MG MEDIA
ONE COMPANY. A WORLD OF KNOWLEDGE.



CARL WEST is the Chairman and CEO of **MG Media**, a global marketing and publishing firm founded in 1998. As publisher, **MG Media** is parent company to *The TRUTH* magazine, and producer of *The TRUTH Awards*, both created in 2000 to identify, profile and showcase the innovative, prolific trailblazers in Chicago's entertainment and business communities.

For more than 15 years, Carl has been recognized by numerous organizations for his committed work in the hip hop culture, and educating aspiring artists to the relevance of being community advocates, voter registration and entrepreneurship. Developing a rigorous curriculum, he taught 'The Business of Hip Hop Culture' at Olive Harvey and Malcolm X Colleges – and furthers his mission to harvest the next generation of thinkers, teaching leadership classes at Chicago State University.

A distinguished journalist and successful entrepreneur, Carl's unique voice was enlisted by *Citizen Newspaper* publisher, Bill Garth, to contribute articles on hip hop culture and climate – with a goal of introducing the daily publication to a younger audience. Within five years, his feature stories helped the newspaper increase market share and circulation by more than 20%, expanding its audience and advertising base.

Mr. West sits on the board of various organizations, including the *Negro Baseball Academy*, *South Side Federal Credit Union* and *TRUTH 4 Literacy Foundation*. In 2009, he was inducted into Chicago Vocational High School *Hall of Fame*, and has been recognized by *Chicago's Who's Who* for two consecutive years ('10& '12).

In addition to regularly participating in Real Men Read and Principal for a Day initiatives, Carl volunteers for several non-profit organizations, including YMCA Black, Hispanic Achievers Program, and South Central Community Services. Carl founded ***TRUTH 4 Literacy,*** an after school mentoring program for at-risk youth that partners with public schools and community groups to teach reading, writing, communications skills and leadership development.

A thoughtful writer, Carl has interviewed countless local and national personalities, including: R. Kelly, Kanye West, Common, Desiree Rogers, Andrea Zopp, Jennifer Hudson, plus Chicago city council Aldermen Lyle, Burnett, Brookins, Jackson, and Pat Dowell. He's also profiled Congressmen Jackson, Rush and former county board president, Todd Stroger.

An authentic reporter, Carl believes in human interest stories – those that dig deep, allowing readers to understand and better know the person and subject matter, not just the image. He understands that everyone has a story, and those stories need to be told to inspire, motivate and educate readers. Carl believes readers must connect with the reporter's perspective, and works to include the essential ingredients of hope and faith in every article.

After publishing *The TRUTH* magazine for nearly ten years, Carl has entered the online media space, developing a digital footprint and platform. In April 2010, *TRUTH B Told News Service* **(TBTNewsService.com)** was launched to engage the next generation of leaders. The online media venture has been received with overwhelming support and accolades. Today, the news service has over 50,000 subscribers, who continue to ask for more.

Carl is Chairman of the Black United Fund of Illinois (BUFI).