

# Official Bio of Charles Edward Johnson



Charles Edward Johnson is a *licensed and ordained minister, Stellar Award-nominated radio announcer, and Shreveport Chamber of Commerce-recognized businessman*. He leads one of the most prominent radio stations in the country, owns several small businesses, and oversees a nonprofit organization that has impacted thousands. We know him as Pastor CeJay, *the Ark-La-Tex's Ambassador of Gospel Music*.

He serves as *Director of KOKA, The Heart of Gospel*. The radio station has existed since 1950, the first urban radio station in the City of Shreveport and the second in Louisiana. Generations grew up listening to KOKA, so it enjoys over thirty-five thousand terrestrial listeners within the market and thousands worldwide. In addition, he's the *President of the National Association of Gospel Radio*. The association represents radio stations within 42 American cities, and together they reach over a million listeners. NAGR is America's only trade association for radio professionals working in the gospel/ inspirational format. He also serves as *President of CeJay Cares and CEO of CJ Enterprises*.

He believes in helping people reach their destiny; you have to meet people where they are. He's an influential figure in the pulpit, radio, and music. His radio show is one of the top-rated in the south and has generated millions in revenue.

## **A Heart for People:**

For 18 years, people's lives have improved due to Pastor CeJay's outreach efforts through [CeJay Cares](#). Through his outreach efforts, people have been helped but, most importantly, discovered their purpose in life. His community work has been featured in print publications and on television. He remains a charismatic yet humble man in the community.

In 2018, a senior statesman within his community - Dr. Harry Blake, recognized Pastor CeJay at the City-Wide Revival as a "promising future for clergy who work within the community." He has been fortunate to have been invited to over 100 churches throughout the city, parish, and beyond. Much of his success in the community comes from his grandfather, Pastor M. L. Johnson, Sr., who's been a community leader for 50-plus years.

Pastor CeJay uses his voice to advocate for causes that matter to him and the community. He's been a chief advocate and financial supporter of Domestic Violence organizations. Every year he gives to organizations that help domestic violence victims. His mother was a domestic violence victim, and a close family friend was killed on social media due to domestic violence.

Furthermore, he advocates for students to have access to higher education. He's been an advocate and financial supporter for HBCUs through his commitment to Southern University at Shreveport. He gives through the alumni association yearly to help students access higher education.

[CeJay Cares](#) has evolved into a major nonprofit organization that uplifts the community through empowerment, employment, and community engagement while providing necessary resources to those in need. Pastor CeJay serves as President of the Board.

## **A Mind For Business:**

In October 2015, he created CeJay Enterprises of Louisiana. The company's creation was to manage the businesses owned by Pastor CeJay. Later, the company officially registered as a limited liability company within the State of Louisiana - in May 2017.

Every year Pastor CeJay and his team host events and concerts. He's organized some of his area's most successful events and concerts. He brought LeAndria Johnson, Jermaine Dolly, Tye Tribbett, Marvin Sapp, Fred Hammond, Keith "Wonderboy" Johnson, Joshua Rogers, The Walls Groups, and many more high-profile artists. Women of Worth, PraiseFest, IAM Gospel Talent Show, Pre-Mother's Day, Preachers Rally, etc., have blessed thousands of people. Furthermore, he owns and operates a tax preparation business and has investments in the music industry.

He is the Founder and Chief Executive Officer of CeJay Enterprises of Louisiana, LLC, headquartered in Shreveport, LA. He's built the company into a nearly seven-figure generating company. In addition, he employs 30 plus full-time and part-time employees.

## **A Voice for Radio:**

You'll hear Pastor CeJay's name mentioned as the "gatekeeper" for gospel music in Shreveport throughout the music industry. He started in radio, barely having a chance to bring gospel music to a hip-hop radio station. Now, he's the first of his generation to become a manager of a major media outlet in the market. That station is [980 AM / 93.3 FM - KOKA](#). Under his leadership, he revived the station, expanded its listener base, grew its social media following, increased its revenue, and brought diverse talent to the station. He oversees a 24-hour gospel radio station. Every day, listeners call in, come by the station, or stop him in public, offering compliments on his outstanding work with the station.

The station is known for its solid listening base and its digital followers. His show airs in the afternoon from 3 P. M. - 7 P. M. Also, he has the largest Sunday Morning radio show that can be heard on [KOKA](#), [KDKS](#), and [KBTT](#) from 6 A. M. to 10 A. M.

In 2022, KOKA was nominated for a Stellar Award in the Medium Market Category and Radio Announcer of the Year. Pastor CeJay is also President of the National Association for Gospel Radio. Visit [www.wearenagr.org](http://www.wearenagr.org) for more information.

**Our community is proud to know CeJay as a  
pastor, businessman, leader,  
and national figure in the gospel music industry.**

He's the son of Sha Dillard and Johnny Shepard; he has six sisters and two brothers. He loves his grandparents, M. L. and Silverine Johnson. Also, Ollie Shepard. Out of all that he has achieved thus far, his family continually reminds him to be the best academically by strengthening his family name, as many within his family didn't complete their education.

Thus far, he's a proud graduate of [C. E. Byrd High School](#) (Diploma), [Southern University at Shreveport](#) (Associate Degree) in Business Management, [University of Phoenix](#) (Bachelor's Degree) in Management, and [East Texas Baptist University](#) (Master of Arts Degree) in Christian Ministry. Currently, he's pursuing a doctorate in ministry at [United Theological Seminary](#) in Dayton, OH.

# Official Resume of Charles Edward Johnson

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*A leader in ministry, media, and the marketplace that seeks to help improve the lives of those within the community through education, empowerment, and encouragement.*

## **Education:**

<i>Present</i>	<b>Doctorate in Ministry</b> United Theological Seminary	<i>Dayton, OH</i>
<i>06/2019</i>	<b>Masters of Arts Christian Ministry</b> <b>w/ a concentration in Business Leadership</b> East Texas Baptist University	<i>Marshall, TX</i>
<i>4/2016</i>	<b>Bachelor of Science in Business</b> <b>Management with a minor in Marketing</b> University of Phoenix	<i>Phoenix, AZ</i>
<i>5/2010</i>	<b>Associate of Science in</b> <b>Business Management</b> Southern University at Shreveport	<i>Shreveport, LA</i>
<i>5/2008</i>	<b>High School Diploma</b> C. E. Byrd High School	<i>Shreveport, LA</i>

## **Notable Qualities:**

- Dynamic Leadership
- Adaptive Leadership
- Crisis Management
- Strong persuader
- Delegation
- Conceptual Skills
- Strong Communication
- Superior Planning
- Effective Decision-Making
- Team Player
- Interpersonal Skills
- Technical Skills

**Work:**

2010-2016

Senior Pastor

**Pastoral Care and Church Management**

Faith Chapel Baptist Church

*Shreveport, LA*

Responsible for pastoral care and spiritual leadership for the church. Served the church through teaching, management, and preaching. Furthermore, to engage in community events, especially those within the church reformation.

2010- Present

Director, KOKA Radio Station

**Management**

Access One Communication/Alpha Media *Shreveport, LA*

I started in 2010 as a Sales Executive and On-Air Announcer. Promoted to Director in 2019 and led the rebranding efforts of the radio station by moving the station into the 21st century of media relations. According to Nielson, the station's listenership has risen to thirty-five thousand plus terrestrial listeners since 2019. Digital listenership and followers have increased by ten thousand users since 2019, generating millions of dollars in revenue through tenure at the radio station.

May 2015- Present

Chairman and Chief Executive Officer

**Management**

CeJay Enterprises of Louisiana, LLC

*Shreveport, LA*

Charles Johnson Ministries

*Shreveport, LA*

Built for-profit and nonprofit organizations into a nearly seven-figure generating company under the CeJay Enterprises of Louisiana, LLC umbrella. Founded and grew CJ Ministries into a nonprofit organization that has empowered over five thousand people within Northwest Louisiana with resources, information, and wholesome family functions. The nonprofit organization has formed partnerships with the City of Shreveport, the Parish of Caddo, and 236 individual partners. Founded and grew Tax Gurus a tax preparation service that has filed over 700 individual tax returns and hosted major annual events that have attracted over seven thousand attendees since the company's inception.

June 2022- Present

President

**Management**

National Association of Gospel Radio

*Shreveport, LA*

The job of the President is to ensure the legacy of gospel radio and help it grow for generations. Represents radio station programmers, management, engineers, announcers, and salespeople. Become a trusted ally and provide a hub of resources to stations to help them expand their listening base, increase advertising, and support music artists within the format. The association represents radio stations within 42 American cities, and together they reach over a million listeners.

### **Faith-Base/Volunteer Work:**

1. Former SGA President, Southern University at Shreveport
2. Hosted a Fundraiser that generated over \$26 000 for SUSLA during Bayou Classic 2021
3. Former Youth Coordinator, Christ Temple Apostolic Church of Sacramento, CA
4. Former Youth/Associate Pastor, West Chapel Baptist Church
5. Former Associate Pastor, Union Spring Baptist Church
6. Former Pastor, Faith Church Baptist Church
7. Former District Director, Northwest Birth District of Full Gospel Baptist Freshmen
8. Former President, Mira Loma High School of Sacramento, CA
9. Former Vice-Chairman, City of Shreveport Youth Council
10. Former Co-Founder/President, Young Unique Positive People Foundation
11. Former Community Reporter, Shreveport Suns Newspaper
12. Former Summer Intern, City of Shreveport Department of Community Development
13. Former Campaign Staffer David Melville for United States Congress
14. Former President, Young Democrats of Northwest Louisiana
15. Former Civil Rights Coalition Board
16. Morning Star Baptist Church Associate Pastor
17. NAACP Member
18. Shreveport-Bossier Baptist Ministers Fellowship Member
19. Louisiana Association of Broadcasters Member
20. National Association of Gospel Radio Board Member
21. Greater Shreveport Chamber of Commerce Board Member
22. Shreveport-Bossier Convention & Tourism Board Member

### **Awards:**

- Honored by the Greater Shreveport Chamber of Commerce 40 under 40
- Honored by the City of Shreveport Council and Mayor 2021
- Recognized as Who's Who 2007 by the United States President George H. W. Bush
- Received A Resolution of Achievements from the United States Congress
- Received A Proclamation of Recognition from Louisiana Governor Bobby Jindal
- Received (3) Proclamation of Recognition from Louisiana House of Representatives
- Received (2) Proclamations of Recognition from Bossier City
- Received (7) Proclamation of Recognition from the City of Shreveport
- Received (5) Proclamations of Recognition from the Parish of Caddo
- Accepted (43) Awards from Education, Business, Religion, and Civic Organizations in Louisiana

**REFERENCES UPON REQUEST**