



ISSUES/PROGRAMS LIST

ISSUE: Educational Development and Community Benefits: This show will feature guest of various personal and professional backgrounds who will discuss the neighborhood improvement fund proposed by Mary Sheffield to the Detroit Pistons. In addition, political conversation surrounding the current President will take place, informing others on the importance of activism.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: July 8, 2017

TIME: 8:00 – 10:00 AM

DURATION OF SHOW: 2 hours

TYPE: Live Talk Radio Show

DESCRIPTION: Additionally, the broadcast will feature guest who are promoting community programs that will be hosted at DABO during the summer.

On the Line w/ Rev. Sheffield
Radio Broadcast Run: July 8, 2017

ON AIR:

8:00 AM

8:10 Frank Shafer Video: Youtube Clip

8:20 OPEN LINES

8:30 Commercial Break: DTE 12 Sec. & Chenepark2017smokey60mcdonalds.mp3

HS10

8:37 Call-IN: Elizabeth Mays, C.E.O: MCS Multimedia: NIF Proposal

8:47 Call-IN: Amber Lewis, Digital & Social Media Office for Mayors Office: NIF Proposal

8:55 Commercial Break: DTE 15 Sec. & Det Wayne Mental Health
Call Us 60

HS01

9:02 AM Andre Johnson, C.E.O: Detroit Recovery Project: NIF Proposal

9:15 Call-IN: Raphael Wright, Black Owned Detroit Grocery Store Owner: NIF Proposal

9:30 Commercial Break: DTE 12 Sec. & WAYNE COUNTY TREASURER.mp3

HS30

9:37 Lamont Robinson, Rhythm & Blues Hall of Fame: New Location

9:47 OPEN LINES

9:53 Commercial Break: DTE 12 Sec. & DMC Senior ER

HS03

On the Line w/ Sheffield: Commercial Slots 7/8/17

8:30 Commercial Break: DTE 12 Sec. & Chenepark2017smokey60mcdonalds.mp3

8:55 Commercial Break: DTE 15 Sec. & Det Wayne Mental Health Call Us 60

9:30 Commercial Break: DTE 12 Sec. & WAYNE COUNTY TREASURER.mp3

9:53 Commercial Break: DTE 12 Sec. & DMC Senior ER



ISSUES/PROGRAMS LIST

ISSUE: Segment 1-4 Educational Development and Community Benefits: This show will feature guest of various personal and professional backgrounds who are encouraging literacy amongst the community and informing others on the importance of mental health.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: July 15, 2017

TIME: 8:00 – 10:00 AM

DURATION OF SHOW: 2 hours

TYPE: Live Talk Radio Show

DESCRIPTION: Additionally, the broadcast will feature guest who are promoting community programs that will be hosted at DABO during the summer. Advocacy for mental health and substance abuse prevention are highlighted as a special segment in this broadcast.



“On the Line w/ Rev. Sheffield”

Radio Broadcast Run of Show: July 15, 2017

ON AIR: Rev. Horace Sheffield, Keith Johnson, David Felton, Scott Holiday

8:00 AM Show Opening & Run down of today’s show:

1. Interview with Ms. Donetta Hill: Fight For Minimum Wage @ 8:20am
2. Community Events presented by Isaac Robinson @ 9:30am
3. Interview with Lamont Robinson, Rhythm & Blues Hall of Fame @9:37am

8:10 Topic Overview: "Resurrection of Urban America: Are Sports Stadiums the Second Coming?"

8:20 CALL IN from Ms. Donetta Hill re: Fight for Minimum Wage

8:30 Commercial Break: DTE 12 Sec. & Chenepark2017

8:37 Impact of Sports Stadiums in Urban Communities (Panel overview)
CALL IN - National Perspective: Mr. Lloyd Richards, former VP,
Operations, Houston Texans

**8:55 Commercial Break: DTE 15 Sec. & Det Wayne Mental Health
Call Us 60**

9:02 AM What was the stadium deal for Detroit? Was there ever a plan in place to benefit the citizens of the City of Detroit? What was the basis of the lawsuit?

9:15 Introduction of the Neighborhood Investment Fund (overview).
What would it mean for the citizens? Why is the NIF important?

9:30 Commercial Break: DTE 12 Sec. & WAYNE COUNTY TREASURER.mp3

9:37 Interview with Isaac Robinson, re: Marines initiative, Leland Health Fair & Hair Show @ NW Activity Center

9:53 Commercial Break: DTE 12 Sec. & DMC Senior ER



ISSUES/PROGRAMS LIST

ISSUE: Segment 1-4 Educational Development and Community Benefits: This show will feature guest of various personal and professional backgrounds who are encouraging literacy amongst the community and informing others on the importance of mental health.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: July 22, 2017

TIME: 8:00 – 10:00 AM

DURATION OF SHOW: 2 hours

TYPE: Live Talk Radio Show

DESCRIPTION: Additionally, the broadcast will feature guest who are promoting community programs during the summer. Advocacy for mental health and substance abuse prevention are highlighted as a special segment in this broadcast.



On the Line w/ Rev. Sheffield
Radio Broadcast Run: July 22, 2017

8:00 AM Welcome, Introduction & Show Overview
TOPIC: "Then & Now...1967 Detroit Riots"

Resource: "New Detroit and the Negro People 1967 – 1977", prepared by the Coalition of Black Trade Unionists (CBTU) of Wayne, Oakland, Macomb and Washtenaw Counties. The Metropolitan Detroit Area Chapter of the National Coalition of Black Trade Unionists.

8:10 AM **Community Connection: highlight community events**

a. Detroit City Councilman Leland Community Fair

8:15 AM **"Moment with DTE Energy": Call In Guest Kim Hoffman**
Title: Principal Marketing Analyst

a. High Cooling Tips

1. Questions How can residents keep their second story of their home cool without making their first floor extra cold?
2. Do ceiling fans help with keeping cool?
3. How can residents save money all year long?

8:30 AM Commercial Break: ?

8:35 AM Call In Guest: State Senator Bert Johnson, District 2

DTE 10700
12700

8:55 AM Commercial Break: ?

DTE - Volunteers
DTE -

CITYLINK
JO?e Aug 8th

Memory Lane 30
Memory Lane 60

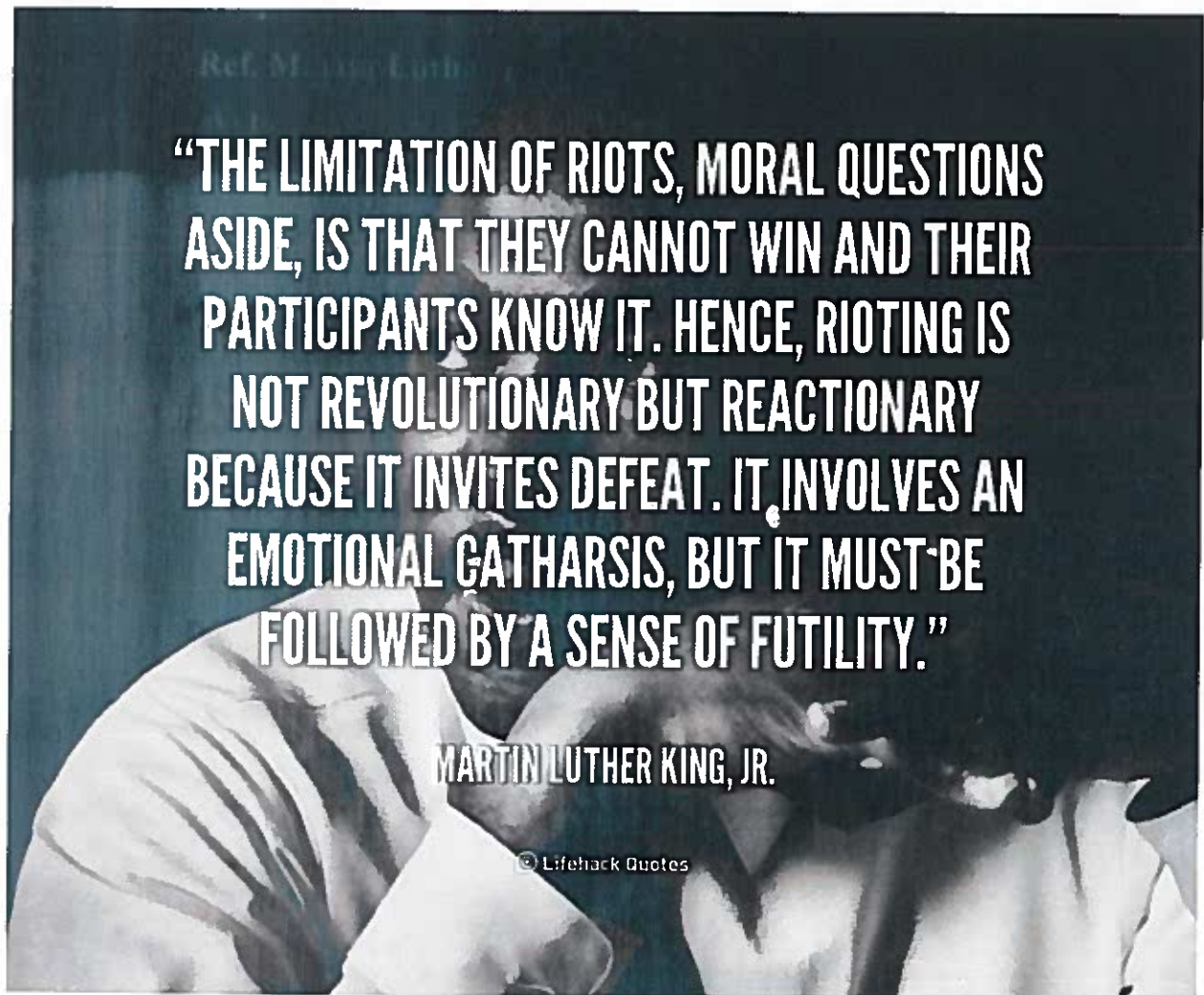
9:02 AM Question of the Hour: Has Detroit changed since 1967? In 2017, are we dealing with the same racial & economic issues just 50 years later?

910AM Call In Guest: Former Wayne County Circuit Judge & Host on Superstation Wade McCree

9:30 AM Commercial Break: ?

9:35 AM Were the riots needed? Are riots perceived as a necessary weapon?

Ref. Martin Luther King Jr. Quote



9:47 AM **Wrap up with Rev. Sheffield Commentary: Where do we go next as a community? Are we destined to repeat the last 50 years?**

9:53 AM **Commercial Break:**



On the Line w/ Rev. Sheffield
Radio Broadcast Run: July 29, 2017

8:00 AM Welcome, Introduction & Show Overview

TOPIC: "DETROIT 316 YEARS LATER...SEE DETROIT AS WE DO....."

Overview: As we acknowledged the 50th year since the Detroit Race Riot of 1967 on Sunday, noted the 316th year since Detroit's founding on Monday, coupled with the dialogue behind the controversial Bedrock Detroit ad.....we must ask ourselves....HOW WE SEE DETROIT & THE IMPACT ON OUR FUTURE...?"

8:15 AM "MOMENT W/ DTE ENERGY"

Call In Guest:

Topic: Home Energy Consultations

8:20 AM "COMMUNITY CONNECTION": highlight community events

- a. Distinctive College Prep
- b. The White Shirt Challenge
- c. The Broadway(tease out)

8:30 AM **Commercial Break:** Shchs32 City Clerk Vote Aug 8th (30 sec), Distinctive C

8:35 AM Call In Interview: Ms. Shawn Mbacke, WCCCD White Shirt Challenge

~~8:55~~ AM **Commercial Break: Shchs33 DTE Volunteers (60 sec)**

~~9:02~~ AM **Call In Guest: Rev. Edward Knox**

~~9:10~~ AM: Question of the Hour: How far have we come? The first 316 years for blacks in Deuroit?

~~9:30~~ AM **Commercial Break: Shchs34 DTE Rate Reduction (60 sec)**

~~9:35~~ AM **“New Detroit and the Negro People 1967 – 1977”, How was Black Leadership Created?**

~~9:47~~ AM **Wrap up with Rev. Sheffield Commentary: What has our Detroit history taught us?**

~~9:50~~ AM **Commercial Break: Shchs35 Memory Lane Music Series (60 sec)**



On the Line w/ Sheffield: Commercial Slots 7/29/17

8:30 Commercial Break: Shchs32 City Clerk Vote Aug 8th (30 sec)
Shchs35 Memory Lane Music Series (30 sec)

8:55 Commercial Break: Shchs33 DTE Volunteers (60 sec)
Call Us 60Dis

9:30 Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:53 Commercial Break: Shchs35 Memory Lane Music Series (60 sec)



ISSUES/PROGRAMS LIST

ISSUE:

Educational Development and International Awareness & Involvement – This show will feature guests from the community. Guests will discuss the benefits of the working together and pooling resources to provide information and assistance to citizens of Detroit.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: August 5, 2017

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 the working together and pooling resources to provide information and assistance to citizens of Detroit.



On the Line w/ Rev. Sheffield

Radio Broadcast Run: August 5, 2017

8:00 AM Welcome, Introduction & Show Overview

WE ARE BROADCASTING LIVE IN THE COMMUNITY ON THIS BEAUTIFUL SATURDAY MORNING! WE ARE AT 19472 LIVERNOIS, IN THE AVENUE OF THE ARTS & YOU ARE MORE THAN WELCOME AND INVITED TO COME ON OUT!

TOPIC: “What are our expectations as American CITIZENS? Are they the same or different as Black American CITIZENS or people of color?”

- a. Expectations of government**
- b. Expectations from business**
- c. Expectations of educational institutions**
- d. Expectations from/of religion.....**
- e. Expectations of safety/security**

Headlines

(We will discuss how these topics/story lines fit into our expectations as American citizens first and Black citizens overall.)

NAACP has issued first ever travel advisory for the state of Missouri

Trump/Justice Dept. to take on Affirmative Action in College Admissions

Grosse Pointe Park, Detroit find common ground, dedicate sculpture at border

Mom panhandles for daughter’s tuition

Half of Detroit’s 8 mayoral candidates are felons

8:15 AM “COMMUNITY CONNECTION”: highlight community events
(Topics introduced by Collette)

- a. Department of Elections, City of Detroit
 - Mr. Daniel Baxter,
- b. The Broadway, Detroit’s Premier Clothier
 - Mr. Pepper Martin

8:30 AM Commercial Break: Shchs32 City Clerk Vote Aug 8th (30 sec), Distinctive C

8:35 AM Call In/In Studio Interview: Mr. Pepper Martin, The Broadway
(Interview introduced by Collette)

8:45 AM In Studio Guests, Ms. Tanya Little, Attorney Michael Fortner

Let’s discuss the expectation of fair, equal and adequate services as it pertains to healthcare and provider compensation. There are several issues here but our goal is to start with from a position of familiarity. For example, people understand and expect to receive medical services if they have insurance upon going to the doctor; people expect to be able to issue a claim for fire damage when experiencing a fire when they have insurance; people expect that they have coverage for automobile damages when they encounter an accident and have paid for automobile insurance. There is an expectation that based on my payment for insurance coverage, I will receive the support and payment or reimbursement of funds paid in association with the incident.

WHAT HAPPENS WHEN YOU HAVE EXPERIENCED AN ACCIDENT, SUSTAINED AN INJURY, HAVE INSURANCE AND STILL DON’T RECEIVE COMPLETE SERVICES AND MONIES TO COVER THE EXPENSES INCURRED FROM THE ACCIDENT?

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60 sec)

9:02 AM Open dialogue with guests & co-hosts

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:47 AM Wrap up with Rev. Sheffield Commentary: This is the first interview in our series and next week, we'll discuss options & actions pertaining to this tragic but uplifting scenario that we have introduced today?

9:53 AM Commercial Break: Shchs35 Memory Lane Music Series (60 sec)



On the Line w/ Sheffield: Commercial Slots 8/5/17

8:30 Commercial Break: Shchs32 City Clerk Vote Aug 8th (30 sec)
Shchs35 Memory Lane Music Series (30 sec)

8:55 Commercial Break: Shchs33 DTE Volunteers (60 sec)
Call Us 60Dis

9:30 Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:53 Commercial Break: Shchs35 Memory Lane Music Series (60 sec)



ISSUES/PROGRAMS LIST

ISSUE:

Educational Development and International Awareness & Involvement – This show will feature guests from the community. Guests will discuss the benefits of the working together and pooling resources to provide information and assistance to citizens of Detroit.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: August 12, 2017

TIME: 8:00 AM – 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 the working together and pooling resources to provide information and assistance to citizens of Detroit.



On the Line w/ Rev. Sheffield
Radio Broadcast Run: August 12, 2017

8:00 AM Welcome, Introduction & Show Overview

TOPIC:

“WHAT DETERMINES THE DETROIT VOTE.....CANDIDATE, COLOR OR CASH?”

We have just completed an election cycle in the state of Michigan and specifically as it pertains to the city of Detroit, ballots were cast for Mayor, City Council, City Clerk just to name a few. To some, the results were expected, while others were in shock. Based on the climate of the city, one must ask themselves as a registered voters a few questions:

1. What do I want in an elected official?
2. What are my desired outcomes from this candidate and this position in which they are seeking?
3. What impacts or influences my vote?

The bigger conversation in this area suggests that citizens are pleased with the current Mayor based on the votes but there is an on-going angst about the neighborhoods being forgotten, so does that mean that the neighborhoods don't matter?

Or another conversation could address how to lead and manage the city after the bankruptcy? Is it that hard? Did leadership revitalize the city or bankruptcy?

****SHOW HOSTS TO PROVIDE THEIR OPINION ON THE STATEMENT**

8:15 AM “COMMUNITY CONNECTION”: highlight community events
(Topics introduced by Collette)
a. Detroit Wayne Mental Health Authority

8:20 AM Continue the conversation from the opening

8:30 AM Commercial Break: Shchs~~32~~³³ Distinctive Charter Schools & Wayne County Treasurer

8:35 AM Election Results Overview
a. Mayoral
b. City Clerk
c. City Council

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60 sec), The Broadway, Attorney Michael Fortner

9:02 AM In Studio Guest: Former Wayne County Commissioner Keith Williams

Discussion: Local & National Political Arena

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:47 AM Wrap up with Rev. Sheffield Commentary: Do the people, the politicians or the policies make for a better community?

9:53 AM Commercial Break: Shchs35 Memory Lane Music Series (60 sec)



On the Line w/ Sheffield: Commercial Slots 8/12/17

8:30 Commercial Break: Shchs³⁵ Memory Lane Music Series (30 sec)
33

8:55 Commercial Break: Shchs33 DTE Volunteers (60 sec)
Call Us 60Dis

9:30 Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:53 Commercial Break: Shchs35 Memory Lane Music Series (60 sec)



ISSUES/PROGRAMS LIST

ISSUE:

Educational Development and International Awareness & Involvement – This show will feature guests from the community. Guests will discuss the benefits of the working together and pooling resources to provide information and assistance to citizens of Detroit.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: August 19, 2017

TIME: 8:00 AM – 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 the working together and pooling resources to provide information and assistance to citizens of Detroit.

****SHOW HOSTS TO PROVIDE THEIR OPINION ON THE
STATEMENT**

8:00 AM CO-HOST INTRODUCTIONS & TOPIC OVERVIEW

8:15 AM “COMMUNITY CONNECTION”: highlight community events
(Topics introduced by Collette)

a. TBD

8:20 AM Continue the conversation from the opening

8:30 AM Commercial Break: Shchs32 Distinctive Charter Schools &
Wayne County Treasurer , Attorney Michael Fortner

8:35 AM Post racial society, TRUTH or MYTH

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60 sec), The
Broadway,

9:02 AM In Studio Guest: Former Wayne County Commissioner Keith
Williams

Discussion: Racism in Politics

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:47 AM Topic Wrap Up: Where do we go from here?

9:53 AM Commercial Break: Shchs35 Memory Lane Music Series (60
sec)



On the Line w/ Sheffield: Commercial Slots 8/19/17

8:30 Commercial Break: Shchs35 Memory Lane Music Series (30 sec)

8:55 Commercial Break: Shchs33 DTE Volunteers (60 sec)
Call Us 60Dis

9:30 Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:53 Commercial Break: Shchs35 Memory Lane Music Series (60 sec)



ISSUES/PROGRAMS LIST

ISSUE:

Educational Development and International Awareness & Involvement – This show will feature guests from the community. Guests will discuss the benefits of the working together and pooling resources to provide information and assistance to citizens of Detroit.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: August 26, 2017

TIME: 8:00 AM – 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 the working together and pooling resources to provide information and assistance to citizens of Detroit.



Saturday, August 26, 2017

TOPIC :

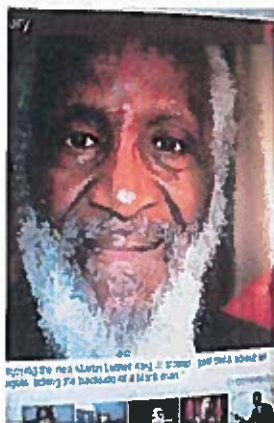
“Detroit, what will your LEGACY be?”

This week we have been shocked and saddened by the death of Dick Gregory & Jerry Lewis. While both had long careers and community engagement as comedians and both activists in their own way; do you think they ever asked, who will continue what I've started? Is there a point in your life where you realize that whereas life and longevity aren't promised, one's life work and activism can be eternal. This is really relevant when you look at their work and career span and realize that they continued the work established by others.

LEGACY is relevant in all areas.....government, religion, community, family.....there has to be a conscious thought and then decision about what's next! What relationships have you

created that will continue your work, your passion, the growth of your family, the fundamentals needed for a successful community? Since the people make the city, we ultimate must ask, "Detroit, what will your LEGACY be?"

Dick Gregory: A Sample Quote



"America is the only country in the world where a man can grow up in a ghetto, go to really bad schools, be forced to ride in the back of the bus, and then get paid \$5,000 a week to tell people about it."

12

NAME ASSOCIATION ON LEGACY

(national & local)

City of Detroit

Detroiters

Mayor Duggan

Mayor Young

Labor Unions

Colin Kapernick

President Trump

Democratic/Rep Party

****SHOW HOSTS TO PROVIDE THEIR OPINION ON THE
STATEMENT**

8:00 AM INTRODUCTIONS & TOPIC OVERVIEW

8:15 AM “COMMUNITY CONNECTION”: highlight
community events

(Topics introduced by Collette)

a. Dr. Jason Denny, MANUP

8:20 AM Continue the conversation from the opening

8:30 AM Commercial Break: Shchs32 Distinctive
Charter Schools & Wayne County Treasurer , Attorney
Michael Fortner, The Broadway

8:35 AM Hot Topics

a. Detroit City Council & Virgil Smith

b. Contractors Fined

c. Labor Unions support Duggan

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60
sec), The Broadway,

9:02 AM Detroit, what will your LEGACY be?

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:47 AM Topic Wrap Up: Where do we go from here?

9:53 AM Commercial Break: Shchs35 Memory Lane Music Series (60 sec), DTE (new spot)



On the Line w/ Sheffield: Commercial Slots 8/26/17

8:30 Commercial Break: Shchs35 Memory Lane Music Series (30 sec)

8:55 Commercial Break: Shchs33 DTE Volunteers (60 sec)
Call Us 60Dis

9:30 Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:53 Commercial Break: Shchs35 Memory Lane Music Series (60 sec)



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Educational Development and International Awareness & Involvement – This show will feature guests from the community. Guests will discuss the benefits of the working together and pooling resources to provide information and assistance to citizens of Detroit.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: September 02, 2017

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 the working together and pooling resources to provide information and assistance to citizens of Detroit.

****SHOW HOSTS TO PROVIDE THEIR OPINION ON THE
STATEMENT**

8:00 AM CO-HOST INTRODUCTIONS & TOPIC OVERVIEW

8:15 AM “COMMUNITY CONNECTION”: highlight community events
(Topics introduced by Collette)

a. TBD

8:20 AM Continue the conversation from the opening

8:30 AM Commercial Break: Shchs32 Distinctive Charter Schools &
Wayne County Treasurer , Attorney Michael Fortner

8:35 AM Post racial society, TRUTH or MYTH

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60 sec), The
Broadway,

9:02 AM In Studio Guest: Former Wayne County Commissioner Keith
Williams

Discussion: Racism in Politics

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:47 AM Topic Wrap Up: Where do we go from here?

9:53 AM Commercial Break: Shchs35 Memory Lane Music Series (60
sec)



On the Line w/ Sheffield: Commercial Slots 9/02/17

8:30 Commercial Break: Shchs35 Memory Lane Music Series (30 sec)

8:55 Commercial Break: Shchs33 DTE Volunteers (60 sec)
Call Us 60Dis

9:30 Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:53 Commercial Break: Shchs35 Memory Lane Music Series (60 sec)



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Educational Development and International Awareness & Involvement – This show will feature guests from the community. Guests will discuss the benefits of the working together and pooling resources to provide information and assistance to citizens of Detroit.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: September 09, 2017

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 the working together and pooling resources to provide information and assistance to citizens of Detroit.

****SHOW HOSTS TO PROVIDE THEIR OPINION ON THE
STATEMENT**

8:00 AM INTRODUCTIONS & TOPIC OVERVIEW

8:15 AM “COMMUNITY CONNECTION”: highlight
community events

(Topics introduced by Collette)

a. DMC Interview: goREDTALKS

Ms. Tonita Cheatham, Director

Marketing, PR & Community Outreach

8:20 AM Continue the conversation from the opening

**8:30 AM Commercial Break: Shchs32 Distinctive
Charter Schools & Wayne County Treasurer , Attorney
Michael Fortner, The Broadway**

**8:35AM INTERVIEW: Distinctive Schools, Ms. Andrea
Leonard (call in)**

8:40AM Hot Topics

a. MSU Sued

b. Kid Rock

c. DACA

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60 sec), The Broadway,

9:02 AM INTERVIEW: Dyshown's Son (In studio)

9:10AM Continue conversation

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec)

9:47 AM Topic Wrap Up: Where do we go from here?

9:53 AM Commercial Break: Broadway (60 sec), DTE (new spot)



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ISSUE:

Educational Development and International Awareness & Involvement – This show will feature guests from the community. Guests will discuss the benefits of the working together and pooling resources to provide information and assistance to citizens of Detroit.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: September 16, 2017

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 the working together and pooling resources to provide information and assistance to citizens of Detroit.



Wayne Cuby
Treasurer

:30 HS 30
:60 HS 31

On the Line w/ Sheffield: Commercial Slots 9/16/17

HS03

8:30 Commercial Break: DMC Senior ER, The Broadway, Attorney Michael Fortner

Live Read

8:55 Commercial Break: Shchs33 DTE Volunteers (60 sec), Memory Lane ~~HS35~~
Music Series, Sheffield09042017

9:30 Commercial Break: Shchs34 DTE Rate Reduction (60 sec), ~~Distinctive~~
~~Schools~~, DMC

HS36

9:53 Commercial Break: The Broadway, DTE,

****SHOW HOSTS TO PROVIDE THEIR OPINION ON THE
STATEMENT**

8:00 AM INTRODUCTIONS & TOPIC OVERVIEW

8:15 AM “COMMUNITY CONNECTION”: highlight
community events

(Topics introduced by Collette)

a. Ms. Miko Branch
Director, Marketing
Miss Jessie’s Hair Care

b. Moment with DTE

8:20 AM Continue the conversation from the opening

**8:30 AM Commercial Break: Shchs32 Distinctive
Charter Schools, DTE, Attorney Michael Fortner, The
Broadway**

8:35AM CALL IN INTERVIEW:

a. Ms. Sheila Hankins, Chairperson
Central High School, Class of 1967

8:45AM IN STUDIO INTERVIEW

a. Young Men Dream

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60 sec), The Broadway, DMC

9:02 AM IN STUDIO INTERVIEW:

**a. Mr. Keith Williams
Political Strategist**

9:10AM Continue conversation

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec), Memory Lane Series

9:47 AM Topic Wrap Up: Where do we go from here?

9:53 AM Commercial Break: Broadway (60 sec), DTE (new spot)



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ISSUE:

Educational Development and International Awareness & Involvement – This show will feature guests from the community. Guests will discuss the benefits of the working together and pooling resources to provide information and assistance to citizens of Detroit.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: September 23, 2017

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 the working together and pooling resources to provide information and assistance to citizens of Detroit.

****SHOW HOSTS TO PROVIDE THEIR OPINION ON THE
STATEMENT**

8:00 AM INTRODUCTIONS & TOPIC OVERVIEW

8:15 AM “COMMUNITY CONNECTION”: highlight
community events

(Topics introduced by Collette)

a. Moment with DTE

b. Mr. Willie Warren, Jorgenson Ford

c. WCCCD Automobile Donation for Students

d. Good Hair Movie Promotion featuring Miss
Jessie’s Haircare product giveaway, must rsvp

8:20 AM Continue the conversation from the opening

8:30 AM Commercial Break: DTE, Wayne County
Treasurer w/Judge Mathis, Attorney Michael Fortner, The
Broadway

8:35AM VOTER REGISTRATION PROMOTION

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60
sec), DMC

9:00 AM CALL IN Interview: Detroit Councilman George Cushingberry re: Congressional Black Caucus Foundation

9:02 AM Open phone lines

Topic: “Has Black America Flat lined?”

9:10AM Continue conversation

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec), Wayne County Treasurer,

9:47 AM Topic Wrap Up: Where do we go from here?

9:53 AM Commercial Break: Broadway (60 sec), DTE (new spot)

VIDEO REFERENCE:

Tupac Speaks From The Heart

<https://youtu.be/roR6h03kw71>



On the Line w/ Sheffield: Commercial Slots 9/23/17

8:30 AM Commercial Break: DTE, Wayne County Treasurer w/Judge Mathis, Attorney Michael Fortner, The Broadway

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60 sec), DMC

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec), Wayne County Treasurer,

9:53 AM Commercial Break: Broadway (60 sec), DTE (new spot)

8:30 Commercial Break: DMC Senior ER, The Broadway, Attorney Michael Fortner

8:55 Commercial Break: Shchs33 DTE Volunteers (60 sec), Wayne County

9:30 Commercial Break: Shchs34 DTE Rate Reduction (60 sec), Distinctive Schools, DMC

9:53 Commercial Break: The Broadway, DTE,



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Educational Development and International Awareness & Involvement – This show will feature guests from the community. Guests will discuss the benefits of the working together and pooling resources to provide information and assistance to citizens of Detroit.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: September 30, 2017

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 the working together and pooling resources to provide information and assistance to citizens of Detroit.



On the Line w/ Sheffield: Commercial Slots 9/30/17

8:30 AM Commercial Break: DTE, Wayne County Treasurer w/Judge Mathis, Attorney Michael Fortner, The Broadway

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60 sec), DMC

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec), Wayne County Treasurer,

9:53 AM Commercial Break: Broadway (60 sec), DTE (new spot)



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****SHOW HOSTS TO PROVIDE THEIR OPINION ON THE
STATEMENT**

8:00 AM INTRODUCTIONS & TOPIC OVERVIEW

8:15 AM “COMMUNITY CONNECTION”: highlight
community events

(Topics introduced by Collette)

- a. Ms. Rimicka Matthews, Founder
Sandra La Rose Memorial Foundation
- b. Dr. Walter F. Edwards, Director/Professor
Linguistics/English Dept. Wayne State Univ.
- c. WCCCD Automobile Donation for Students

**8:20 AM Call In Interview: Rev. Wendell Anthony,
President, Detroit Branch, NAACP re: State Police Press
Release**

**8:30 AM Commercial Break: DTE, Wayne County
Treasurer w/Judge Mathis, Attorney Michael Fortner, The
Broadway**

8:35AM Call In Interview: Nerdy Boy Drew

8:40AM In Studio Guest: Detroit City Councilwoman Mary Sheffield

8:55 AM Commercial Break: Shchs33 DTE Volunteers (60 sec), DMC

9:00 AM Begin conversation: Detroit Then & Now....Does leadership matter?

9:02 AM Open phone lines

9:10AM Continue conversation

9:30 AM Commercial Break: Shchs34 DTE Rate Reduction (60 sec), Wayne County Treasurer,

9:47 AM Topic Wrap Up: Where do we go from here?

9:53 AM Commercial Break: Broadway (60 sec), DTE (new spot)

VIDEO REFERENCE:

Detroit hip hop stars lead 'Turn up the Vote' rally - Story | WJBK



ISSUES/PROGRAMS LIST

ISSUE:

Educational Development and International Awareness & Involvement – This show will feature guests from the community. Guests will discuss the benefits of the working together and pooling resources to provide information and assistance to citizens of Detroit.

HOW THE ISSUE WAS TREATED: Weekly Radio Show

TITLE OF THE SHOW: ON THE LINE

DATE: October 7, 2017

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 the working together and pooling resources to provide information and assistance to citizens of Detroit.



Saturday, October 7, 2017

TOPIC:

“POST-RACIAL AMERICA.....DOES IT EXIST?”

8:00 AM INTRODUCTIONS & TOPIC OVERVIEW

**8:05 AM In Studio Guest: Senator Coleman Young II,
“As a black man, when can I protest? When can I speak out? When
can I be angry?”**

https://www.facebook.com/ColemanAYoungII/videos/1746956492004857/?hc_ref=ARQTLvxVGBBooHOdzEwX6BFxGC3XDrXn8yFgmQmxobsxQd5vHE3Dw_JlfiaN-Sy4lKo&pnref=story

8:28AM: WEATHER/TRAFFIC UPDATE

**8:30 AM Commercial Break: DTE/SHC HS33, Wayne County
Treasurer /SHC-HS31, Attorney Michael Fortner (Live read), The
Broadway/SHC-HS38, Get Out The Vote/SHC-HS40**

8:35AM In Studio Interview: Steve Neavling

a. Author, Motor City Muckraker

<http://motorcitymuckraker.com/author/steve/>

8:55 AM Commercial Break: DTE Rate Reduction/SHC-HS34, Wayne County SHC-HS30, DMC Senior ER/SHC-HS03, Mary Sheffield

9:00 AM Community Connection

- a. Wayne State Univ. Humanities Center Fall 2017 Symposium, Title: Civility & Incivility”
Dr. Walter Edwards, Director, Humanities Center
- b. Hannah Foundation, CEO Vincent Telford

9:02 AM Open phone lines

9:28 AM WEATHER & TRAFFIC UPDATE

9:30 AM Commercial Break: Mary Sheffield, Gas Price SHC-HS37, Det Wayne Mental SHc-HS01, The Broadway SHC-HS38,

9:35 AM In Studio Guest: Mr. Pepper Martin, The Broadway

9:53 AM Commercial Break: General Election SHC-HS39, Wayne County SHC-HS30,