

GLENN “SKIP” ROSS BIO

Glenn Ross is a native of Dayton, Ohio and is the President and CEO of WRCX-TV 40 LLC. Mr. Ross got his start in video production working at the General Motors Inland Division (“GM”). At GM, Mr. Ross was recognized for outstanding achievement three consecutive years, receiving the highest award given for producing a video campaign that raised over \$100,000 for United Way. Mr. Ross also produced a seven part documentary series for World Vision International and Omega Baptist Church, which included him traveling to Ghana, West Africa for outreach economic development and ministry.

In the early 1990s, there were very few African Americans working in the broadcast and communications industry, and Mr. Ross wanted to create career opportunities for minorities in the Dayton region. He organized Ross Video Productions and was one of the first minority owned full service broadcast production companies in Ohio. In years to follow, Ross Video Productions was recognized for business of the year from City Wide Development. By the end of the decade, the company expanded, becoming Ross Communications Group, a full-service, multimedia, marketing agency.

In 2001, Ross launched WRCX-TV, Dayton’s premier station for African Americans providing a voice to the Urban Community, with a mission to portray African Americans in a positive light. The station provided affordable rates that allowed locally owned businesses to reach their target audience on a budget that met their needs. Over the years, WRCX-TV has produced a variety of local programs that showcase and highlight the positive events, resources, and news that affects the local black community, as well as being an outlet to local civil rights organizations. WRCX-TV was the first commercial station in Ohio to produce and telecast high quality high school basketball and football games of the week with the objective of showcasing athletes from under-served school districts such as Dayton, Trotwood and Jefferson Township. The exposure from these telecasts has resulted in numerous students receiving higher education through athletic scholarships to participate in sports at the college level.

Mr. Ross has also launched the careers of several industry professionals that have gone on to work for nationally recognized companies and/or organized new ventures throughout the Dayton Region and beyond. WRCX-TV has served as an outlet to local churches, faith-based organizations, and spiritual leaders. Mr. Ross has been a blessing to the Dayton community for over 30 years providing jobs, community access, exposure, and affordable programs for small businesses and nonprofits, all while contributing to the positive uplifting of the entire community.