



**On the Line w/ Sheffield: Commercial Slots**  
**10/8/22**  
**Opening Song LIN/HS28**

**8:05 Segment**

**8:15 AM Commercial Break: DTE SHC-HS50, DMC SHC/HS41, Metro Parks (SHC/HS29), WCTO SHC/HS36 “MIHAF”, DWSD SHC/HS37, SHC/HS44 Jazzy Nights**

**8:18 segment**

**8:30 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36, Metro Parks (SHC/HS29), DWSD SHC/HS37, SHC/HS45 Concerts at Aretha**

**8:33 segment**

**8:45AM Commercial Break: DMC- SHC-HS91, DTE SHC-HS47, Metro Parks WCTO-SHC/HS36 “MIHAF”, DWSD SHC/HS37, SHC/HS44-Jazzy Nights**

**8:48 segment**

**8:57 AM Commercial Break: DWSD SHC/HS37, Metro Parks ((SHC/HS29),WCTO-SHC/HS36 “MIHAF”, SHC-HS39, Family Reunion, SHC/HS45 Concerts at Aretha**

**9:00 segment**

**9:15 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36 “MIHAF”, DMC-SHC-HS91, DWSD SHC/HS37, Metro Parks (SHC/HS29), SHC/HS44-Jazzy Nights**

**9:18 Segment**

**9:30AM Commercial Break: DWSD SHC/HS37, DTE SHC/HS34  
, Metro Parks (SHC/HS29), DTE SHC-HS50, WCTO SHC/HS36 MIHAF, SHC/HS45-  
Concerts at Aretha**

**9:33 Segment**

**9:45AM Commercial Break: DMC- SHC-HS91, WCTO-SHC/HS36 "MIHAF", DWSD  
SHC/HS37, SHC-HS40 Menthol, SHC/HS44-Jazzy Nights**

**9:48 segment**

**9:57 AM Commercial Break: DTE SHC-HS50, State Farm SHC/HS77, DWSD SHC/HS37,  
WCTO- SHC/HS36 "MIHAF", SHC/HS45-Concerts at Aretha**



**SATURDAY October 8, 2022**

**RUN OF SHOW & TOPICS**

**8:00 AM: Host Introductions/Show Overview**

**Open Discussion**

(20 second musical outro)

**8:15-8:18- commercial break (see list)**

**8:18 AM** (20 second musical intro)

TeShayla Coates, Coates Communications

(20 second musical outro)

**8:30-8:33 commercial break (see list)**

**8:33 AM.** (20 second musical intro)

Regina Woodard- Car Loan Queen

Cathy Washington- Business Coach

(20 second musical outro)

**8:45-8:48 commercial break (see list)**

**8:48AM** (20 second musical intro)

Gerald Scruggs: A Financial Forum on Generational Wealth Building Saturday

October 8 @ 11:00 am. Fellowship Chapel

(20 second musical outro)

**8:57-9:00 commercial break (see list)**

**9:00 AM**

(20 second musical intro)

Riconnta Woods: Gentle Hands of Integrity A Certified

Nursing Assistance Program

**9:15-9:18 commercial break (see list)**

**Amor Shanee': Entrepreneur, Pres. Grand River Oakman  
Jeffries Business Association**

**9:18 AM** (20 second musical intro)

**9:30-9:33 commercial break (see list)**

**9:33 AM** (20 second musical intro)

**Open Discussion**

(20 second musical outro)

**9:45-9:48 commercial break(see list)**

**9:48 AM** (20 second musical intro)

Open Discussion

**9:57 End of show /commercial break(see list)**



**SATURDAY October 15, 2022**

**RUN OF SHOW & TOPICS**

**8:00 AM: Host Introductions/Show Overview**

**Open Discussion**

(20 second musical outro)

**8:15-8:18- commercial break (see list)**

**8:18 AM** (20 second musical intro)

Ricontta Woods Founder, Gentle Hands of Integrity: A  
Certified Nursing Assistance Program

(20 second musical outro)

**8:30-8:33 commercial break (see list)**

**8:33 AM.** (20 second musical intro)

Dr. Keiva Bland, DMC Physician and Breast Specialist (Breast Cancer Awareness  
Month) ZOOM

(20 second musical outro)

**8:45-8:48 commercial break (see list)**

**8:48AM** (20 second musical intro)

Dr. Bland (continues)

(20 second musical outro)

**8:57-9:00 commercial break (see list)**

**9:00 AM**

(20 second musical intro)

Holly Clegg, Park Manager Lower Huron Metropark.

Topic: Fall in the Metroparks

**9:15-9:18 commercial break (see list)**

Holly Clegg, Metroparks (continues)

**9:18 AM** (20 second musical intro)

**9:30-9:33 commercial break (see list)**

**9:33 AM** (20 second musical intro)

Open Discussion

(20 second musical outro)

**9:45-9:48 commercial break(see list)**

**9:48 AM** (20 second musical intro)

Open Discussion

**9:57 End of show /commercial break(see list)**



## **ISSUES/PROGRAMS LIST**

**ISSUE:**

Awareness and community action. This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.

**HOW THE ISSUE WAS TREATED:** Weekly Radio Show

**TITLE OF THE SHOW:** ON THE LINE

**DATE:** October 15, 2022

**TIME:** 8:00 - 10:00 AM

**DURATION OF SHOW:** 2 hours

**TYPE:** Live Talk Radio Show

**DESCRIPTION:** This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.





**On the Line w/ Sheffield: Commercial Slots**  
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**8:05 Segment**

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**8:18 segment**

**8:30 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36, Metro Parks (SHC/HS29), DWSD SHC/HS37, SHC/HS45 Concerts at Aretha**

**8:33 segment**

**8:45AM Commercial Break: DMC- SHC-HS91, DTE SHC-HS47, Metro Parks WCTO-SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44-Jazzy Nights**

**8:48 segment**

**8:57 AM Commercial Break: DWSD SHC/HS37, Metro Parks ((SHC/HS29), WCTO-SHC/HS36 "MIHAF", SHC-HS39, Family Reunion, SHC/HS45 Concerts at Aretha**

**9:00 segment**

**9:15 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36 "MIHAF", DMC-SHC-HS91, DWSD SHC/HS37, Metro Parks (SHC/HS29), SHC/HS44-Jazzy Nights**

**9:18 Segment**

**9:30AM Commercial Break: DWSD SHC/HS37, DTE SHC/HS34  
, Metro Parks (SHC/HS29), DTE SHC-HS50, WCTO SHC/HS36 MIHAF, SHC/HS45-  
Concerts at Aretha**

**9:33 Segment**

**9:45AM Commercial Break: DMC- SHC-HS91, WCTO-SHC/HS36 "MIHAF", DWSD  
SHC/HS37, SHC-HS40 Menthol, SHC/HS44-Jazzy Nights**

**9:48 segment**

**9:57 AM Commercial Break: DTE SHC-HS50, State Farm SHC/HS77, DWSD SHC/HS37,  
WCTO- SHC/HS36 "MIHAF", SHC/HS45-Concerts at Aretha**



## **ISSUES/PROGRAMS LIST**

**ISSUE:**

Awareness and community action. This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.

**HOW THE ISSUE WAS TREATED:** Weekly Radio Show

**TITLE OF THE SHOW:** ON THE LINE

**DATE:** October 22, 2022

**TIME:** 8:00 - 10:00 AM

**DURATION OF SHOW:** 2 hours

**TYPE:** Live Talk Radio Show

**DESCRIPTION:** This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.



**SATURDAY October 22, 2022**

**RUN OF SHOW & TOPICS**

**8:00 AM: Host Introductions/Show Overview**

**Open Discussion**

(20 second musical outro)

**8:15-8:18- commercial break (see list)**

**8:18 AM** (20 second musical intro)

TeShayla Coates Founder, Coates Communications. Topic:  
Starting a Business on a Shoestring Budget

(20 second musical outro)

**8:30-8:33 commercial break (see list)**

**8:33 AM.** (20 second musical intro)

Mark Jones, DTE Executive Topic: 13<sup>th</sup> Annual Hallelujah for Heat

(20 second musical outro)

**8:45-8:48 commercial break (see list)**

**8:48AM** (20 second musical intro)

Cathy Washington, Business Coach Topic: Practical Ways to Discipline Your  
Dollars

(20 second musical outro)

**8:57-9:00 commercial break (see list)**

**9:00 AM**

(20 second musical intro)

Hosts Brian Berry and Rev Penson, Manifest Health  
Topic: Domestic Violence

**9:15-9:18 commercial break (see list)**

**Manifest Health (continues)**

**9:18 AM** (20 second musical intro)

**9:30-9:33 commercial break (see list)**

**9:33 AM** (20 second musical intro)

**Manifest Health (continues)**

(20 second musical outro)

**9:45-9:48 commercial break(see list)**

**9:48 AM** (20 second musical intro)

**Manifest Health (continues)**

**9:57 End of show /commercial break(see list)**



## **ISSUES/PROGRAMS LIST**

**ISSUE:**

Awareness and community action. This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.

**HOW THE ISSUE WAS TREATED:** Weekly Radio Show

**TITLE OF THE SHOW:** ON THE LINE

**DATE:** October 29, 2022

**TIME:** 8:00 - 10:00 AM

**DURATION OF SHOW:** 2 hours

**TYPE:** Live Talk Radio Show

**DESCRIPTION:** This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.





**SATURDAY October 29, 2022**

**RUN OF SHOW & TOPICS**

**8:00 AM: Host Introductions/Show Overview**

Monique Bryant, DPSCD School Board Candidate

(20 second musical outro)

**8:15-8:18- commercial break (see list)**

**8:18 AM** (20 second musical intro)

LaTrice McClendon, DPSCD School Board Candidate

(20 second musical outro)

**8:30-8:33 commercial break (see list)**

**8:33 AM.** (20 second musical intro)

Jocelyn Benson, Michigan Secretary of State

(20 second musical outro)

**8:45-8:48 commercial break (see list)**

**8:48AM** (20 second musical intro)

Secretary of State Benson (continues)

(20 second musical outro)

**8:57-9:00 commercial break (see list)**

**9:00 AM**

(20 second musical intro)

Mayor Mike Duggan, City of Detroit

**9:15-9:18 commercial break (see list)**

Mayor Duggan (continues)

**9:18 AM** (20 second musical intro)

**9:30-9:33 commercial break (see list)**

**9:33 AM** (20 second musical intro)

Darci McConnell, Proposition 3

(20 second musical outro)

**9:45-9:48 commercial break(see list)**

**9:48 AM** (20 second musical intro)

Open Discussion

**9:57 End of show /commercial break(see list)**



**On the Line w/ Sheffield: Commercial Slots**  
**10/29/22**  
**Opening Song LIN/HS28**

**8:05 Segment**

**8:15 AM Commercial Break: DTE SHC-HS50, DMC SHC/HS41, Metro Parks (SHC/HS29), WCTO SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44 Jazzy Nights**

**8:18 segment**

**8:30 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36, Metro Parks (SHC/HS29), DWSD SHC/HS37, SHC/HS45 Concerts at Aretha**

**8:33 segment**

**8:45AM Commercial Break: DMC- SHC-HS91, DTE SHC-HS47, Metro Parks WCTO-SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44-Jazzy Nights**

**8:48 segment**

**8:57 AM Commercial Break: DWSD SHC/HS37, Metro Parks ((SHC/HS29),WCTO-SHC/HS36 "MIHAF", SHC-HS39, Family Reunion, SHC/HS45 Concerts at Aretha**

**9:00 segment**

**9:15 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36 "MIHAF", DMC-SHC-HS91, DWSD SHC/HS37, Metro Parks (SHC/HS29), SHC/HS44-Jazzy Nights**

**9:18 Segment**

**9:30AM Commercial Break: DWSD SHC/HS37, DTE SHC/HS34  
, Metro Parks (SHC/HS29), DTE SHC-HS50, WCTO SHC/HS36 MIHAF, SHC/HS45-  
Concerts at Aretha**

**9:33 Segment**

**9:45AM Commercial Break: DMC- SHC-HS91, WCTO-SHC/HS36 "MIHAF", DWSD  
SHC/HS37, SHC-HS40 Menthol, SHC/HS44-Jazzy Nights**

**9:48 segment**

**9:57 AM Commercial Break: DTE SHC-HS50, State Farm SHC/HS77, DWSD SHC/HS37,  
WCTO- SHC/HS36 "MIHAF", SHC/HS45-Concerts at Aretha**



## **ISSUES/PROGRAMS LIST**

**ISSUE:**

Awareness and community action. This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.

**HOW THE ISSUE WAS TREATED:** Weekly Radio Show

**TITLE OF THE SHOW:** ON THE LINE

**DATE:** November 5, 2022

**TIME:**8:00 -10:00 AM

**DURATION OF SHOW:** 2 hours

**TYPE:** Live Talk Radio Show

**DESCRIPTION:** This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.



**SATURDAY November 5, 2022**

**RUN OF SHOW & TOPICS**

**8:00 AM: Host Introductions/Show Overview**

Open Discussion

(20 second musical outro)

**8:15-8:18- commercial break (see list)**

**8:18 AM** (20 second musical intro)

Mark Jones and James Wardell, Sports ( Kyrie, World Series, NFL, etc.)

(20 second musical outro)

**8:30-8:33 commercial break (see list)**

**8:33 AM.** (20 second musical intro)

Mark Jones, Sports (continues)

(20 second musical outro)

**8:45-8:48 commercial break (see list)**

**8:48AM** (20 second musical intro)

Amor Shanee' – President Oakman/Grand River -Jeffries Business Assoc.

(20 second musical outro)

**8:57-9:00 commercial break (see list)**

**9:00 AM**

(20 second musical intro)

Amor (continues)

**9:15-9:18 commercial break (see list)**

**9:18 AM** (20 second musical intro)

**Amy McMillan, Director Huron/Clinton Metroparks 2023  
Annual Park Passes- What you get with a park pass- upcoming activities**

**9:30-9:33 commercial break (see list)**

**9:33 AM** (20 second musical intro)

Amy (continues)

(20 second musical outro)

**9:45-9:48 commercial break(see list)**

**9:48 AM** (20 second musical intro)

Open Discussion

**9:57 End of show /commercial break(see list)**





**On the Line w/ Sheffield: Commercial Slots**

**11/5//22**

**Opening Song LIN/HS28**

**8:05 Segment**

**8:15 AM Commercial Break: DTE SHC-HS50, DMC SHC/HS41, Metro Parks (SHC/HS29), WCTO SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44 Jazzy Nights**

**8:18 segment**

**8:30 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36, Metro Parks (SHC/HS29), DWSD SHC/HS37, SHC/HS45 Concerts at Aretha**

**8:33 segment**

**8:45AM Commercial Break: DMC- SHC-HS91, DTE SHC-HS47, Metro Parks WCTO-SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44-Jazzy Nights**

**8:48 segment**

**8:57 AM Commercial Break: DWSD SHC/HS37, Metro Parks ((SHC/HS29),WCTO-SHC/HS36 "MIHAF", SHC-HS39, Family Reunion, SHC/HS45 Concerts at Aretha**

**9:00 segment**

**9:15 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36 "MIHAF", DMC-SHC-HS91, DWSD SHC/HS37, Metro Parks (SHC/HS29), SHC/HS44-Jazzy Nights**

**9:18 Segment**

**9:30AM Commercial Break: DWSD SHC/HS37, DTE SHC/HS34  
, Metro Parks (SHC/HS29), DTE SHC-HS50, WCTO SHC/HS36 MIHAF, SHC/HS45-  
Concerts at Aretha**

**9:33 Segment**

**9:45AM Commercial Break: DMC- SHC-HS91, WCTO-SHC/HS36 "MIHAF", DWSD  
SHC/HS37, SHC-HS40 Menthol, SHC/HS44-Jazzy Nights**

**9:48 segment**

**9:57 AM Commercial Break: DTE SHC-HS50, State Farm SHC/HS77, DWSD SHC/HS37,  
WCTO- SHC/HS36 "MIHAF", SHC/HS45-Concerts at Aretha**



## **ISSUES/PROGRAMS LIST**

**ISSUE:**

Awareness and community action. This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.

**HOW THE ISSUE WAS TREATED:** Weekly Radio Show

**TITLE OF THE SHOW:** ON THE LINE

**DATE:** November 12, 2022

**TIME:** 8:00 -10:00 AM

**DURATION OF SHOW:** 2 hours

**TYPE:** Live Talk Radio Show

**DESCRIPTION:** This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.



**SATURDAY November 12, 2022**

**RUN OF SHOW & TOPICS**

**8:00 AM: Host Introductions/Show Overview**

Open Discussion

(20 second musical outro)

**8:15-8:18- commercial break (see list)**

**8:18 AM** (20 second musical intro)

TeShayla Coates, Topic: Traps that first time entrepreneurs  
fall into

(20 second musical outro)

**8:30-8:33 commercial break (see list)**

**8:33 AM.** (20 second musical intro)

Regina Woodard, Topic: Can't prove your income or unemployed yet you have  
excellent credit

Cathy Washington, Topic: Prepare your wallet for the holiday season- 3 strategies  
to prevent overspending

(20 second musical outro)

**8:45-8:48 commercial break (see list)**

**8:48AM** (20 second musical intro)

Coach Twon- Club Xtreme

(20 second musical outro)

**8:57-9:00 commercial break (see list)**

**9:00 AM**

(20 second musical intro)

Board Member

LaTrice McClendon, newly elected Detroit School

Monique Bryant, Detroit School Board Candidate

**9:15-9:18 commercial break (see list)**

**9:18 AM** (20 second musical intro)

**McClendon and Bryant (continues)**

**9:30-9:33 commercial break (see list)**

**9:33 AM** (20 second musical intro)

Open Discussion

(20 second musical outro)

**9:45-9:48 commercial break(see list)**

**9:48 AM** (20 second musical intro)

Open Discussion

**9:57 End of show /commercial break(see list)**





**On the Line w/ Sheffield: Commercial Slots**

**11/12//22**

**Opening Song LIN/HS28**

**8:05 Segment**

**8:15 AM Commercial Break: DTE SHC-HS50, DMC SHC/HS41, Metro Parks (SHC/HS29), WCTO SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44 Jazzy Nights**

**8:18 segment**

**8:30 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36, Metro Parks (SHC/HS29), DWSD SHC/HS37, SHC/HS45 Concerts at Aretha**

**8:33 segment**

**8:45AM Commercial Break: DMC- SHC-HS91, DTE SHC-HS47, Metro Parks WCTO-SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44-Jazzy Nights**

**8:48 segment**

**8:57 AM Commercial Break: DWSD SHC/HS37, Metro Parks ((SHC/HS29),WCTO-SHC/HS36 "MIHAF", SHC-HS39, Family Reunion, SHC/HS45 Concerts at Aretha**

**9:00 segment**

**9:15 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36 "MIHAF", DMC-SHC-HS91, DWSD SHC/HS37, Metro Parks (SHC/HS29), SHC/HS44-Jazzy Nights**



**9:18 Segment**

**9:30AM Commercial Break: DWSD SHC/HS37, DTE SHC/HS34  
, Metro Parks (SHC/HS29), DTE SHC-HS50, WCTO SHC/HS36 MIHAF, SHC/HS45-  
Concerts at Aretha**

**9:33 Segment**

**9:45AM Commercial Break: DMC- SHC-HS91, WCTO-SHC/HS36 "MIHAF", DWSD  
SHC/HS37, SHC-HS40 Menthol, SHC/HS44-Jazzy Nights**

**9:48 segment**

**9:57 AM Commercial Break: DTE SHC-HS50, State Farm SHC/HS77, DWSD SHC/HS37,  
WCTO- SHC/HS36 "MIHAF", SHC/HS45-Concerts at Aretha**



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**HOW THE ISSUE WAS TREATED:** Weekly Radio Show

**TITLE OF THE SHOW:** ON THE LINE

**DATE:** November 19, 2022

**TIME:** 8:00 - 10:00 AM

**DURATION OF SHOW:** 2 hours

**TYPE:** Live Talk Radio Show

**DESCRIPTION:** This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.



**On the Line w/ Sheffield: Commercial Slots**  
**11/19//22**  
**Opening Song LIN/HS28**

**8:05 Segment**

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**8:18 segment**

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**9:30AM Commercial Break: DWSD SHC/HS37, DTE SHC/HS34  
, Metro Parks (SHC/HS29), DTE SHC-HS50, WCTO SHC/HS36 MIHAF, SHC/HS45-  
Concerts at Aretha**

**9:33 Segment**

**9:45AM Commercial Break: DMC- SHC-HS91, WCTO-SHC/HS36 "MIHAF", DWSD  
SHC/HS37, SHC-HS40 Menthol, SHC/HS44-Jazzy Nights**

**9:48 segment**

**9:57 AM Commercial Break: DTE SHC-HS50, State Farm SHC/HS77, DWSD SHC/HS37,  
WCTO- SHC/HS36 "MIHAF", SHC/HS45-Concerts at Aretha**



**SATURDAY November 19, 2022**

**RUN OF SHOW & TOPICS**

**8:00 AM: Host Introductions/Show Overview**

Tameka Mongo, Executive Project Manager and  
Etiquette Consultant Wayne County Community College District (call-in)

(20 second musical outro)

**8:15-8:18- commercial break (see list)**

**8:18 AM** (20 second musical intro)

Jackie Yvonne, Co-Owner, Home Health Agency

(20 second musical outro)

**8:30-8:33 commercial break (see list)**

**8:33 AM.** (20 second musical intro)

Bridgett Dangerfield, Nurse Sinai Grace Hospital, Walk in Wednesdays, Nurse  
Recruitment Campaign (Zoom)

(20 second musical outro)

**8:45-8:48 commercial break (see list)**

**8:48AM** (20 second musical intro)

Dangerfield (continues)

(20 second musical outro)

**8:57-9:00 commercial break (see list)**

**9:00 AM**

(20 second musical intro)

Mark Jones and James Wardell, Sports-Lions, NBA, College Football and  
Basketball (call-in)

**9:15-9:18 commercial break (see list)**

**9:18 AM** (20 second musical intro)

**Jones and Wardell (continues)**

**9:30-9:33 commercial break (see list)**

**Mikel Oglesby, Executive Director of Transit, City of Detroit**

(20 second musical outro)

**9:45-9:48 commercial break(see list)**

**Oglesby (continues)**

**9:48 AM** (20 second musical intro)

**9:57 End of show /commercial break(see list)**



## **ISSUES/PROGRAMS LIST**

**ISSUE:**

Awareness and community action. This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.

**HOW THE ISSUE WAS TREATED:** Weekly Radio Show

**TITLE OF THE SHOW:** ON THE LINE

**DATE:** December 3, 2022

**TIME:** 8:00 - 10:00 AM

**DURATION OF SHOW:** 2 hours

**TYPE:** Live Talk Radio Show



**DESCRIPTION:** This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.



**SATURDAY DECEMBER 3, 2022**

**RUN OF SHOW & TOPICS**

**8:00 AM: Host Introductions/Show Overview**

(20 second musical outro)

**8:15-8:18- commercial break (see list)**

**8:18 AM** (20 second musical intro)

TeShayla Coates, Founder Coates Communications

Topic: How to create a social media strategy that works  
form your business

(20 second musical outro)

**8:30-8:33 commercial break (see list)**

**Sen. Sylvia Santana 3<sup>rd</sup> District (Zoom)**

**Topics: 2022 Michigan Election Results**

**Democratic legislature's agenda for 2023**

(20 second musical outro)

**8:45-8:48 commercial break (see list)**

**8:48AM** (20 second musical intro)

Sen. Santana (continues)

(20 second musical outro)

**8:57-9:00 commercial break (see list)**

**9:00 AM**

(20 second musical intro)

Erin Parker Huron Clinton Metroparks (Zoom)

Live from Winter Wonderland Program at St. Clair Nature Center

**9:15-9:18 commercial break (see list)**

**9:18 AM** (20 second musical intro)

Erin Parker (continues)

**9:30-9:33 commercial break (see list)**

**Mark Jones and James Wardell Sports**

**Topics: Lions, NFL, Big Ten Championship,  
NBA, LeBron's comment about media not asking him about Jerry Jones 1957  
photo, etc.**

**9:45-9:48 commercial break(see list)**

**Mark Jones (continues)**

**9:48 AM** (20 second musical intro)

Host Discussion/ Closing Remarks

**9:57 End of show /commercial break (see list)**





**On the Line w/ Sheffield: Commercial Slots**

12/3/22

Opening Song LIN/HS28

**8:05 Segment**

**8:15 AM Commercial Break: DTE SHC-HS50, DMC SHC/HS41, Metro Parks (SHC/HS29), WCTO SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44 Jazzy Nights**

**8:18 segment**

**8:30 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36, Metro Parks (SHC/HS29), DWSD SHC/HS37, SHC/HS45 Concerts at Aretha**

**8:33 segment**

**8:45AM Commercial Break: DMC- SHC-HS91, DTE SHC-HS47, Metro Parks WCTO-SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44-Jazzy Nights**

**8:48 segment**

**8:57 AM Commercial Break: DWSD SHC/HS37, Metro Parks ((SHC/HS29),WCTO-SHC/HS36 "MIHAF", SHC-HS39, Family Reunion, SHC/HS45 Concerts at Aretha**

**9:00 segment**

**9:15 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36 "MIHAF", DMC-SHC-HS91, DWSD SHC/HS37, Metro Parks (SHC/HS29), SHC/HS44-Jazzy Nights**

**9:18 Segment**

**9:30AM Commercial Break: DWSD SHC/HS37, DTE SHC/HS34  
, Metro Parks (SHC/HS29), DTE SHC-HS50, WCTO SHC/HS36 MIHAF, SHC/HS45-  
Concerts at Aretha**

**9:33 Segment**

**9:45AM Commercial Break: DMC- SHC-HS91, WCTO-SHC/HS36 "MIHAF", DWSD  
SHC/HS37, SHC-HS40 Menthol, SHC/HS44-Jazzy Nights**

**9:48 segment**

**9:57 AM Commercial Break: DTE SHC-HS50, State Farm SHC/HS77, DWSD SHC/HS37,  
WCTO- SHC/HS36 "MIHAF", SHC/HS45-Concerts at Aretha**



## **ISSUES/PROGRAMS LIST**

**ISSUE:**

Awareness and community action. This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.

**HOW THE ISSUE WAS TREATED:** Weekly Radio Show

**TITLE OF THE SHOW:** ON THE LINE

**DATE:** December 10, 2022

**TIME:** 8:00 -10:00 AM

**DURATION OF SHOW:** 2 hours

**TYPE:** Live Talk Radio Show

**DESCRIPTION:** This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.





**On the Line w/ Sheffield: Commercial Slots**  
**12/10/22**  
**Opening Song LIN/HS28**

**8:05 Segment**

**8:15 AM Commercial Break: DTE SHC-HS50, DMC SHC/HS41, Metro Parks (SHC/HS29), WCTO SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44 Jazzy Nights**

**8:18 segment**

**8:30 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36, Metro Parks (SHC/HS29), DWSD SHC/HS37, SHC/HS45 Concerts at Aretha**

**8:33 segment**

**8:45AM Commercial Break: DMC- SHC-HS91, DTE SHC-HS47, Metro Parks WCTO-SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44-Jazzy Nights**

**8:48 segment**

**8:57 AM Commercial Break: DWSD SHC/HS37, Metro Parks ((SHC/HS29),WCTO-SHC/HS36 "MIHAF", SHC-HS39, Family Reunion, SHC/HS45 Concerts at Aretha**

**9:00 segment**

**9:15 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36 "MIHAF", DMC-SHC-HS91, DWSD SHC/HS37, Metro Parks (SHC/HS29), SHC/HS44-Jazzy Nights**

**9:18 Segment**

**9:30AM Commercial Break: DWSD SHC/HS37, DTE SHC/HS34  
, Metro Parks (SHC/HS29), DTE SHC-HS50, WCTO SHC/HS36 MIHAF, SHC/HS45-  
Concerts at Aretha**

**9:33 Segment**

**9:45AM Commercial Break: DMC- SHC-HS91, WCTO-SHC/HS36 "MIHAF", DWSD  
SHC/HS37, SHC-HS40 Menthol, SHC/HS44-Jazzy Nights**

**9:48 segment**

**9:57 AM Commercial Break: DTE SHC-HS50, State Farm SHC/HS77, DWSD SHC/HS37,  
WCTO- SHC/HS36 "MIHAF", SHC/HS45-Concerts at Aretha**



**On the Line w/ Sheffield: Commercial Slots**

**12/17/22**

**Opening Song LIN/HS28**

**8:05 Segment**

**8:15 AM Commercial Break: DTE SHC-HS50, DMC SHC/HS41, Metro Parks (SHC/HS29), WCTO SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44 Jazzy Nights**

**8:18 segment**

**8:30 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36, Metro Parks (SHC/HS29), DWSD SHC/HS37, SHC/HS45 Concerts at Aretha**

**8:33 segment**

**8:45AM Commercial Break: DMC- SHC-HS91, DTE SHC-HS47, Metro Parks WCTO-SHC/HS36 "MIHAF", DWSD SHC/HS37, SHC/HS44-Jazzy Nights**

**8:48 segment**

**8:57 AM Commercial Break: DWSD SHC/HS37, Metro Parks ((SHC/HS29),WCTO-SHC/HS36 "MIHAF", SHC-HS39, Family Reunion, SHC/HS45 Concerts at Aretha**

**9:00 segment**

**9:15 AM Commercial Break: DTE SHC-HS50, WCTO SHC/HS36 "MIHAF", DMC-SHC-HS91, DWSD SHC/HS37, Metro Parks (SHC/HS29), SHC/HS44-Jazzy Nights**

**9:18 Segment**

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, Metro Parks (SHC/HS29), DTE SHC-HS50, WCTO SHC/HS36 MIHAF, SHC/HS45-  
Concerts at Aretha**

**9:33 Segment**

**9:45AM Commercial Break: DMC- SHC-HS91, WCTO-SHC/HS36 "MIHAF", DWSD  
SHC/HS37, SHC-HS40 Menthol, SHC/HS44-Jazzy Nights**

**9:48 segment**

**9:57 AM Commercial Break: DTE SHC-HS50, State Farm SHC/HS77, DWSD SHC/HS37,  
WCTO- SHC/HS36 "MIHAF", SHC/HS45-Concerts at Aretha**



## **ISSUES/PROGRAMS LIST**

**ISSUE:**

Awareness and community action. This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.

**HOW THE ISSUE WAS TREATED:** Weekly Radio Show

**TITLE OF THE SHOW:** ON THE LINE

**DATE:** December 17, 2022

**TIME:** 8:00 -10:00 AM

**DURATION OF SHOW:** 2 hours

**TYPE:** Live Talk Radio Show

**DESCRIPTION:** This show will feature guests from the community. Guests will discuss the benefits of working together and pooling resources to provide information and assistance to the citizens of Detroit.