

MEET JADE JONES,

AN EMERGING VOICE IN ATLANTA RADIO

BY BRITTANY MAHER
AND LEN KNITTER

From morning show intern to curating her own late-night radio show, Jade Jones is boldly navigating the world of entertainment media. Over the past seven months, she's been working to develop content for her upcoming radio show for Q99.7 FM Atlanta, and over the past month, the city has heard her go live on the air from 7 PM to midnight.

Jones has been pursuing music from an early age. She remembers being inspired by B5, a singing group of five brothers who performed at her elementary school.

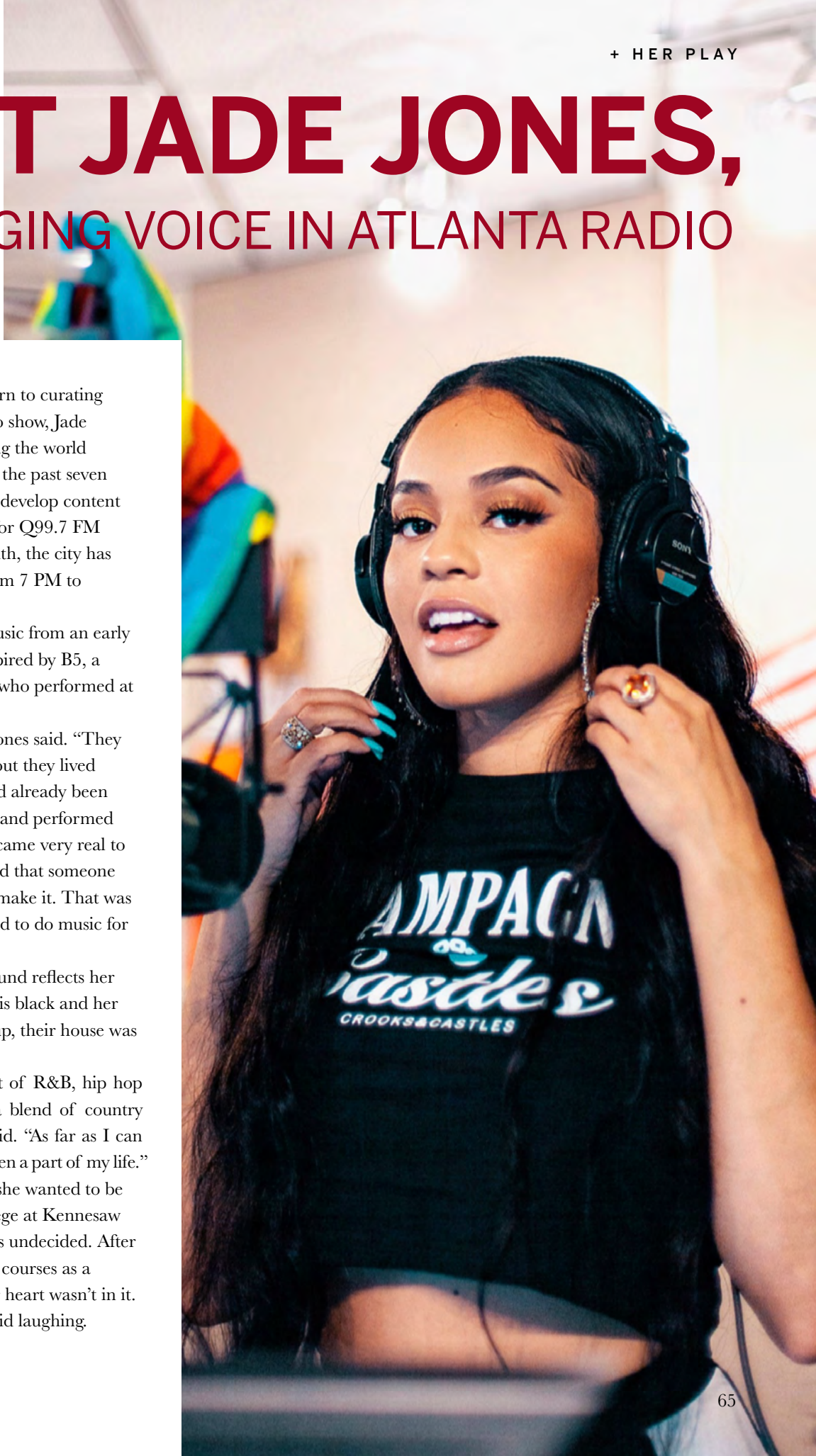
"I was in love with them," Jones said. "They were so talented, and I found out they lived in my neighborhood. They had already been on TV, had traveled the world and performed everywhere. That's when it became very real to me that music was possible, and that someone from my neighborhood could make it. That was the point when I knew I wanted to do music for my career."

Her multi-cultural background reflects her musical influences. Her father is black and her mother is Mexican. Growing up, their house was filled with music.

"At home, I listened to a lot of R&B, hip hop and Tejano music, which is a blend of country and Mexican music," Jones said. "As far as I can remember, music has always been a part of my life."

Although she always knew she wanted to be an artist, when she was in college at Kennesaw State University, her major was undecided. After struggling through her science courses as a biology major, she realized her heart wasn't in it.

"I failed it terribly," Jones said laughing. "Science was not for me."





It wasn't until after speaking with her mother that Jones decided to change her academic path.

"My mom said, 'Do what you love. Do what you're good at.' And so I started my journey in communications at school and realized communication is everything," Jones said.

Taking her mother's advice, Jones pursued communications courses, which worked in her favor, because it was in those communications classrooms where Jones found her way into radio.

In class, Jones overheard a classmate talking about his internship at a local radio station.

"He would say how he had this guest and that guest on the show that day, and artists and celebrities," Jones said.

Jones was inspired, something clicked for her at that moment. With her love for music matched with her dad encouraging her to pursue an internship before graduating from college, she decided to reach out to her classmate about his internship.

"I asked him if he could help me," Jones said. "And he directed me to the person who hired him, the social media director for the Morning Bert Show."

Jones was lucky enough to score an interview at The Bert Show, a long-running show on Atlanta morning radio.

"I interviewed with them the next semester and then they hired me as an intern," Jones said. "I was so excited to be in

that atmosphere. It was so inspiring. I knew this is where I really wanted to be. I wanted to learn the business."

The internship was a transformative experience for Jones and she was sad to leave it behind. Until two years later in 2017, the station reached out to her about coming back to work.

"I was shocked," Jones said. "I couldn't believe it."

By the end of 2019, Jones will host her own night-time radio show on Q99.7. Jones is excited for the opportunity and hopes to have some input on the diversity of music played on her show, specifically including more hip-hop as the Atlanta station is known for playing contemporary top 40 hits.

"Hip-hop is big, and people are going out at night," Jones said. "So, I think that's something we're going to try and play with. We're not going to change who we are because we have such a devoted audience, but I think we're going to play with that and try some of that out."

While she is still establishing herself in the world of entertainment media, Jones has ambitious goals and wants to see how far she can take them.

"With radio, I understand that it's about the people, and not about myself," Jones said. "I want to do things in the community, put on events for girls, networking stuff and do it on a bigger scale. I want to establish myself on the station. I know I have so much more to learn there. I want to take it as far as I possibly can."