



The Magic Man: DJ...

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sen path but lack of self-confidence and parental pressures forced him to consider other alternatives.

"You know how it is, my parents thought [a career in radio] was just a game or a hobby," he said.

Contest
During his early 20's, Banaag was a part-time DJ performing in weddings and worked as a manager at a Magic shop in Ontario. He was also just a regular college student studying for a Communications degree, hoping that one-day it would land him a gig at a local radio station.

During this time he confided to his DJ partner, Albert Lao, about his ambitions that someday he'd like to work at a radio station.

That same time the number one Hip-Hop station in Los Angeles, Power 106, was promoting an on-air contest, where a lucky winner would host a one-hour show.

Lao presented the opportunity to Banaag but the latter balked at the chance.

"I didn't really think I would win," said Banaag. "I wasn't really confident." Lao didn't give up and continued to pester Banaag.

"He was being pushy like 'come on! Just do it.' We were at his house, and he forced me to record a tape." Banaag submitted his tape to Power 106.

A few weeks later he found out he won. Banaag did so well on his

one-hour on-air appearance, the manager of Power 106 offered him a job a few days later.

"That one hour show was the best experience of my life," he said. Winning that contest was the launching pad for Banaag's radio career.

He stayed on Power 106 for a year, hosted at a radio station in Palm Springs before moving on to B95 in Fresno. He's been offered a number of other radio jobs in larger markets like Las Vegas, Sacramento, and San Diego but he's staying in Fresno because "I'm waiting for the right opportunity to open."

He advises younger FilAm's looking to pursue a career in radio to work as interns.

"You're not going to get paid and they are going to make you do the grunt work...but at least you get to be in the station. You just have to be inside and watch how it works. I really advise that. Really watch and listen. Somehow just get into that radio station... And if you are really serious about it just pursue it. My parents didn't believe [in me] at first but I actually believed that I was good at this so if you really want to do it, really believe in it and go at it 100 percent."

Banaag wasn't the only one who believed in him.

"My friends believed in me," he said. "Albert pushed the contest on me." ■



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