



KELLY GRIFFIN – Senior Director Music Programming, BET (US)

Once ranked #2 on *The Source* magazine's Power 30 list, Kelly G currently serves as Black Entertainment Television (BET's) Senior music supervisor. Since 1999 Kelly G has taken BET's music and programming to levels that have set trends which ultimately jump started and influenced the careers of many multi-platinum artist like Kanye West, Chris Brown, Lil Wayne, Drake, Trey Songs and countless others. His responsibilities include choosing all the music videos on BET; developing the BET Music Library, dealing with artist and celebrities, and programming to the minds of nearly 80 millions households weekly.

Kelly G constantly monitors viewer response and industry trends to tailor the network's video rotation to ensure that the network is always ahead of its competition and consistently on the pulse of its viewers. For many years he has overseen the music and production of the network's franchise programs including *BET Awards*, *106 & Park*, *BET's Music Matters*, *BET Live*, *Rap City*, *Uncut* and *BET Access Granted*.

The response BET's audience has had to Kelly G's influence is clearly evidenced by the increased ratings the network's music programming has enjoyed under his leadership. BET's music

programming is largely responsible for the network's increased ratings in its key target market of 18 – 34 year olds by over 37% for over the past 10 seasons. He has taken that influence even further and partnered with Live Nation to develop a live events business entitled *BET Live*. This franchise has launched many live events including *The 106 & Park Tour*, *Music Matters Tour* and *Closer To My Dreams Tour*. In addition to helping program the number one rated Music video show on all of television, *BET: 106 & Park Top Ten Live*, Kelly has also created a new music platform called *Music Matters*. This groundbreaking program is design to identify the next BET superstar and uses the networks massive on air and digital platforms to make artist and producers a house hold name. Kelly leveraged the networks largest franchise, *The 2010 BET Awards* to launch *Music Matters* with artists J. Cole, CJ Hilton and Elle Varner.

Prior to joining BET, Kelly G worked for Chicago's Number One rated hip-hop and R&B station, WGCI. While at WGCI, Kelly G learned the ways of playing the hits from legendary program director, Elroy Smith. Shortly after joining the radio station, he began doing production for many of the shows including *Steve Harvey's Morning Show*, *George Wallace Show*, *Tom Joyner* and *Doug Banks*. He eventually landed his own trend setting four-hour mix show called *Da Bomb*; a show that ultimately maintained a number one rated position for 5 years.

Under Smith's tutelage, Kelly G learned the business of radio and programming. Kelly G took those lessons along with his Djing skills to do house remixes for major artists including India.Arie, Mary J. Blige, Janet Jackson, Brandy, Faith Evans, Tina Moore and countless others. In addition to his work remixing the work of today's top artists, Kelly G can be seen DJing special events the world over. Although his heart is playing soulful Chicago House Music, he is well experienced in rocking any hip-hop and R&B event. Some of his DJ appearances include opening concerts for artists, Aretha Franklin and LL Cool J and doing parties for top celebrities like Kanye West, Diddy, and Jimmy Iovine.