

Cumulus Media Public Affairs

The Downtown Connection 2024 (1st Quarter)

The Show is hosted by Makesha Judson

Airs on WXOK-AM (Saturdays at 10:00am)

Airs on WEMX-FM (Sundays at 10:00am)

Airs on KQXL-FM (Sundays at 5:00pm)

Airs on WRQQ-FM (Sundays at 6:00am)

Date: 01/06 & 01/07

Topic: Kicking off 2024 with a New Governor and New Legislature

Guest(s): Telley Madina (The Madina Group Consulting LLC) & Mary-Patricia Wray, (Founder Top Drawer Strategies GR/PR)

Show Length: 30 Minutes

Show Description: We kicked off 2024 with a conversation preparing for the inauguration of Governor-Elect Jeff Landry. We discussed the special sessions to address redistricting and crime throughout the state. During the discussion, we presented opportunities to the audience for community and civic leaders to step up to help shape what the new administration can accomplish throughout the city and state.

Date: 01/20 & 01/21

Topic: The Future of Baton Rouge

Guest: Jill Kidder (President & CEO Visit Baton Rouge) & Whitney Hoffman Sayal (Director of Baton Rouge Downtown Connection)

Show Length: 30 Minutes

Show Description: We explored new and progressive opportunities for the City of Baton Rouge to increase tourism and how the Downtown Development District is working in concert to enhance the quality of life and entertainment options for the capital region. The conversation explored opportunities for New Orleansians to make the one-hour hike to Baton Rouge as a means of relaxation, exploration, and entertainment.

Date: 02/03 & 02/04

Topic: Black History Month

Guest: Judge Erica L. Green, (CEO and Founder of Imagination Leads)

Show Length: 30 Minutes

Show Description: The first show for the month of February explored the rich history of Louisiana's Black History from New Orleans to Baton Rouge and the barriers that were broken to give way to opportunities that have become pillars to progress in every facet of society. As a portrait of Black History, we were honored to speak with Family Court Judge Erica L. Green; she shared her journey and those who paved the way for her success and how she intends to do the same for future generations.

Date: 02/17 & 02/18

Topic: Small Businesses navigating Success in 2024

Guest: Edward Ted James, (Regional Administrator of The United States Small Business Administration)

Show Length: 30 Minutes

Show Description: During our conversation with the SBA Administrator, we explored resources for small businesses and entrepreneurs, including educational webinars, expert business counseling, networking opportunities, and more. We unlocked the mystery behind building a healthy and thriving business with the help of the SBA to plan, launch, manage, and grow your business.

Date: 03/02 & 03/04

Topic: Small Businesses navigating Success in 2024 (Part II)

Guest: Edward Ted James, (Regional Administrator of The United States Small Business Administration)

Show Length: 30 Minutes

Show Description: During part two of our conversation with the SBA Administrator, we explored just how important small businesses are to Louisiana and the SBA's support to companies that serve underserved communities. We introduced the Community Navigator Pilot Program, part of the American Rescue Plan initiative, designed to reduce barriers that underrepresented and underserved entrepreneurs often face in accessing the programs they need to recover, grow, or start their businesses.

Date: 03/16 & 03/17

Topic: Louisiana Healthy for All

Guest: Nikesha Rodrigue (Community Development Coordinator, Aetna Better Health)

Show Length: 30 Minutes

Show Description: In this conversation, we explored how health disparities challenge the growth and development of our children and young people and how Aetna Better Health has stepped up to the plate as a community partner to help families navigate paths to better health so they can get more out of life every day.

Date: 03/30 & 03/31

Topic: Keep Moving Forward overcoming the stigma associated with Mental Health

Guest: Tonja Myles, Community Engagement Advisor for The Huntsman Foundation

Show Length: 30 Minutes

Show Description: We explored Louisiana's mental health crisis and how the Huntsman Foundation has stepped in locally and nationally to bridge the gap and shed light on support, resources, and recovery opportunities. The Huntsman Foundation prides itself on ensuring access to mental health care, where funding is not an obstacle on the path to well-being, and we were happy to shed light on some of those resources available to our listeners both regionally and nationally.