

Rotary
Club of Jasper



MAR 18, 2026

**UNITE
FOR
GOOD**

**WATER,
SANITATION,
AND HYGIENE**



Darien Southerland

101.1 The Pulse and The Sports Pig

DARIEN is a Georgia native, born in Atlanta and raised in Smyrna. His career has been built on entrepreneurship, media innovation, and a passion for connecting with people and communities.

Darien began his professional life as an insurance adjuster and fraud investigator, but his love for gospel music led him down an entirely different path. After promoting a concert and buying his first radio advertisement, he discovered a talent for broadcasting that quickly turned into a career.

He went on to work with Salem Media Group in Atlanta, where he served as a morning show host on WGKA 1190 AM and later became one of the most successful sales executives at 104.7 The Fish. During his time there, he generated more than \$15 million in advertising revenue while partnering with national brands and major regional events.

In 2011, Darien founded BG Ad Group, a marketing firm that served clients including Kia America, Liberty University, and the GMA Dove Awards.

More recently, Darien took on a new challenge when he purchased WLJA Radio. Under his leadership, the station has been rebranded as 101.1 The Pulse and

The Sports Pig, quickly becoming one of the most influential local media platforms in North Georgia and the only station appearing in both the Atlanta and Chattanooga Nielsen ratings.

Darien and his team have proven that local radio is still alive and thriving by focusing on community involvement—supporting parades, high school sports, local festivals, and businesses across the region.

Darien is married to his wife Mary, a leader in the Cobb County School District Special Olympics program. They have two children and divide their time between Smyrna and the North Georgia mountains.

Today Darien is going to share insights about the future of local media, community engagement, and how traditional values combined with modern technology are helping rebuild local radio.



*We meet each Wednesday at noon at the Chattahoochee Technical College Appalachian Campus
100 Campus Dr. Jasper, GA 30143 • 770-547-9784 • jaspergarotary@gmail.com*

UPCOMING MEETINGS AND EVENTS

DATE	SPEAKER
3/18	Darien Southerland, on 101.1 The Pulse! @12:00
3/25	Amy Myer
4/1	Road Cleanup Day
4/8	Spring Break / No Meeting
4/15	David Lindsey / Probate Court of Pickens County
4/22	Marty Callahan / DownTownLive
4/29	GRSP Student, Michelle Kinuthia of Kenya
6/3	Executive Board / Board Meeting @ 10:15 / 10:45
8/21-23	GRSP Conclave 2026, Savannah, GA



Rotary District 6910 • 2025/26 Conference
Harrah's Cherokee • April 30—May 3



Suggestions

Little Free Food Pantry

Dry & Canned Goods • Cereal
Personal Items • Gift Cards

JASPER ROTARY CLUB LEADERS

DALE MORRISSEY
PRESIDENT

DANA CALLAN
PAST-PRESIDENT
MEMBERSHIP/IMPACT CLUB

OLIVIA RIZOTI
PRESIDENT-ELECT
PUBLIC IMAGE CHAIR

SHARON WOFFORD
SECRETARY

JIM LOONEY
TREASURER

STEVE MCCLURE
DIRECTOR/FOUNDATION

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FUNDRAISING CHAIR

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SERGEANT AT ARMS

JOHN SNEVE
SERGEANT AT ARMS

KAREN PROCTOR
MEALS

DAVID SIMMONS
PROGRAMS CO-CHAIR

KARRIE POOLE
PROGRAMS CO-CHAIR
LITTLE FOOD PANTRY CO-CHAIR

ROBERT MCLAUGHLIN
BULLETIN

STACEY GODFREY
YOUTH SERVICES CHAIR

MICHELLE TIDWELL
LITTLE FOOD PANTRY CO-CHAIR
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