

# Sherry Mallory a.k.a. (She Bop)

*Producer -Talk Show Host-Media Consultant & Marketing Specialist  
Community Advocate and Motivational Speaker*

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Some may call her aggressive and outspoken. Others may describe her as dedicated and hard working. But Sherry Mallory likes to think of herself as Smart, Honest, Energetic, Bold, Optimistic and Powerful—or, SHE BOP for short. With her drive and intelligence, this producer, filmmaker, and television talk show host, radio talk show host, Media Consultant, and promoter has become one of the most influential figures in the entertainment industry globally.

Mallory is the founder and CEO of She Bop Enterprises, Inc., an Atlanta-based entertainment communications company that was established in 1991. She Bop Enterprises, Inc is the parent company of the television production firm She Bop Entertainment. SBE produces the TV shows “Out N’ About with She Bop,” “Sports Profile Special,” and “Music Video Pixx” which entered its 14th season in the fall of 2003 on WUPA UPN 69 Atlanta. Over the course of a decade, SBE programs have aired on PTV 12, CAU TV 3, and WB 36! and, of course, The CW formerly WUPA UPN 69.

A native of southwest Atlanta, Mallory was still in high school when she began her career in entertainment at the age of 16, working as a stand-in for the television series “In the Heat of the Night” (1988-1994) as well as Spike Lee’s *School Daze* (1988) and *Drop Squad* (1994). After six years on the set of “In the Heat of the Night,” Mallory began bartending and saving up enough money to launch her own talk show, “She Bop Entertainment,” with long-time friend and co-producer Russell Watkins and Vince Haney. The 1<sup>st</sup> episode aired in 1993 on public access People TV Cable Network Channel 12.

Now known as “Out N’ About with She Bop,” the television program is in its 18<sup>th</sup> season and has featured celebrities from Gladys Knight to Mary J. Blige to B2K and Nelly to name a few. SBE’s shows have covered events such as the 2<sup>nd</sup> and 3<sup>rd</sup> Annual BET Awards, Atlanta’s “For Sister’s Only” convention, The Budweiser Superfest, The Black Expo, The Universoul Circus and provided exclusive media coverage for the NFL Atlanta Falcons, The Atlanta Braves featuring Sports Announcer Joe Walker, along with the Atlanta Hawks, and numerous sports events, private celebrity affairs and live concerts.

Mallory also made a name for herself as a promoter of several local concerts including the New Artists’ Jam in 1994 and the Atlanta Public School’s 1995 Safe Summer Jam. A former talent scout, Mallory lays claim to first discovering young R&B singer Monica Arnold and arranging the meeting with Dallas Austin that led to Monica’s initial deal with Austin’s DARP Inc.

Adding to this multi-talented entrepreneur’s hefty résumé are several years of experience in radio programming. She was a production assistant at WRFG 89.3FM, a sales manager for WSTU 98.1 FM Clark Atlanta University and the very first news reporter for WYZE 1480AM. In addition, she worked in the promotions department as a promotions manager assistant at Radio One of Atlanta, home to the city’s hottest stations: 97.5FM, 102.5FM, 107.5FM, 107.9FM. As if all that weren’t enough, Mallory is in the pre-production stages of an independent feature film entitled *Single Parent: “Unfinished Business”*.

With such a busy schedule, it is a wonder that this tireless businesswoman finds time to be a full-time mass communications student at Clark-Atlanta University as well as a mother of three young children. However, aside from Debbie Allen, Oprah Winfrey and Diahann Carroll, Mrs. Mallory's children are her inspiration. But even more inspiring to the budding mogul is her ultimate goal of owning her own television station and sharing her knowledge and resources with others.

Furthermore, she's a member of the Atlanta Association of Black Journalists; Sherry Mallory was honored in 1997 with the "Ritz Roast Award" by *Entertainment Atlanta USA* magazine. That same year, ARI Records acknowledged her as "Talk Show Host of the Year." she has also been featured in the *Atlanta Rhythm Times* as well as the *Georgia Sentinel Bulletin*, and *The Rolling Out Magazine*.

With her hard work ethic, strong values, powerful energy and determined spirit, she has had the opportunity to execute her proficient contributions to the Taking Authority Broadcast with New Birth Missionary Baptist Church, in addition she has collaboratively produced various programs on the Black Family Channel as an Associate Producer with Robert Townsend, collectively coordinated and Co-Produced for the 12<sup>th</sup> & 13<sup>th</sup> Annual Gospel Choice Awards ceremony honoring various choirs, gospel recording artist, and Pastors.

In addition to that the assignments keep coming and she has definitely delivered by taking on various endeavors such as the Heart-Burn Foundation by coordinating the first and second annual Fire Fighters Gala honoring Fire service men and women for their courageous and dedicated serviced to the community and fire industry. Not to mention their annual charity motorcycle ride to support burn survivors.

Continuously, she serves the community by partnering with other organizations where she was the project manager for the Hosea Feed the Hungrys' Charity Motorcycle ride in September 2008, a fundraiser that provides support to the homeless and hungry families around the state of Georgia and abroad.

Sherry Mallory's' mission is to continue to be one of the premier entertainment producers and servant leaders of the millennium.

***Currently: (See below)***

***Memberships & Boards:***

- ***The Serve and Save Our World Foundation, Inc (Non-Profit Organization) - Founder***
- ***Clayton County Parent Advisory Council – Chair Person***
- ***Atlanta Technical College- Chair Person for the Visual Communications Department***
- ***Wrens Nest-Historical Museum –Advisory Committee***
- ***National Black Programmers Coalition-Treasurer***

***Partnerships:***

- ***Clayton County Adolescent Health & Youth Development Center***
- ***Department of Human Services***
- ***Department of Family and Children Services***
- ***Hosea Feed The Hungry***
- ***Mitch Faulkner – Program Director KZWA 104.9 FM***
- ***National Association to Broaden and Enhance Images (NABEI)***
- ***Partners In Education-Clayton County Board of Education***
- ***RBC Bank***
- ***The International Association of Fire Chiefs***
- ***Vision Enterprises-State Rep. Roberta Abdul-Salaam***

**Company:** Global Media Empire - A Media Consulting & Marketing Firm based in Atlanta Georgia serving clients globally.

**Non-Profit Corporation Organization:** The Serve and Save Our World Foundation established July 2006. Providing Support to Single Mothers, Senior Citizens, At Risk Youth, Homeless Individuals and Families by assisting with financial resources, employment training and skill development, educational enrichment, economic empowerment, and relief for catastrophic events. Visit: [www.serveandsaveourworld.org](http://www.serveandsaveourworld.org)

*Achieving the Greatest Capacities Spiritually, Mentally and Socially; and setting high standards with a Charge to Make a Change.*