## FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

| OMB Number: 3235-0287    |     |  |  |  |  |  |  |  |  |  |
|--------------------------|-----|--|--|--|--|--|--|--|--|--|
|                          |     |  |  |  |  |  |  |  |  |  |
| Estimated average burden |     |  |  |  |  |  |  |  |  |  |
| hours per response:      | 0.5 |  |  |  |  |  |  |  |  |  |

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

| 1. Name and Address of Reporting Person <sup>*</sup><br>MCNEILL BRIAN W |               |                | 2. Issuer Name <b>and</b> Ticker or Trading Symbol<br><u>URBAN ONE, INC.</u> [ UONE/UONEK ] |                       | ationship of Reporting Pe<br>( all applicable)<br>Director                            | erson(s) to Issuer<br>10% Owner |
|---|---------------|----------------|---|-----------------------|---|---------------------------------|
| (Last) (First) (Middle)   1010 WAYNE AVENUE 14TH FLOOR                  |               | (Middle)       | 3. Date of Earliest Transaction (Month/Day/Year)<br>11/28/2022                              |                       | Officer (give title<br>below)   | Other (specify below)           |
| (Street)<br>SILVER<br>SPRING<br>(City)                                  | MD<br>(State) | 20910<br>(Zip) | 4. If Amendment, Date of Original Filed (Month/Day/Year) 11/30/2022                         | 6. Indi<br>Line)<br>X | vidual or Joint/Group Fili<br>Form filed by One Re<br>Form filed by More th<br>Person | porting Person                  |

### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |      |   |        |               |                              | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------|--|---|------|---|--------|---------------|------------------------------|---|---|---|
|                                 |  |   | Code | v | Amount | (A) or<br>(D) | Price                        | Transaction(s)<br>(Instr. 3 and 4)  |   | (1130. 4)   |
| Class D Common Stock            | 11/28/2022                                 |   | S    |   | 4,371  | D             | <b>\$4.32</b> <sup>(1)</sup> | 273,871   | D   |   |
| Class D Common Stock            | 11/29/2022                                 |   | S    |   | 13,329 | D             | <b>\$4.05</b> <sup>(1)</sup> | 260,542 <sup>(2)(3)</sup>   | D   |   |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | 5. Number<br>of<br>Derivative<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3, 4<br>and 5)<br>6. Date Exercisal<br>Expiration Date<br>(Month/Day/Year<br>(Month/Day/Year |     | ite                 | 7. Titl<br>Amou<br>Secur<br>Under<br>Deriv<br>Secur<br>3 and | int of<br>rities<br>rlying<br>ative<br>rity (Instr. | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |
|---|---|--|---|------------------------------|---|---|-----|---------------------|--|---|---|--|--|--|--|
|   |   |  |   | Code                         | v | (A)   | (D) | Date<br>Exercisable | Expiration<br>Date   | Title   | Amount<br>or<br>Number<br>of<br>Shares              |  |  |  |  |

#### Explanation of Responses:

The price reported in Column 4 is a weighted average price upon sale of the underlying stock options. The reporting person undertakes to provide to Urban One, Inc., any security holder of Urban One, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this Form 4/A.
The total represents all shares held by the reporting person across all classes of Urban One, Inc. stock: Classes A, B, C, and D. The reporting person beneficially owns a total of Urban One, Inc. stock as follows: 260,542 shares of Class D Common Stock. This number does not include options as Mr. McNeill currently holds no options.

3. The total reported in Column 5 was revised in this Form 4/A to correct transposed digits in the original Form 4 filing on 11/30/2022.

## Karen Wishart, Attorney-in-Fact 02/17/2023

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $^{\ast}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).