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Marketing & Media

Radio DJ charts story of personal triumph in new book

San Antonio Business Journal - by [Andi Rodriguez](#)

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Listening to the radio is an audio delight, causing one to rely on sound and imagination rather than sight for entertainment. Ironically, that's been a way of life for DJ Blake Lindsay, who made his way with gusto up the San Antonio radio ladder and into the world of national media -- all while completely sightless in both eyes. Now, with success under his belt, Lindsay has taken his longtime passion for living and positive outlook on

life and transformed it into a recently published book, designed to inspire others. It illustrates "how blindness has been a blessing" and that obstacles sometimes turn out to be the biggest opportunities.

Lindsay's book, titled "Out of Sight Living: A Sightless Person With Perfect Vision" recalls his radio memories and life lessons he learned along the way. Long before it was fashionable or beneficial to hire "the handicapped," Lindsay was tapped as a disc jockey at **Waterman Broadcasting** (KTFM-FM) and given a chance to do what he loved most: running the board and talking on the radio.

"My longtime friend and program director, Bill Thorman, didn't allow my lack of sight to be impairing," says Lindsay. "He gave me my first full-time opportunity in radio broadcasting at the number one rated KTFM-FM (then Hot 102.7) San Antonio. Bill's gamble on me made both of us winners."

Lindsay also praises others, like KABB-TV's Rick Upton, who took a chance on Lindsay and encouraged him to do all of the things "sighted" DJ's do, such as appear at live remotes and introduce bands at concerts.

Lindsay has since progressed from being a San Antonio DJ to what is known in the radio world as a "station imager" or branding voice on four radio stations in the Dallas area and two in Indianapolis. He also voices numerous radio and television commercials broadcast nationwide and now works for well-known motivator Zig Ziglar, hosts his free weekly Inspire Pod Cast (found at www.ziglar.com/podcast) and does motivational speaking.

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"Out of Sight Living" is also designed to inspire parents with uniquely challenged children.

"I want to make certain they realize what a bright future their child has, even with the exclusive obstacles we face from time to time in our world," he explains.

Given the opportunity, would Lindsay change his circumstances regarding being blind?

"No, I don't think I would," he says. "I've come to embrace my blindness. People see me and think 'if the blind guy can do it, then I can, too.' It's good to have a purpose in life."

H-E-B

There's a new face at H-E-B headquarters. Melissa Vela-Williamson, local communications professional, recently joined the San Antonio corporate offices as its diversity specialist.

Known for both its leadership in the supermarket industry and as one of San Antonio's most active community partners, H-E-B continues to build its reputation on service to all of the communities in which it serves. In this new role, Vela-Williamson will oversee and drive internal diversity knowledge and awareness initiatives, including training and communication efforts, which underline H-E-B's continuing commitment to diversity.

Marek & Co.

Annemarie Marek, president of Marek & Co., a boutique marketing and public relations firm, reports that the shop recently won a gold MarCom Award from the Association of Marketing & Communication Professionals. Marek explains that its corporate branding campaign for Current Business Technologies (CBT, a member of **Hewlett-Packard's** SVIP Elite Partner Community) took the honors for the corporate branding campaign, which included a new logo, brand tagline, Web site, online sales flyers, packaging design and brand standards.

The MarCom Awards recognize outstanding creative achievement by marketing and communication professionals. More than 5,000 entries from throughout the United States and several foreign countries were received in the 2007 competition.

Andi Rodriguez is a San Antonio-based free-lance writer and public relations professional. She can be contacted at andimediemarketing@sbcglobal.net.

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