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For Immediate Release

9th Annual Southeast Urban Music Conference

Charlotte, N.C. (4/26/12)- SUMC will begin its aggressive marketing campaign in promoting the 9th Annual SUMC, according to SUMC Co-Conference Chairman Tony Baraka. "We are very excited about all the great things that are happening with SUMC," Baraka said. We just signed the Source Magazine, which is and has been the number one brand in Hip Hop for the past 24 years. The Source will be presenting what is being branded as "Five Mic Friday" at the SUMC, which will be held on Friday April 27th. There will be "Five" created platform events: Mic One will be the Publishing Panel, Mic Two will be the Source Listening Lounge, Mic Three will be the Press Radio & Social Networking Showcase, Mic Four will be the Source Producers' Panel, and Mic Five will be The Source Presents "The Night OF Stars" Showcase in the main ballroom".

Of the Five Mic events, there will be a host of panels and workshops in which Conference Chairman Tony Baraka requested the participation of Dana Sidberry of Motivation Marketing Firm. "Because of her expertise in Marketing, Public Relations and Branding, it was a no-brainer to include her on the panel." Sidberry will participate on the Cross Promoting Brands and Urban Music on Thursday, April 26 from 5-7pm at the Blake Hotel. "This is a great opportunity to discuss the infinite possibilities of leveraging relationships with brands and business owners to benefit all parties involved," states Mrs. Sidberry.

The SUMC has also added the mix of historically black colleges and universities (HBCUs) this year. Co-Conference Chairman Allen Johnston has been working diligently to bring the Mass Communications Departments of HBCUs on board, and his efforts have paid off. According to Johnston, "There are 15 HBCUs whose students will be receiving college credits by attending the workshops and seminars at this year's SUMC, and they will also have an opportunity to learn by being very 'hands on' at the conference as well. We are also collaborating with the PDs and MDs at various black college radio stations to get the word out to students, and are offering a special registration and hotel rate for student attendees."

SUMC takes place April 26-28, 2012 at the Blake Hotel Conference Center. For additional information, please visit www.2012sumc.com. For sponsorship and registration information, please call 678-687-5712.

About the 9th Annual Southeast Urban Music Conference:

Dana Sidberry- Native Charlottean and owner of Motivation Marketing Firm offers the community of Charlotte the finest marketing services for businesses and industry individuals. www.MotivationMarketingFirm.com

SUMC- The 2012 Annual Southeast Music Urban Music Conference (SUMC) promises to be the very best yet. Merging new technologies and branding & marketing strategies with the fundamental principles of the radio/record industry, this year's 9th annual SUMC will be an experience not to be missed. www.2012SUMC.com

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