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## DUJUAN MCCOY

Owner and President/CEO, Circle City Broadcasting

2021 Rank: 15

He's the owner. He's the day-to-day local leader for two stations in Indianapolis. And he's an outspoken fighter in the area of DEI. DuJuan McCoy has been a spirited and charismatic leader whose profile expanded significantly three years ago, when he purchased WISH-8 and WNDY-23 in Indianapolis for \$42.5 million. Today, his ownership of the market's affiliates for The CW Network and MyNetwork TV affiliates has grown to ownership of other stations across Indiana.

Growth hasn't come without headaches — namely a continuing battle against DISH Network that has seen a retransmission consent fight become a racial discrimination case.

It's just one DEI cause McCoy is championing. Asked about the level of diversity, equity, and inclusion in broadcast TV today compared to two years ago, given the efforts seen across many industries, he replies, "The talent in front of the screen has improved as compared to two years ago. However, the most impactful change that still lags is the need for more DE&I representation in key leadership positions that hire and manage content within our TV stations and media companies."

With a pressing need for more DEI representation in the boardrooms and executive committees of America's public, private, and trade organizations, McCoy adds, "These laggards will only improve if we collectively, sincerely, and consciously keep DE&I as a focal point and include policy and legislation if we can't self-regulate."

This perhaps helps explain why McCoy believes broadcasters will always be the leaders in media "as a must have" on whatever platform emerges. "We are connected to our communities like no other media now or in the future," he says. "Many TV stations in America, including mine, have had relationships with communities since 1954. As consumer behavior and life circumstances continue to evolve, so will broadcasters — just as we have since 1954."

And future leaders could rise like he did, through programs such as the NAB's Broadcast Leadership Training. "Additionally, many local broadcasters, including me, are working with local organizations including colleges and universities to create scholarships, paid internships, and in-school curriculum specifically targeting opportunities in local broadcasting that are not just limited to journalism," McCoy says. "These NAB programs and local broadcaster initiatives only supplement our ability to grow our current employee base of leaders to keep our pipeline full from within."

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