

Radio Golf

Roosevelt Side

HARMOND How'd it go at the nineteenth hole? How many cards did you pass out?

ROOSEVELT I was at the center table and the conversation was as good as my game. There I was holding my own, breaking out ahead of the pack at a table of millionaires. Then I look up and it was just me and Bernie sitting there. Man to man. I thought to myself this is where I've been trying to get to my whole life. And then it happened. Bernie Smith wants to partner with me to buy WBTZ radio.

HARMOND What? You're putting me on.

ROOSEVELT Not only that but I'd be in charge. Bernie wants to be a silent partner. I call all the shots! I get to run day-to-day operations. I'm in charge of programming. Most important, I set the ad rates. My ship has come in.

HARMOND But you don't know shit about radio.

ROOSEVELT I know radio is the best advertising platform out there. You have no idea how much money's to be made in radio right now. Rates are Sky-high and climbing everyday.

HARMOND Why's Bernie Smith want to partner with you? What's he get out of this?

ROOSEVELT We get to buy the station for two-thirds of what it's worth. We buy it at an undervalued price and right out of the gate we're making money.

HARMOND That doesn't make any sense. Why would the owner of the station sell it undervalued? Is the station in debt?

ROOSEVELT The owner gets a tax incentive. It's an advantage for him and an advantage for us.

HARMOND Incentive for what? What do you bring to the table?

ROOSEVELT The FCC offers a Minority Tax Certificate.

HARMOND So you're the black face? You're just the front?

ROOSEVELT Naw, Harmond. Naw. I get to get in the door. Remember in school we used to say we wanted to be in the room when they count the money? You're there already. This is my shot.