

# sheryl underwood radio

## AFFILIATE NEWSLETTER

VOLUME 1 | ISSUE 2 — FALL 2016



SHERYL  
UNDERWOOD

VIC  
FROST

HARRY  
SOUTHERLAND

JAMES  
KELLEY

## FROM SHERYL'S MIC ...

**I continue to be amazed and thrilled with the way that Sheryl Underwood Radio is growing more and more each day.**

Since the last issue, we've grown to 59 Sheryl Underwood Radio Affiliate Stations! Let's celebrate together and set more plates at the table!

Here's a great big "Thank You," from me to you, for seeing the vision, spreading the love and including Sheryl Underwood Radio in your programming schedule. We will continue to do our part by providing relevant, entertaining content, while building a solid radio brand that we all can be proud of.

In other news, we are happy to announce the launch of our COLLEGE REPORTERS internship through Pack Rat Foundation For Education, a 501(c)3 organization. This initiative offers aspiring journalists at Historically

Black Colleges and Universities (HBCUs), mainstream and community colleges the chance to get experience reporting for a professional radio broadcast. This is one way that we help shape the next generation of journalists.

See page 8 for more details and a list of our initial group of COLLEGE REPORTERS.



As always, we want to hear from you. Connect with Rob Wilkins, Senior Vice President of Affiliate Relations and Promotions/HBCU Initiatives for Pack Rat Productions, Inc., to share your thoughts, ideas and input. Rob is your point of contact as we continue to grow our family and expand the reach and impact of Sheryl Underwood Radio.

Let's grow together and take over the airwaves.

*Sheryl!*



# From Rob's Desk...



Since our last newsletter, Sheryl Underwood Radio has grown by 20 new stations nationally. Sheryl Underwood Radio continues to experience amazing growth, and will throughout the remainder of this year. All of this can be attributed to the worldwide name recognition of Sheryl Underwood.

in Oroville, CA, KPPP-LPFM in Fargo, ND and an inspiring testimony from our affiliate KOCZ-LPFM in Opelousas, LA. We look forward to what 2017 will bring to Sheryl Underwood Radio, and as always, if you know of anyone who might want to air Sheryl Underwood Radio please have them contact us: email [rew7846@aol.com](mailto:rew7846@aol.com) or phone 1-855- Sheryl-1.

In this issue of the Sheryl Underwood Radio Affiliate Newsletter, we highlight three different affiliates: KOYO-LPFM

Rob

## Super Producer TECHNotes — from Vic Frost

### New Dropbox Download

Vic Frost will upload the daily show files for Sheryl Underwood Radio to [dropbox.com](https://dropbox.com) using the following schedule:

Monday's show will be accessible on the link by 5am Monday morning

Tuesday's show will be accessible on the link by 10pm Monday evening

Wednesday's show will be accessible on the

link by 10pm Tuesday evening

Thursday's show will be accessible on the link by 10pm Wednesday evening

Friday's show will be accessible on the link by 10pm Thursday evening.

The link for Sheryl Underwood Radio is the same everyday for every show, please bookmark and use this link everyday. The show content stays in the dropbox account until the next day's show is uploaded.

Feel free to reach out if you have any questions.



## Supporting the brand...

- **The Talk Kicks Off Season 7:** Sheryl and the ladies of THE TALK launched their seventh season September 12. The chemistry at the table is paying off, garnering their first Emmy award and numerous Emmy nominations. The show, seen daily on CBS television, has over 3 million+ daily viewers.
- **More Network TV Time:** During the first couple of weeks of September, viewers caught Sheryl hanging out again with her friend Steve on two separate occasions on the **Steve Harvey Show**. On October 12 she heads over to the **Maury Povich Show** for the first time.

# “Tell US about YOU” AFFILIATE INTRODUCTION

**Affiliates! Introduce yourself to the rest of the SUR Family. Tell us about your station an/or your crew. Submit a short profile to Rob Wilkins at [rew7846@aol.com](mailto:rew7846@aol.com). Keep submissions to 300 words or less.**

## **KOCZ-LPFM - Opelousas, LA**

SUBMITTED BY J. TYRONE GLOVER



I'm J. Tyrone Glover aka Da Player from Opelousas La. I am Blessed to be part of a team and the manager of the #1 LPFM station in the nation - KOCZ 92.9 FM.

My life story didn't start in radio, as a matter of fact, it was so far from radio. This is the reason I call myself Blessed. The true story of Tyrone starts in the Oil Mil Projects, one of the worst areas in the city of Opelousas. Everyone gave up on me- teachers, police, neighbors, even the kids I grow up with said that I would

be dead or in jail before the age of 25. Well, they were right; I did go to jail and was shot twice before that age.

One day an older gentleman approached me and said "Son, I've watched you on these streets for years." Then he invited me to church. My life has never been the same since that experience. I am currently a leader in my church, youth mentor, Community Activist, City Councilman, Mayor Pro Tem 2016, Founder of the Tyrone Glover Foundation and Manager of KOCZ 92.9 FM.

Never let the past, or people, dictate your future, because only GOD knows the answer.

## **KOYO-LPFM - Oroville, CA**



The African American Family and Cultural Center (AAFCC) KOYO LP 107.1 FM is a low power community radio station serving most of the Oroville, CA area. Part of our mission is to empower and embrace African American families and community by reclaiming, restoring and revitalizing our cultural heritage, values and identity.

We pride ourselves on providing music from most genres, including Jazz, Salsa, Oldies, Hip Hop, Rock and more! We also provide great opportunities for our community to host live informational shows for the public. Shows that have been implemented are La Salsera, Kids Talk Live, Aloha Friday and more.

The KOYO radio program provides a space where people convene, connect and celebrate the essence of our community in order to bring about healing to create prosperous, vibrant lives. This program gives individuals the opportunity to gain experience in providing technical support for on-air personalities, and to train to become an on-air programmer at KOYO.

So, if your interest was sparked with what KOYO LP 107.1 FM has to offer, tune in and check us out!



## **Sheryl Underwood Radio Community**

The crew of Sheryl Underwood Radio is generous, both with their time and their resources. Through her Pack Rat Foundation For Education, Underwood is committed to raising money to support education, including the 105 Historically Black Colleges and Universities (HBCUs) and the students committed to pursuing a higher education. The crew is involved in a variety of philanthropic endeavors including children's charities, pediatric cancer support, ministry, activities to support youth and communities.





# “Tell US about YOU” AFFILIATE INTRODUCTION



## KPPP-LPFM - Fargo, ND

### Low Power FM arrives on the North Dakota-Minnesota Border

Fargo-Moorhead's newest non-commercial, community owned Low Power FM station is now broadcasting in the F-M (Fargo-Moorhead) region!

"Adding Color to Your Local Airwaves," KPPP-LP FM, 88.1 on Your Dial

On January 28, 2014, The People's Press Project was one of only 1,000 nonprofit organizations nationwide to be awarded a Low Power FM Broadcast Station Construction Permit from the FCC. This is an incredible moment in the history of low power community based, noncommercial radio broadcast stations and a victory for community-based radio in Fargo, ND and Moorhead, MN area.

We are the first radio station in our community that focuses on amplifying the voice and music of People of Color in this community. At this time, we have a variety of locally produced shows airing throughout the week and we are preparing more shows every day.

KPPP-LP 88.1 FM broadcasts from Fargo, ND and has a reach of over 5 miles. This coverage gives us the potential

to reach nearly 160,000 people in the F-M region every single day, including West Fargo, ND and Dilworth, MN.

Our station's focus, as our slogan says, is "Adding local color to your airwaves," and that is exactly what KPPP-LP does. For the first time in history, you can finally hear community radio that reflects the diversity of listeners in the F-M region - immigrant communities, New Americans, people of color, LGBT, disabled and low income people, nonprofits, community groups, faith groups and students. Our station's community engagement includes training opportunities in broadcasting, radio show programming, computer skills and internet based instruction. These media and management skills training opportunities and internships will allow community members to learn marketable skills in the areas of broadcasting, marketing, fundraising and other components of business management in the radio broadcasting and media industry.

KPPP-LP FM is sponsored by The People's Press Project, a registered 501(c)3, local nonprofit organization.

Phone: 701-367-0403

Email -duke@fmppp.org

Web Site: www.kpppfm.com





Featured Above

# SUR Market Visits

**WNAA 90.1**  
the VOICE

On September 2, Sheryl and the crew stopped by affiliate WNAA 90.1 FM in Greensboro, NC. Sheryl had a chance to say hello and take a few photos with listeners, sorority members, fans and of course, the official Security detail.

## About SHERYL UNDERWOOD RADIO

Sheryl Underwood Radio is entertaining and features one of the funniest and smartest comedians working today – Sheryl Underwood – and a crew of seasoned radio and entertainment veterans. The show is formatted to fit any time slot. Sheryl Underwood Radio is smart, and speaks to the issues and interest of the Urban (18-34) and Urban Adult Contemporary (25-54) listener.

Sheryl Underwood Radio is relevant, tackling the hot topics of the day in a snappy, engaging, informative format. The innovative Sheryl Underwood Radio show provides the energetic conversation about relationships, entertainment, sports and hot topics of the day, and YOU provide the music your listeners want to hear.



# ON AIR

## Sheryl Underwood Radio Is ***Bringing Back The Public Service Announcement***

To Help Spread the Word About Non-Profits Organizations, Civic Organizations and Businesses That Are “Doing Good In the Neighborhood”

---

Under the banner of “Doing Good In The Neighborhood,” Sheryl Underwood Radio (SUR) is bringing back the Public Service Announcement (PSA) and helping organizations promote the good work they are doing to improve, strengthen, inform and empower communities across the country.

Sheryl Underwood Radio will air “Doing Good In The Neighborhood” Public Service Announcements that:

- Promote events and activities that have a local, state or national appeal
- Promote or build brand awareness of a non-profit, governmental agency and/or civic organization or initiative

Public Service Announcements may be submitted as Pre-produced 30-second Spots or as Live Read Scripts for the SUR crew to read on air.

PSA's aired on Sheryl Underwood Radio will reach over 4.2 million listeners across the country, on 59 Sheryl Underwood Radio affiliate stations.

According to Sheryl Underwood, creator, host and namesake of Sheryl Underwood Radio, “I’m blessed to have the television and radio platforms that are available to me to shine the spotlight on issues and opportunities within our communities. Sheryl Underwood Radio had been working on bringing back Public Service Announcements for a while, but we fast-tracked the launch after the recent tragic events in Tulsa and Charlotte.”

On a recent episode of THE TALK on CBS television, Sheryl's heartfelt comments on police brutality and racism resonated with millions and trended on social media for over 5 days consecutively. Her passionate remarks on video are being hailed as “speaking truth to power and they continue to be discussed and shared across the Internet by media outlets and individuals.

*Being on the public airwaves is a privilege, but with it comes a responsibility as servants to mankind.*

“Being on the public airwaves is a privilege, but with it comes a responsibility as servants to mankind. We all have to do our part. We know that there are a lot of great organizations working diligently to improve our communities and our world. We want to do our part to help them spread the word and share their message. Public broadcast media is one way that we can demonstrate our commitment and support of those “Doing Good In The Neighborhood.”

Non-profit organizations, national civic organizations, Historically Black Colleges and Universities (HBCUs), local, state and federal social and public service entities, as well as, groups that have charitable activities and programs that



enhance people's lives and strengthen communities are invited to submit Public Services Announcements to Sheryl Underwood Radio.

According to Vic Frost, Executive Producer for Sheryl Underwood Radio, "PSA's were once a major part of our culture; many had catchy slogans like a mind is a terrible thing to waste. It's a great, inexpensive way to get your message out to the public. I'm honored to be a part of utilizing the radio airwaves to bring back such an important part of our community. It's a call to focus on the issues."

Erna Foushee, Executive Director of Pack Rat Foundation For Education, says "Sheryl Underwood's Pack Rat a Foundation for Education understands the importance and need for government agencies, HBCUs and non-profit organizations to have a vehicle to bring awareness to events and happenings that impact their community. The Pack Rat Foundation for Education commends Sheryl Underwood Radio for their continued efforts to do good in the neighborhood!"

Harry Southerland, co-host of Sheryl Underwood Radio and "your favorite Country Lawyer, advocates for justice in the courtroom and in the community as an elected official. He adds, "I'm also a member of the prestigious Phi Beta Sigma Fraternity. I'm so excited that Public Service Announcements are going to be a part of SUR. I want to encourage all the sororities and fraternities to use PSA's to promote their community service initiatives.

Rob Wilkins, Senior Vice President of Affiliate Relations and Promotions for Sheryl Underwood Radio says, "If you are trying to do some good in your 'hood and you want everyone to know about it, then Sheryl Underwood Radio may be able to help you out."

## Submission Requirements

Two forms of submissions will be accepted: 1) Live-Read Scripts and 2) Pre-Produced PSA's. Live-Read Scripts will be read by the on-air crew and should be no more than 30 seconds in length. For Live-Read scripts, keep the text 2-3 seconds shorter. A 30-second live read script should be kept to around 60 Words. Pre-produced PSA's should be no more than 30 seconds in length and can be simple announcements read by your organization or creatively produced PSA's that incorporate music, dramatic presentation and sound effects.

## Submission Format:

Indicate the following near the top of your PSA submission email:

- **Name of Agency that the PSA is for**
- **Title of the PSA** (For example: Charity Toy Drive Announcement or After-School Homework Help Line)
- **Run Dates** (For example: "FOR USE: December 1 - December 5" or "Immediate: TFN" [til further notice])
- **PSA Format** (For Example: Live-Read Scripts can be sent in the body of an email. or Pre-produced MP3 or WAV file as an attachment)

### Send to:

Public Service Announcements should be sent to [emailus@sherylunderwoodradio.com](mailto:emailus@sherylunderwoodradio.com).

### Submission Deadlines:

Send PSA's at least two (2) weeks prior to the target date of the event or activity promoted. Longer lead times will allow for greater visibility.

For more information call 855-Sheryl-1 or email us [emailus@sherylunderwoodradio.com](mailto:emailus@sherylunderwoodradio.com)



## Supporting the brand...

- **Ambassador Underwood:** The NAACP recently invited Sheryl to serve as one of their NAACP Ambassadors. This high profile program is designed to highlight and celebrate their partnerships with well-known celebrity members of the NAACP and showcase their commitment to the Association and its initiatives.
- **Brand Visibility:** heryl is already one of the most highly visible entertainers on television. She is seen by over 3+ million viewers daily on THE TALK on CBS television; heard on The Steve Harvey Show on radio, seen on multiple episodes of The Young & The Restless, The Bold & The Beautiful and The Odd Couple. Over 850,000 Twitter fans follow her and she has an expanded civic platform, through the NAACP Ambassadorship, that will reach the NAACP's 400,000 mobile subscribers, 1.2 million online e-activists, 350,000+ members, and 1,200 active NAACP units.





Florida A&M University  
Photo credit: [www.hbcufootballclassicsguide.com](http://www.hbcufootballclassicsguide.com)

## BET NETWORKS TEAMS WITH SHERYL UNDERWOOD'S PACK RAT FOUNDATION FOR EDUCATION AND KING ARTIST ENTERTAINMENT TO BRING ICONIC SOUL TRAIN BRAND TO THE 2016-17 HBCU HOMECOMING SEASON

New York – September 20, 2016 – BET Networks is teaming up with Sheryl Underwood's Pack Rat Foundation for Education and King Artist Entertainment to bring the iconic Soul Train brand to select Historically Black Colleges and Universities (HBCU) during the 2016-17 Homecoming season. Inclusive of three critical C's: concerts, comedy, and conversation – the collaboration will have engaging and interactive elements that allow students and alumni to preserve and celebrate the Soul Train heritage and legacy in music, dance and fashion.

“BET is thrilled to build on the legacy in the College market, where we can simultaneously put a timeless brand in front of new and familiar audiences, while also reinstating our commitment to the higher education community,” said Richard Gay, Executive Vice President, Strategy and Operations at BET Networks. “Alongside Sheryl Underwood's Pack Rat Foundation for Education and King Artist Entertainment, we're honored to bring two

epic experiences - Soul Train and Homecoming at HBCUs - together and look forward to finding additional ways to engage the brand.”

“While maintaining the foundation of Soul Train's origin, the young people on HBCU campuses will become the conductors of Soul Train.” Underwood adds, “There's a passion right now for music and social activism. Pack Rat Foundation For Education, BET Networks and King Artist Entertainment will bring the community together with love, peace and soul.”

### About BET Networks

BET Networks, a subsidiary of Viacom Inc. (NYSE: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen



in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the African-American Woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET around the globe.



## About Pack Rat Foundation for Education

Pack Rat Foundation for Education, founded by philanthropist and Emmy award winning entertainer Sheryl Underwood, raises much-needed awareness and funds for all 105 Historically Black Colleges and Universities. PRFFE initiatives include: College Reporter Internships - Provides internships to college students to be College Reporters for Sheryl Underwood Radio, heard on over 59 affiliate radio stations across the country; Civic Justice Initiative - Town Hall Meetings and Panel Discussions held on HBCU campuses to engage National Bar Association Local Chapters, Student Government, National Pan-Hellenic Council, Clergy, Law Enforcement, Media Representatives among others, to identify solutions that increase the peace and enhance the quality of life of all citizens; HBCU Sports Initiative - Focuses on inspiring African American boys, as young as 3 years old, to play baseball, golf, tennis, soccer and lacrosse, while being mentored and provided opportunities to succeed; Urban Symphony: A Concert of All-American Music - HBCU Orchestras/Bands merge with a city's symphony to play a concert of All-American music to benefit education and the arts and the Get Your Praise On: HBCU Choir Sing Off - An energetic choir competition showcasing the talent, creativity, professionalism and spirituality of HBCU students.

## About King Artist Entertainment

King Artist Entertainment founder Marcus King is a well-respected name in the entertainment industry, especially urban comedy and the RnB world. He has catapulted entertainers into international success and is known to have a golden touch as an executive producer, especially in television and music. King is famous for building the artists on his impressive and diverse clientele list into profitable brands that delight and engage international audiences. For over 20 years, he managed the triple threat, Jamie Foxx into stardom and is the only black manager (in conjunction with partner Jaime King) to manage an actor (Foxx) who

was honored with an Academy award for Best Actor. King's career spans multiple sectors of the entertainment industry and his name has been behind award winning television series, Grammy winning albums, critically acclaimed T.V. films and groundbreaking radio. He created and co-owned the only black comedy radio channel in the world - Foxxhole Radio on Sirius XM. His long list of credits attest to his consistent ability to create noteworthy television shows, movies, music and live events. They include: two (2) sitcoms that launched his executive producer career, - syndicated shows *The Jamie Foxx Show* and *Hangin' With Mr.Cooper*; HBO Special *Jamie Foxx: Straight from the Foxxhole*; a comedy special based on King's live event, *Laffapalooza* (Comedy Central); Television Movies, which include the critically acclaimed, *Redemption: The Stan "Tookie" Williams Story* (FX), the award-winning *Life Support* (HBO) starring Queen Latifah and the award-winning music special, *Ray: The Genius Of Love* (CBS); executive producer for Grammy winning record with Jamie Foxx (*Blame It*) and executive producer for a record for the legendary Ronald Isley (Mr.I); executive producer of the BET show *Apollo Live*, which revived the classic Harlem-based show in a new light. King has a penchant for creating successful shows and nurturing their long-term vision, with a focus on giving back to the community.

PR Contact:  
Terrece Walker, BET  
Terrece.walker@bet.net  
212.205.3264

## Want Sheryl Underwood Radio on YOUR station?

Contact Rob Wilkins [rew7846@aol.com](mailto:rew7846@aol.com) to bring the hottest show on the airwaves to your station.

# COLLEGE

# REPORTERS:

# WHAT'S

# UP ON

# YOUR

# YARD?

Announcing the launch of the COLLEGE REPORTER internship, through Pack Rat Foundation For Education. Under this new initiative, college students are invited to create 3-5 minute reports for the segment "What's Up On Your Yard?" Segments will broadcast first on Sheryl Underwood Radio, then air on the podcast and then on Sheryl Underwood Radio - The APP. The final opportunity will be on-air video appearances.

Pack Rat Foundation For Education issued the call for college students to be Sheryl Underwood Radio Reporters. Forty-one students responded, many submitting online reporting samples with their letter of interest. These young people are eager and enthusiastic. SUR COLLEGE REPORTERS will gain invaluable knowledge and experience as they pursue their interest in mass communications. We are happy to be part of their academic and career journey!

All Sheryl Underwood Radio College Reporters will receive a gift card stipend for their reporting.

The COLLEGE REPORTERS internship is open to students attending an HBCU, mainstream or community college, as well as members of Zeta Phi Beta Sorority, Phi Beta Sigma Fraternity and the National Pan-Hellenic Council (NPHC). For more information contact Vic Frost, Executive Producer of Sheryl Underwood Radio. Email Vic at [vicfrost1045@gmail.com](mailto:vicfrost1045@gmail.com).





# College REPORTERS

NAME		COLLEGE
Nicole	Abodo	University of Central Florida
James	Bender	University of Missouri
Deja	Bickman	North Carolina A&T State University
Taj	Brimmer	Kansas State university
Delvakio	Brown	Tennessee State University
Jessica	Burnett	Albany State University
Angela	Castro	North Carolina A&T State University
Brittany	Chisem	North Carolina A&T State University
Nichelle	Cobb	Florida A&M University
Reggie	Daniels	Albany State University
Noah	DanielWilder	North Carolina A&T State University
Donovan	Dooley	North Carolina A&T State University
Jefawn	Evans	University of Kentucky
Arielbriana	Gary	Alabama State University
Jaida	Gilder	Grambling State University
Tobias	Griffin	University of Southern Mississippi
Sylmoneyvesta	Hall	Florida Gulf Coast University
Quantasia	Herndon	North Carolina A&T State University
CaSera	Herring	Columbia College of Chicago
Shalee	Hill	Community College of Philadelphia
Iris	Hirton	Northern Kentucky University
Ebonee	Jackson	George Mason University
Enasha	James	North Carolina A&T State University
Nicolas	Jeffers	North Carolina A&T State University
Clarke	Jones	East Carolina University
Chiamaka	Madura	University Of Arizona
Tracy	Mays	Grambling State University
Savannah	Miller	Howard University
Jaylon	O'Neal	Albany State University
Fuumi	Olopade	North Carolina A&T State University
Tyler	Overton	Tuskegee University
Brittany	Pettway	University of Michigan
Ayanna	Qawwee	University of the District of Columbia
Brandon	Robinson	University of West Florida
Brittany	Rodgers	University Of Arizona
Tania	Sanders	North Carolina A&T State University
Marquavia	Smith	Florida A&M University
Dajanae	Taylor	North Carolina A&T State University
Adjust	Thomas	Morgan State University
Eric	Thomas	Wilberforce University
J'lesa	Wilson	



## On-Air Lineup

Sheryl Underwood Radio on-air line-up includes: Our country lawyer Harry Southerland, aka "Judge Harry"; James Kelley aka "The White Jim Kelley"; industry veteran Vic Frost aka "Super Producer" and Sheryl Underwood, entertainer, host on THE TALK on CBS and 23rd International President of Zeta Phi Beta Sorority, Inc.

# Spanning the Country SUR Affiliates

CALL LETTERS	CITY	STATE
WBFZ-FM 105.3	Selma	AL
WVAS-FM 90.7	Montgomery	AL
KDIV-LPFM 98.7	Bentonville	AR
KHEE-LPFM 96.5	Magee	AR
KLEK-LPFM 102.5	Jonesboro	AR
KSIP-FM 91.5	Forrest City	AR
KOSA Radio	Oakland	CA
KOYO-LPFM 107.1	Oroville	CA
WDUP-LPFM 92.9	New London	CT
WFHT-AM 1390	Lakeland	FL
WHPB-LPFM 98.5	Orlando	FL
WMBT-LPFM 90.1	Gainesville	FL
WRWS- LPFM 99.1	Daytona Beach	FL
KBOL-LPFM 100.1	Waterloo	IA
103.7 Da Beat	Rockford	IL
WGVV-LPFM 92.5	Rock Island	IL
WLBM-LPFM 105.7	Danville	IL
WXRJ-LPFM 94.9	Bloomington	IL
WPNV-LPFM 106.3	Peoria	IL
WTSX-LPFM 104.9	Kokomo	IN
KYOM-LPFM 95.9	Wichita	KS
KBZE 105.9 FM	Berwick	LA
KFRA 1390 AM	Franklin	LA
KOCZ-LPFM 92.9	Opelousas	LA
KOUS-LPFM 96.3	Monroe	LA
KIEE 88.3 FM	St. Martinville	LA
WGUP-LPFM 107.9	Laplace	LA
WHPR-FM 88.1	Detroit	MI

CALL LETTERS	CITY	STATE
WUVS-LPFM 103.7	Muskegon	MI
WVBH-LPFM 105.3	Benton Harbor	MI
WYGR 1530 AM	Grand Rapids	MI
KTPG-LPFM 99.5	St. Louis	MO
WMEJ- AM 1190	Gulfport	MS
WMFA-AM 1400	Raeford	NC
WNAA 90.1 FM	Greensboro	NC
WRES-LPFM 100.7	Ashville	NC
KPPP-LPFM 88.1	Fargo	ND
WRML-LPFM 107.9	Mays Landing	NJ
KMGG-LPFM 99.9	Albuquerque	NM
WDAO 1210 AM	Dayton	OH
WBCT FM 90.9	Columbia	SC
WOSB-LPFM 106.1	Orangeburg	SC
WXRU-LPFM 107.9	Piedmont	SC
KAZI 88.7 FM	Austin	TX
KBHT - LPFM 104.9	Waco	TX
KCGF-LPFM 100.5	San Angelo	TX
KEBN	Dallas	TX
KISX-FM 107.3	Tyler	TX
KJUK-LPFM 97.3	Hooks	TX
KMAZ-LPFM 102.5	Houston	TX
KSSM-FM 103.1	Killen-Temple	TX
KTHN-LPFM 88.3	Texarkana	TX
WCLM 1450 AM	Richmond	VA
WNSB 91.1 FM	Norfolk	VA
WVAI-LPFM 101.3	Charlottesville	VA
WVIE-FM 107.3	St. Croix	VI

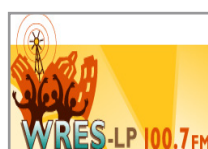
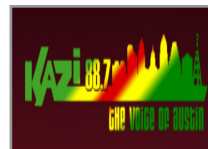
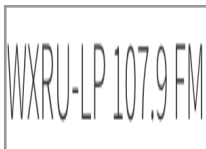




# Affiliate Map & Logos



**We Are**  
Growing



# Meet More of The Team



**HARRY SOUTHERLAND**

Sheryl Underwood Radio co-host

Harry Southerland is an elected Commissioner and zealous Country Lawyer, who advocates for justice in the community and in the courtroom.



**JAMES KELLEY**

Sheryl Underwood Radio co-host

"I LOVE sports, I LOVE to laugh, but I LOVE being "The" White Jim Kelley on Sheryl Underwood Radio even more!"



**ERNA FOUSHEE**

Pack Rat Productions, Inc./Pack Rat Foundation For Education

Erna Foushee is a dedicated member of Zeta Phi Beta Sorority, Inc. and a strong and enthusiastic member of the Pack Rat Productions, Inc. team and director of the Pack Rat Foundation For Education.



**PASTOR ERIC SLOSS**

Sheryl Underwood Radio Contributor

Pastor Eric Sloss has served in ministry for over 17 years and is a gifted musician and teacher who provides the inspirational "word for the weekend."



**PHANALPHIE RHUE STILL**

Public Relations, Events and Multi-Media

Phanalphie Rhue Still is a marketing and public relations midwife, with the talent and experience to help birth the SUR/PRP/PRFFE vision through wordsmithing corporate and promotional content or managing the details of events and digital media. Oh, and this Telly Award winner loves doing radio and voiceover!



**TANYA FITZGERALD**

Inspiration and Song

Tanya Fitzgerald is an established Christian-Contemporary Artist, accomplished singer, songwriter and musician. She brings her musical and inspirational gifts to Sheryl Underwood Radio and Pack Rat Foundation For Education.



**JOSEPH ANTHONY**

Graphic Design, Marketing and Digital Media

Joseph is a young man of purpose who is gifted in music, marketing and graphic design. This emerging leader provides visual branding and marketing support for Sheryl Underwood Radio.



**SHANA LAWRENCE**

College and HBCUs Programming

Shana Lawrence is a proud and active member of Delta Sigma Theta, Inc. and is looking for what's happening in collegiate Yards across the nation!



**JOEL TOKUNGA**

All Things IT



# Sheryl Underwood Radio –THE APP

Sheryl jumped right into the “app pool” releasing Sheryl Underwood Radio-The App, a mobile gateway to all things Sheryl Underwood. From her radio show to her philanthropy, to breaking new talent, users can access full show episodes – all through The App.

Sheryl Underwood Radio - The App is available in the App Store and on Google Play for just \$1.99. Fans of her popular Sheryl Underwood Radio show can listen to full radio show episodes, heard around the country on terrestrial and digital radio. Sheryl Underwood Radio provides entertaining and enlightening conversations covering relationships, entertainment, sports, hot topics as well as lively panel discussions. Now all of that, can be carried around in your hand! Also, her signature Sheryl Underwood Radio PODCAST is now available on iTunes.



## Sheryl Underwood and The Underwood Family Joined **CELEBRITY FAMILY FEUD** TO PLAY FOR CHARITY ON SUNDAY, AUGUST 28; AIRED ON ABC TELEVISION



It was a fun-filled and competitive half hour, and when the dust settled Sheryl Underwood and The Underwood Family came out on top, winning Celebrity Family Feud and donating their \$25,000 purse to the Zeta Phi Beta National Educational Foundation (NEF), a 501(c)(3) organization. The show aired Sunday, August 28 on ABC television.

The team's \$25,000 contribution supports the NEF's Million Dollar Endowment Fund that annually provides educational scholarships to deserving students. The donation will help to meet the NEF's million-dollar goal by January 16, 2017, which is Founder's Day for Zeta Phi Beta Sorority.

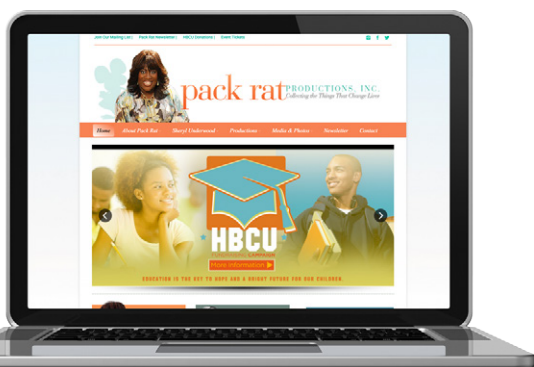
Sheryl's team included Christopher “Chris” Underwood – her brother; Michael Martin – her brother; Deborah Martin – her sister-in-law and Mercedes Alexander – her cousin and Zeta Phi Beta National Meeting Planner.

## Let's Connect

Sheryl Underwood Radio has a dedicated phone line, 855-Sheryl-1, which gives listeners the opportunity to interact with the show, no matter where they are located. The dedicated line is part of a multi-faceted strategy for allowing listeners to engage with the show.

### LISTENERS CAN:

- Call 855-Sheryl-1
- Emailus@sherylunderwoodradio.com
- Follow Sheryl Underwood Radio on Twitter @underwoodradio
- Connect with Sheryl Underwood Radio on Facebook/sherylunderwoodradio
- Follow Sheryl Underwood Radio on Instagram/sherylunderwoodradio
- Visit SherylUnderwood.com
- Download Sheryl Underwood Radio - THE APP in the App Store or from Google Play
- Download/Subscribe to the Sheryl Underwood Radio Podcast





# sheryl underwood radio

smart. funny. AND CHANGING THE GAME

INTRODUCING

Sheryl Underwood Radio

AVAILABLE ON



## THE APP & THE PODCAST



DOWNLOAD TODAY!

Don't miss a moment of the **Sheryl Underwood Radio Show!** Download the app. Listen to the podcast. Take Sheryl with you...on the go!



# PACKRAT

FOUNDATION for EDUCATION

Coming Soon to a **CAMPUS** NEAR YOU

### Civic Justice Initiative

Town Hall Meetings and Panel Discussions held on the campuses of HBCUs engaging National Bar Association Local Chapters, Student Government, National Pan-Hellenic Council, Clergy, Law Enforcement, Media Representatives among others, with a goal to come up with solutions to increase the peace and enhance the quality of life of all citizens.

### HBCU Sports Initiative

This initiative focuses on inspiring African American\* boys, as young as 3 years old, to play baseball, golf, tennis, soccer and lacrosse. This initiative is to mentor and provide opportunities so that young African American boys can play to succeed. \*All boys will be welcome to participate, but the greatest need right now is African American boys.



### Urban Symphony:

*A Concert of All-American Music*  
HBCU Orchestras/Bands will merge with a city's symphony and play a concert of All-American music to benefit education and the arts.



### HBCU House Party

A high-impact 30-minute dance show produced on HBCU campuses to promote student life and culture, highlighting the recreational experiences that form life-long bonds and memories.



### Get Your Praise On: HBCU Choir Sing Off

Talk about a hand-clapping and foot-stomping good time...this energetic choir competition showcases the talent, creativity, professionalism and spirituality of HBCU students.

Search for **Sheryl Underwood** and **Sheryl Underwood Radio** to Connect on Social Media Outlets



VISIT OUR WEBSITE: [www.packratproductionsinc.com](http://www.packratproductionsinc.com) | EMAIL US: [contactus@packratproductionsinc.com](mailto:contactus@packratproductionsinc.com) and [emailus@sherylunderwoodradio.com](mailto:emailus@sherylunderwoodradio.com) | CALL US: 1-855-Sheryl-1