

GULF COAST CHRISTIAN VOICE – COVER STORY

FELICIA ALLBRITTON “The Brighter Day” Voice Behind The Mic

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Brightening the lives of countless people all across the Gulf Coast each weekday is a modest young lady with a big heart. **Felicia Allbritton** has served as the hostess of the Brighter Day program at WGOK Radio for around 8 years. She can be heard daily on 660AM and 900 AM from 10:00 a.m. until 3:00 p.m.

She is a native Mobilian. She is the daughter of Betty Allbritton. She has a sister, Sherry Allbritton Hatcher. She is the proud mother of three sons: Javier, Michael and Edward. She also is the happy grandmother of four: Desmyn, Micha, Javia, and Kamiah. She is a lifelong member of the St. Stephen AME Church where she functions in various departments. She teaches Sunday School for the juniors (ages 9-11). She is the president of the Pastor's Aide. She also holds membership in the choir and the Mattie B. Fielder Women Missionary Society.



FELICIA ALLBRITTON took a few minutes from her hectic schedule to engage in a short interview with GCCV. Here are the transcripts of that interview:

GCCV: How long have you been in the radio business?

Allbritton: I began working in radio in the year 1978 as a receptionist for WBLX Radio.

GCCV: And when did you migrate to WGOK?

Allbritton: I began working at WGOK in February 1979.

GCCV: So, you are not a newcomer are you?

Allbritton: Not quite. I've been with WGOK for about 28 years or so.

GCCV: During your tenure with WGOK what jobs have you held?

Allbritton: I have served as receptionist, traffic manager (for about 16 years), sales, productions, and operations.

GCCV: What is your official title at WGOK and what does your job entail besides hosting the “Brighter Day” program?

Allbritton: I am the program director for WGOK. My duties include brand management, staff management, and day-to-day operation of the radio station including: music programming and customer service for listeners as well as clients.

GCCV: You are a very popular radio announcer. And having set a wonderful track record over the last 8 years as the hostess of the “Brighter Day” program, do you have any mentors or “heroes” in the business?

Allbritton: Definitely! I did not make it on my own, God blessed me to be influenced and impacted by some wonderful people including: the late and great Mad In The Morning Time, Sis. Irene Weaver Johnson Ware, the late Dorothy Jo Stanley, Deacon T.J. McClain, and Sis. Marye A. Foxx.

GCCV: What do you enjoy most about your job at WGOK?

Allbritton: I can sum that up in two words: Relationship and Fellowship.

GCCV: We got the news that WGOK won a Stellar Award this past year. How did that happen?

Allbritton: God did it! I've heard about radio stations excelling to the level of high recognition but I never in my wildest dreams thought WGOK would rise to a national level of recognition as such. That goes back to relationship and fellowship. We have strived to maintain a good relationship with the various record labels in the gospel industry as well as working with the local and national artists. We aim to please our loyal listeners. We give our listeners what they want: that's great gospel music. My mom, Betty Allbritton, taught me at a young age to treat people the way you want to be treated. With the presence of God in my life, He has allowed me to have good relationships and fellowship with His people.

GCCV: Who is your favorite artist and why?

Allbritton: I'm one of those individuals who does not have a favorite artist. Can you believe that? There are so many artists with great music ministry, I guess I would have to say when I get ready to listen to music just for me I select the music that meets my need at that time.

GCCV: Do you consider what you do on the radio as a ministry or just a job?

Allbritton: I'd have to say both. I do believe that radio is my gift from God. I say this because never have I had a desire to be around radio.

After I graduated from high school (Toulminville High School), my plans were to attend college at Dillard University. That was Felicia's dream. About two weeks before freshman orientation, my mother fell ill with a sever stroke. The stroke totally paralyzed my mom. She could not walk or talk. My entire life, I'd never seen my mom with as so much as a cold.

The illness called "stroke" really rocked my world. No way was I going to leave Mobile and not be able to care for my mom. God blessed in our situation. I stayed here. I searched for a job which was not hard because I graduated from Faulkner Vocational School, typing 85 words per minute (thanks to my typing teacher, Mrs. Inez Lawson). The rest is history.

I believe in my heart this gift for radio is my ministry to God's people. And then, on the other hand there's always paperwork involved (smile). Meeting after meeting and that's when it becomes a job to me.

GCCV: What challenges do you face in the radio industry?

Allbritton: Speaking from the business side – our challenge is to continue to maintain our position in the ratings. Also to continue to see sales and revenue growth in this circle we call radio.

GCCV: What are your future plans for WGOK?

Allbritton: I'm trusting God. He's opened so many doors for WGOK. It's my desire for this station to move forward to another level.

God has blessed us from the beginning to be a blessing to others. I could never take full credit for the steps WGOK has taken. I work with willing vessels. The staff at WGOK as well as the sales team led by Candace Houston has made a great difference. God has placed people in key positions in this company (Cumulus Broadcasting) to support His plans. Just recently we received word from our corporate office that as we broadcast from 900AM, we would simulcast on 660AM. A 10,000 watt radio station owned by Cumulus will take this gospel in places we've

never seen before. WGOK is a community station. Our plans for the future include our continued service and commitment to the community. We will continue to maintain relationships with listeners as well as customers. I will continue to let Jesus lead, I'll follow and I do believe the rewards for all will be great.

GCCV: Do you enjoy leaving the radio and emceeding different events?

Allbritton: I really enjoy the fellowship. In case you didn't know I'm still a little shy about some things. And yes, that includes getting up in front of an audience hosting an event. I'm honored to know people consider me to take charge. What makes it so enjoyable for me now is I realize I'm there to make sure the program/event is executed the way the program chairperson has planned...and of course under the strict guidance and leading of the Holy Ghost who can alter the program at anytime without notification! (Smile)

GCCV: What is your greatest joy in life?

Allbritton: My greatest joy has to be in knowing that Jesus loves me. I'm a part of His divine plan and there's purpose in my life. My family and friends also bring great joy to my life each day.

GCCV: What made you chose this as a career?

Allbritton: (Smile!) That's what makes this career so wonderful – God chose me!

GCCV: What advice would you give to others who aspire to be like you?

Allbritton: As we grow we have plans for our lives and we pray that's the path – the direction we move in comes to pass. Keep in mind that there will be some situations when your plans are altered for a better plan. I've learned to acknowledge God and allow Him to do the directing. I encourage others to do the same.