

Biographical Description for The HistoryMakers® Video Oral History with Pluria Marshall, Jr.

PERSON

Marshall, Pluria, Jr., 1962-

Alternative Names: Pluria Marshall, Jr.;

Life Dates: January 17, 1962-

Place of Birth: Houston, Texas, USA

Residence: Manhattan Beach, CA

Work: Los Angeles, CA

Occupations: Publisher; Broadcast Executive

Biographical Note

Publisher and broadcasting executive Pluria Marshall, Jr. was born on January 17, 1962 in Houston, Texas. His father, Pluria Marshall, Sr., is a professional photographer and a civil rights activist in the media business. Marshall graduated from Clark College, now Clark Atlanta University, in 1984 with his B.S. degree in business administration and management.

In 1981, while attending Clark College, Marshall was hired at KLTN in Tyler, Texas, as a management-training intern. He spent the next two summers in Lufkin, Texas, and continued his management-training program. He then worked for WXIA-TV in Atlanta, Georgia and for Turner Broadcasting in 1982 and 1983. From 1984 to 1985, Marshall completed his management training and development position at WLBT-TV in Jackson, Mississippi. In 1986, he served as the station manager and then as vice president of WLBM-TV in Meridian, Mississippi. Marshall entered into an agreement to purchase WLBM in 1990, but the transaction did not consummate due to a suspicious fire at the facility in April of that same year. In 1992, he purchased The Informer & Texas Freeman in Houston, Texas. Then, in 1993, Marshall became general manager and owner of WLTH Radio in Gary, Indiana, and also purchased the KHRN radio station licensed to the Hearne, Texas, Bryan College Station radio market in 1994. He ran both the AM talk radio station in Gary and the radio station in Bryan College Station for several years.

In 1997, Marshall joined the board of the Wave Community Newspapers, and purchased a controlling interest in 1998. He then purchased the Los Angeles Independent in 2000. After the purchase of the Los Angeles Independent, Marshall

merged both operations to form the Los Angeles Wave Publications Group. In 2013, he launched Integrated Multicultural Media Solutions; a media planning and buying firm that specializes in placing ads that target multicultural audiences. Marshall has been a member of the National Black Media Coalition, the National Association of Broadcasters, and the National Association of Television Programming Executives. He has also served on the boards of the National Newspaper Publishers Association, the Texas Association of Broadcasters, the California Newspaper Publishers Association, and the National Newspaper Publishers Association Foundation. Marshall is chairman of the board and president of the Watts Willowbrook Boys & Girls Club.

Pluria Marshall, Jr. was interviewed by The HistoryMakers on November 15, 2013.

Related Entries

Clark Atlanta University [STUDENTOF]
[from ? to ?]

Lockhart Elementary School [STUDENTOF]
[from ? to ?]

Meyerland Performing and Visual Arts Middle School [STUDENTOF]
[from ? to ?]

James Madison High School [STUDENTOF]
[from ? to ?]

KLTV [EMPLOYEEOF]
[from 1981 to ?]

Management-Training Intern

WXIA TV [EMPLOYEEOF]
[from 1981 to ?]

Turner Broadcasting System, Inc. [EMPLOYEEOF]
[from 1956 to ?]

WLBM TV [EMPLOYEEOF]
[from 1972 to ?]

Development

WLBM TV [EMPLOYEEOF]
[from 1986 to ?]

Station Manager and Vice President

Informer & Texas Freeman [EMPLOYEEOF]
[from 1992 to ?]

Owner

WLTH Radio [EMPLOYEEOF]

[from 1996 to ?]

General Manager and Owner

KHRN [EMPLOYEEOf]
[from 1994 to ?]

Owner

Los Angeles Wave Publications Group [EMPLOYEEOf]
[from 2000 to ?]

Owner

Integrated Multicultural Media Solutions [EMPLOYEEOf]
[from 2013 to ?]

Owner

National Black Media Coalition [MEMBEROf]
[from ? to ?]

Member

National Association of Broadcasters [MEMBEROf]
[from ? to ?]

Member

National Association of Television Programming Executives [MEMBEROf]
[from ? to ?]

Member

National Newspaper Publishers Association (NNPA) [MEMBEROf]
[from ? to ?]

Board Member

Texas Association of Broadcasters [MEMBEROf]
[from ? to ?]

Board Member

California Newspaper Publishers Association [MEMBEROf]
[from ? to ?]

Board Member

National Newspaper Publishers Association (NNPA) [MEMBEROf]
[from ? to ?]

Board Member

Watts Willowbrook Boys & Girls Club [MEMBEROf]
[from ? to ?]

Chairman of the Board and President

Wave Community Newspapers [MEMBEROf]
[from 1997 to ?]

Board Member