

PS&H

POWERHOUSE MAVEN

Sharrarne Morton

You're a Powerhouse Maven. You represent what PHM stands for. You are powerful and an expert in your field. You have demonstrated proven success and influence and your work speaks for itself - so you don't have to. *The present and future is female and she is and will always be a Powerhouse. - CWM*

featuring

SHARRARNE MORTON

CEO/FOUNDER



Sharrarne Morton has a career that speaks for itself. Whether as a commentator or CEO, she has continued to lead and magnify her brand in order to dominate in her industry.

Official Bio:

Sharrarne Morton has been in the media industry for **over 20 years**. She began her career in high school as the school newspaper editor. She then went to college and hosted her school's radio show while majoring in broadcast journalism.

Sharrarne scored BIG by being invited to speak on television. What was meant to be a one-time shot as a TV show guest, turned into a **14-year stint** where Sharrarne was a popular and regular commentator on an ABC television station affiliate in Washington, DC.

As a television commentator, Sharrarne was presented with numerous opportunities to speak to corporate leaders, associations and non-profit organizations about the media, the power of television, and how its messaging can influence generations. While commentating on TV, she launched Morton Media TV where she began to produce and host local TV shows as well as produce and voiceover dozens of commercials.

Sharrarne currently produces and hosts two national shows on SiriusXM Radio with millions of listeners. On one of her shows, Sharrarne coaches small businesses all over the U.S. on how to get to that next level of success

For more information, visit www.mortonmediatv.com.

Sharrarne

RADIO, HGTV, LIFETIME, CNN, FOOD NETWORK AND MANY MORE. LEARN HOW TO PRODUCE, WRITE AND CO-HOST A SIRIUSXM RADIO SHOW.

SHOWCASE YOUR BUSINESS ON TV & RADIO



Click Here Get Your Business on Major Radio & TV Networks



During This 12 Week Coaching Program

YOU WILL DISCOVER:

- How to produce and voiceover your own commercials for your business to be aired on major TV and Radio networks that can deliver measurable growth to your business.
- How to write, produce and co-host a SiriusXM radio show.
- How to look and sound your best when doing interviews with the media. Be confident and comfortable in front of the camera and on the radio.

Get Your Business on TV & Radio Now!

THIS TWELVE WEEK COACHING PROGRAM IS FOR YOU IF...



You Want To Leverage Media

Learn how to get new customers using TV and Radio.



You Want More Clients

Learn how to get interviews on TV and Radio in order to increase your client base.



You Want To Differentiate Yourself from the Rest

Learn how to develop an advantage over your competition by effectively using TV & Radio.

Get Your Business on TV & Radio Now!

Her brand

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You have evolved from a commentator to creating your own platforms and opportunities in media. Was that your original goal? I'm very blessed as my original goal was to do just that – create content for a national platform like SiriusXM radio. I've wanted to be in media all my life. I used to hold a hair brush up to my brother and pretend to interview him. In high school, I was one of the editors of the school newspaper. And, in college, I hosted a radio show.

During your career as a commentator, what would you say have been some major improvements for women from then to now? I think some major improvements are that women have been able to create their own spaces in media and no longer must wait for someone to grant them an opportunity. Because of social media and podcasting, women are creating their own opportunities. And, if they're good and successful in attracting a large following, they can monetize their social media presence and leverage it into a huge career.

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How has social media and new platforms helps improve and grow the industry? Social media and the numerous platforms that accommodate content has forced the media industry to be flexible and take note. Anyone can create content for all forms of media now and get millions of viewers or listeners. You no longer have to be a television celebrity or movie star. Many social media influencers have become so popular, celebrities look to them for partnerships in growing their brands.

What was your first experience with starting a small business? Did you encounter any failures and if so, how did you learn from one in particular? I've had so many experiences with starting a small business, I don't know where to begin! I'll say that the greatest challenge I've had as a business owner was catching a horrible case of COVID when it first came out at the beginning of 2020. I had to suspend all business operations and concentrate on literally staying alive. I learned that health is your greatest wealth, and at the end of the day, waking up to see another day is the greatest gift.

I also learned that as a sole-proprietor, I needed to change my business status so that if anything like that happens again where I am unable to run my business, I've already pre-selected someone else who can step in and lead.

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As a former professor on the community college level, do you ever see any of your students who have made it into the spotlight, on screen or in print, utilizing the knowledge you have given them? If so, how does that make you feel? Did you have any mentors early in your career?

Teaching was one of the best things I've ever done. I actually taught on the community college and university level. I'm so proud of my students. I run into them all of the time at the grocery store or gas station, etc. They tell me all about their successes. Some of them are doing really well behind the scenes on movie sets and commercials. One of them was a DJ on a major radio station. Some of them are really accomplished in the STEM field. Although I taught English and Journalism, I'd like to say that I helped to inspire them in whatever profession they pursued. I'm just proud of all of them and hope they continue to make strides in their careers and most of all, be happy with what they're doing.

Early in my career and still today, I have people who gave me really good advice, and always looked out for me. Early on, I didn't consider them mentors. I considered them friends, but as I've gotten older, I know that friends can be mentors too. I've been very fortunate to know some great people.

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CEO/FOUNDER

Share with our readers what led to your Skin Deep show and the formation of Black Door Society?

I was co-hosting another show on SiriusXM Radio with my buddy Carl Brown called, “The Small Business Report.” Carl has been one of those people who is both a friend and a mentor. He asked me to produce and co-host the show. After three years of doing “The Small Business Report,” I had the opportunity to pitch the “Skin Deep” show to the station. They loved the concept and asked me to produce a pilot. I did and they greenlit it. That was really a blessing.

Fast forward to early 2021 when I had the idea to create Black Door Society. I was speaking at a virtual event with some dynamic Black women. I didn’t know any of them, but I knew they were very influential and bosses in their own right. A few days later, I called them and told them that I wanted to start an organization of women who open doors for each other to have access to high net worth and high network opportunities. We got to work and the organization took off. We’re brand new, so we’re still laying the foundation. But we unapologetically leverage favoritism and nepotism by solely recommending, contracting, hiring, and financially supporting the businesses and wealth goals of our members and their families. Our organization name is Black Door Society, but we like to refer to ourselves as the “Good Ol’ Black Girl Network.”

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CEO/FOUNDER

Tell us about what topic got the most views (on either show) and why you think that topic was so important or relatable to so many people? Usually, when I have a celebrity on the show, I get a lot of listeners. I just interviewed some of the actors from the Black Mafia Family series on the Starz network. By the time this article goes to press, that show will have aired. I also get a lot of listeners on hot-button topics such as divorce, sex, and anything having to do with COVID. The topics on Skin Deep are varied and timely.

Why should businesses consider getting their businesses on TV and/or Radio as another level of their business? Reach and exposure are major advantages with TV ads for businesses. Despite criticism for high costs, advertisers have the best chance to reach a large audience through television. Businesses focused on generating brand awareness often have reach as a major objective. It is not uncommon for the most highly rated prime-time television shows to have 10 million or more viewers on a given night.

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Radio is typically viewed as one of the lower-cost traditional media. Usually, small and/or local businesses constitute a significant amount of radio advertising. Radio does not require the video equipment and logistics of producing more expensive television commercials. Radio spots are less expensive than TV placement, and they are often sold in packages of a certain number of spots in a rotation. A common time frame for a radio ad is up to one-week production and a couple of days to develop total media buys. This produces an ad of strong quality and significant airtime. All for a lower cost to the business.

So, even with the popularity of social media, TV and Radio are still very relevant when it comes to promoting your business and exposing your brand to millions of people.

Tell us about family life and what feeds your soul outside of the media world. Outside of the media world, I'm a 30-year member of Alpha Kappa Alpha Sorority, Inc. I also have two adult daughters. One of them is a writer and the other is in health care. I am very proud of them. I've been married for 31 years, but what's interesting is that after 25 years of marriage, my husband and I separated for 7 years. Amazingly, we got back together this year! God has plans that you know nothing about. LOL! I think the marriage is better this time around. My message is: Don't give up on love!

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When you think of some challenges you have encountered as a coach, whether it's a client not willing to do the work or a client not receptive to guidance, do you have a success story where you were able to turn that challenge around? Most of my clients are small business owners and I've been very fortunate to have clients that have been very open to being coached. I think part of the reason is because I offer so much value. That includes being coached on how to co-host a national radio show on SiriusXM, how produce a radio commercial for your business that will air on that show, how to do voiceovers and write scripts. You definitely get a huge return on your coaching investment.

How do you continue to sharpen your skills in an industry where you are considered an expert but still open to learning and improving as you grow? I'm constantly reading and learning. Learning never stops no matter how old or successful you are. Additionally, I have such great friends and mentors like Dr. Pam Perry, Carl Brown, and even my Mom, who I learn from and who help me to improve and grow.

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What advice would you give to a young girl wanting to enter the world of Journalism/Media? How would you motivate her to follow her own Powerhouse path on her journey? I would tell a young girl to get as much experience as possible starting in high school. She should volunteer at a radio or news station, newspaper, or online platform. She should also find internships as well as make connections with people. Networking is key to success in any business, but especially in journalism and media. She should join the National Association of Black Journalists (NABJ) or any organization that provides quality programs and services to its members as well as advocates on behalf of journalists and media professionals. Most of these organizations have student memberships and are committed to working with students to identify and encourage them to become journalists and communicators as well as to diversify faculties and related curriculum. And always find leaders in the industry who are willing to mentor you and help you make decisions that will lead to a Powerhouse journey!

Tell our readers how they can find out more about you? Your readers can go to my website <http://www.mortonmediatv.com> or find me on FB at Sharrarne or Instagram at Sharrarne_Morton. And, they can always Google me. Because of the unique way my mom decided to spell my name, I'm the only Sharrarne out there.



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a feature of connected woman magazine