Even though he was very successful, the desire to be "on the air" won out and he pursued and earned the production manager position and weekend relief duties. That was the beginning of many successful years on air beginning with afternoon and evening drive slot's, culminating with the highly successful **"Rico & Company"** morning show featuring comedian **J. Anthony Brown** and the award winning **"Front Page Talk Show"** (created by Rico and co-host **Carl Nelson**.) This highly rated daily talk show was a first in this market and dealt with issues in the Black community. It is still listened to religiously by both housewives and professional persons alike.

During his **18 years with KJLH**, Rico touched the lives of millions on a daily basis both over the airwaves and through community service. His most memorable contribution came in 1992 when **"The Front Page"** played a major role in the **calming of Los Angeles** during the **Los Angeles Civil Unrest in April of 1992**. Rico worked to help raise money, promote healing and "calm the masses", by remaining on the air up to **15 hrs each day**.

KJLH's extended version of **"The Front Page"** soon became home base for disseminating information to the masses via celebrity interviews and simulcasts over **Television & Radio stations worldwide**. For his efforts Rico received numerous awards including the **NAACP Humanitarian Image Award** and the highest honor in radio, **The Peabody Award**.

In 1993, **"Rico"** joined **V-103.9** as morning drive personality and host of **"The Up Front Talk Show"**. This popular talk show raised thousands of dollars for needy families and hosted trips for hundreds of listeners to Africa, Jamaica and 10 consecutive years (1995-2005) as Host/Emcee of **"Classic Soul Cruises"** featuring top name talent. With the addition of the **"Tom Joyner Morning Show"** in 1994, Rico **moved to the afternoon drive slot** returning to morning drive in 1995.

Shortly before the sale of KACE in 1997, **Rico** moved to weekend duty and vacation relief on **KOST 103.5, LA's #1 Adult Contemporary station, then on to sister station KLAC in 2000**. He is currently heard nationally as a featured reporter on **Lee Bailey's Radioscope**.

In 1990, Rico founded the **Funhouse Comedy Club (1990-96)**, a community outlet for young and established Black comedians where he met his **on air co-host J. Anthony Brown**. Other notables who performed regularly and/or cut their comedy teeth there include: **Steve Harvey, Jamie Fox, Chris Tucker, Lewis Dix, Sinbad, Martin Lawrence, Robin Harris, George Wallace, Aries Spears, Melanie Camacho, Guy Tory and Anthony "AJ" Johnson**.

Rico is married, with three wonderful children and is self employed Graphic Designer and Internet Marketer. Enjoys traveling, computers, restoring classic cars, sports and collecting animation cells.

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