

Novella Smith Arnold

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A professional broadcaster, public relations and ethnic marketing specialist, who started in radio at 13 years of age, she served as a high school reporter for Armed Forces Radio Europe. During her extensive radio career, she was the first voice of Church's Fried Chicken in the '60s, she did the first black TV commercial in Houston, Texas, and served as the first on-air black personality at KPRC, the NBC affiliate in Houston. She was a radio announcer, account executive, and station representative for KYOK in Houston, rated #1 in Texas by *Billboard Magazine* in 1965.

Houston-based Braniff Airlines hired her as its first black in an executive sales position. She owned and operated **Novella Productions**, a public relations operation engaged in advertising, promotions, marketing, merchandising, public relations and sales. Accounts included radio stations, recording artists, department stores, political campaigns and major civic organizations. In 1973, she came to Memphis as Production Chief at Stax Records. After the demise of Stax, she was an IBM sales and marketing account executive and a member of the 100 Percent Club. At WHBQ Radio she was an on-air personality where she hosted "The Golden Years" and was the voice of Polaroid for senior citizens in the greater Memphis market.

She served as the executive director for the Memphis Black Arts Alliance. She has been a chaplain for over 20 years and was executive director of Criminal Justice Ministry, which provided advocacy services for the physically, mentally and health-impaired persons who are

impoverished and/or incarcerated. She is a certified AIDS educator instructor, headed up the Calvary Episcopal Church AIDS Burial Ministry, and is a certified federal dispute resolution mediator.

EDUCATION: Thomas Jefferson High School, Brooklyn, NY; Munich American High School, Munich, Germany; Fine Arts Degree from Godlewski University, Munich, Germany; Texas Southern University (Business Administration), Houston, TX; IBM Sales & Marketing Training; attended Memphis Theological Seminary.

AWARDS: Black Radio Hall of Fame Inductee as Pioneer in Black Radio, 1991; Smithsonian Black Radio Hall of Fame, 1993; Top Ladies of Distinction Silver Award, 1996; Courage Award from Memphis/Shelby Co. Women of Achievement, 1997; 50 Women Who Make a Difference, 1997; Emmy Nominee for first black AIDS Public Service Announcement, 1996; received "Point of Light" citation from President George H.W. Bush.

OTHER: Spring 2007 graduate of the FBI Citizens' Academy.