

Urban Trendsetters Television offers a variety of syndicated and original program options.



#### NATIONALLY SYNDICATED

Our weekly scheduled syndicated programs offer a variety of content from America's favorite judge's lifestyle shows, and special holiday programs to award shows.

#### **UTS ORIGINAL**

Town Hall Meetings, National Black News, Shop Black TV and the CEO Show are a sample of UTS original programs that give our views a look at the various resources available in the urban community.

#### LOCAL

Local; news, politics, independent content creator movie, videos, and other show features will come to life through over 4 hours of daily accessible local content from every market we serve.





- **LONGEVITY HEALTH & WELLNESS**
- INFLUENCERS & TRENDSETTERS
- FINANCE, BUSINESS & WEALTH
- ENTERTAINMENT
- SPORTS & AUTO
- TRAVEL & LEISURE
- YOUNG & TRENDY / SAVVY SENIORS
- LIFESTYLE BEAUTY & FASHION
- **EDUCATION & TECHNOLOGY TRENDS**





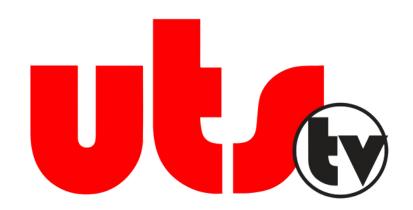


Nielsen research has shown that Black audiences are driving demand for content that represents their identity on screen, and Black-owned media plays a crucial role in providing this type of representative content to the diverse Black community. However, despite reaching 27% of Black viewers, Black-owned outlets have not always been included in media plans designed to reach Black consumers.

Since 2020, brands and advertisers have recognized the importance of Black-owned media as an integral missing piece in their efforts to not only reach, but also advocate for Black communities.

LOCAL REGIONAL NATIONAL GLOBAL





### BLACK NEWS YOU CAN USE!

Urban Trendsetters aims to team up with over 100 Black-owned newspapers, radio stations, and digital outlets to produce a daily national/local news program. The objective is to offer a platform for Black-owned media outlets to expand their reach and generate new revenue streams for their businesses.

At Urban Trendsetters we value collaboration over competition. We know that these outlets are valued in their own communities and know the leaders, movers, and shakers in their communities. We will bridge the gap between Black communities locally and then nationally.

LOCAL REGIONAL NATIONAL GLOBAL



## COMMUNITY OUTREACH AT ITS CORE!

# COMMUNITY OPPORTUNITY RESOURCES & EMPOWERMENT

C.O.R.E. TV is committed to delivering news, resources, and events to our local community. Through our programming, we highlight the amazing work of non-profit organizations and community leaders who contribute to making our community a thriving and vibrant place to live, work, and play.





# HEALTH & WELLNESS NEWS

Our health and wellness program, Black **Health Today, features local and national** healthcare professionals and industry leaders who share the latest highlights in healthcare news, information, and resources. We also engage in discussions with healthcare leaders about the disparities that Black Americans face in healthcare, health issues that affect our community, and more.







**Introducing Fit & Trendy, a daily** program showcasing a variety of health and wellness resources. including gyms, yoga studios, and nutritionists. Gain valuable insights into the services and resources available in your community, and receive inspiration to live a healthier lifestyle.



Urban Trendsetters Television's innovative program, the Shop Black Show, is the first nationally broadcasted daily program dedicated to promoting Black-owned businesses. The program features Black business owners presenting their products and services on television at an affordable rate, and viewers can access these businesses easily thanks to a custom QR code that appears on the screen during the show.

But that's not all - with the upcoming launch of the Urban Trendsetters Marketplace, viewers will have an even more convenient way to shop online during the program. The Marketplace will provide an online shopping portal for the businesses that appear on the Shop Black Show, making it easier than ever for viewers to support and buy from Black-owned businesses.

**SMALL BLACK BUSINESS EMPOWERMENT IN VIEW!** 

TELEVISED LIVE VIRTUAL ONLINE MARKETPLACE





## RECRUIT TOP TALENT THROUGH THIS ONE-OF-A-KIND MULTI-MARKETING & OUTREACH PROGRAM

DIVERSITY AND INCLUSION OUTREACH ON A WHOLE NEW LEVEL!

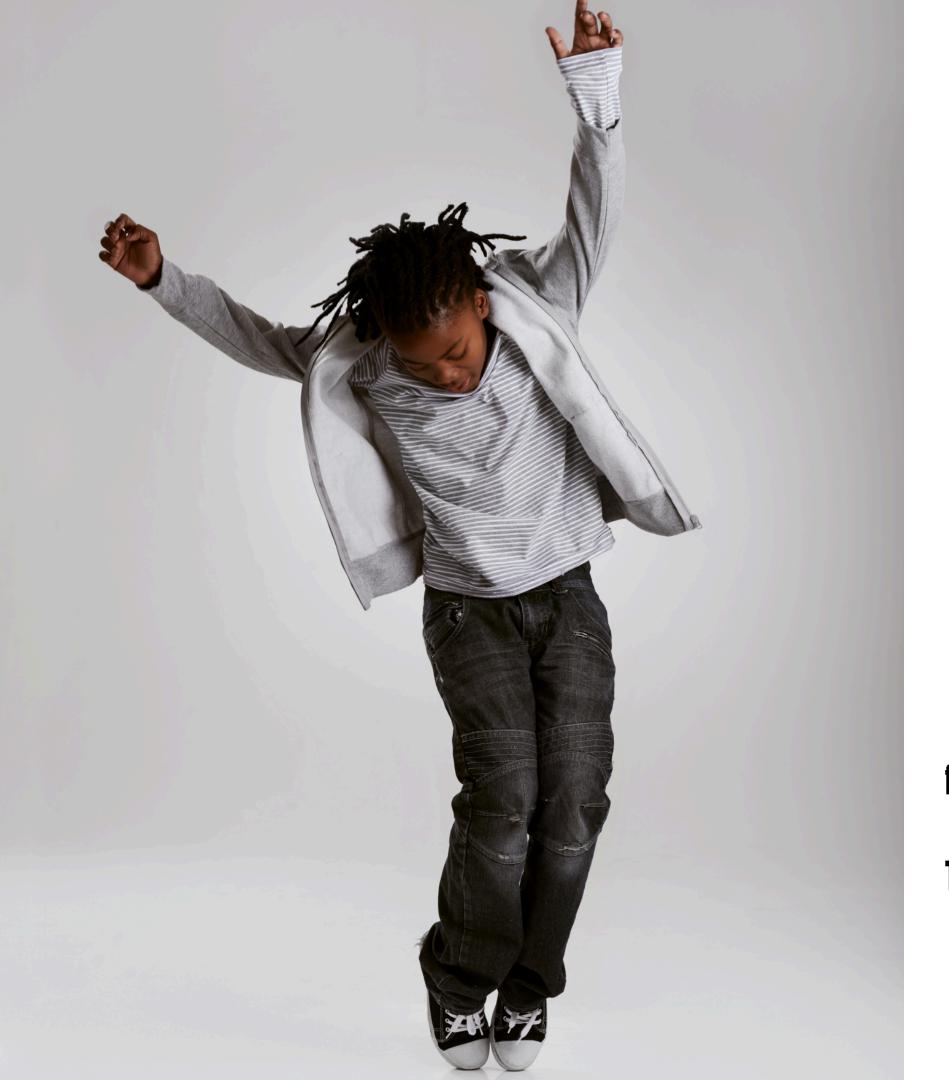
The C.E.O. (Careers, Empowerment, and Opportunities) Show is a unique recruitment platform that combines televised, live local broadcasts, on-site, and virtual events to provide access to information and empower local communities.

By using our most powerful asset TV/ video, the C.E.O. Show revolutionizes the way we recruit, providing job seekers with the opportunity to connect with leading employers and recruiters from various industries and get insights into different career paths and industries.

The UTS TV CEO Show on-screen QR Code positioning gives the employer the opportunity to collect data, collect resumes, and additional content making this a successful matchup

WEEKDAYS AT 7 AM & ON DEININD 250 SHOWS PER YEAR

WHEN OPPORTUNITY MEETS TALENT WHERE THEY ARE!



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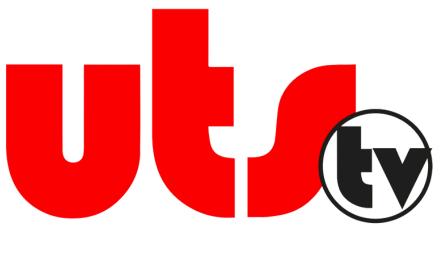
#### **YOUNG & TRENDY**

"Urban Trendsetters Television's new original program, 'Young and Trendy,' showcases the positive aspects of the youth by highlighting their talents, skills, entrepreneurship, and other noteworthy attributes."

Fosters community pride: "Young and Trendy" celebrates the achievements of young people in the community, which can foster a sense of community pride and encourage others to get involved in supporting and uplifting the youth.

The show may encourage viewers to get involved in supporting

the youth in their community by volunteering, mentoring, or investing in youth-led initiatives.



#### **SAVVY SENIORS**

The new and innovative program, "Savvy Seniors," is set to premiere on Urban Trendsetters TV.

The show will celebrate the vitality of seniors in our community who still have a lot of life to live. Through this program, viewers will get a glimpse of the incredible talents, businesses, and wisdom that these seniors possess.



















#### LIVE BROADCAST. STREAMING. ON DEMAND.

**Urban Trendsetters' sports programs range from nationally** broadcasted HBCU games to local little league teams, providing a diverse range of sports coverage to our audience. Broadcasting these games can bring the community together and promote a sense of unity and pride. It can also generate economic activity in the community, as people come together to watch the games and



## TOWN HALL

#### Finally a show about **SOLUTIONS!**

The UTS TV Town Hall, a fresh and original program on Urban Trendsetters Television, seeks to delve into the challenges, opportunities, issues, and solutions that affect our community. It aims to address Our Black Agenda, identifying our collective aspirations and charting a path to achieve them within our community.

Through fostering open and honest discussions, as well as sharing our diverse ideas and experiences, we believe that we can build a more resilient and cohesive community.

What is the Black Agenda?
What do WE want collectively?
And how can we begin achieving what we want within our own community?

Host, John H. Gregory,
CEO & Founder, African American
Male Wellness and the
National Center for Urban Solutions

Join us for The UTS Town Hall and be a part of the conversation.



Urban Trendsetters Television is proud to present HBCU Trendsetters Journey to Greatness.

Does your company have HBCU graduates on your team?
"Journey to Greatness" will broadcast on UTS TV. These
featured vignettes showcase the remarkable
accomplishments of individuals who have graduated from
Historically Black Colleges (HBCUs), highlighting the significant
advancements and contributions these graduates have made
to American culture.

The UTS TV Journey to Greatness air during our HBCU Sports program blocks.









## 1 MILLION 1 VISION AND VOICE TOUR EVENT COVERAGE & MEDIA SPONSORSHIP

#### **OVER 25 Events, Live Broadcasts, Featured Programs**



Atlanta, GA



Atlanta, GA



**National-11 Cities** 



Columbus, OH



Columbus, OH









New Orleans, LA



**Baton Rouge, LA** 



DOWNLOAD THE 1 MILLION 1 TRENDSETTERS RATE SHEET.









### THE MENTORS

Mentoring Kings showcases the narrative of black men as they are known in their communities. They are brilliant, emotionally intelligent, generous, kind and compassionate leaders and role models.

This show is the voice of mentors, programs and organizations that truly portentopies the trageost elemateman.

Naacp image award-winner, Loni Love, is a 1-hour quarterly docuseries celebrating African American female mentors and the strides they make towards the betterment of young women.

#### **Join UTS TV for our 2024 LIVE Red Carpet Broadcast!**



## A BLACK MUSIC MONTH CELEBRATION

Since 2016, the Black Music Honors is an annual two-hour event that acknowledges the legendary African American artists who have influenced and made significant musical contributions to African American culture and American music worldwide. Honorees have included: Angie Stone, Ginuwine, Marvin Sapp, En Vogue, Deborah Cox, Fred Hammond, Yolanda Adams, Freddie Jackson, Tamia, Arrested Development, Xscape, Faith Evans, Dallas Austin, Whodini, Bebe & Cece Winans,

Bobby Brown, Stephanie Mills, Jody Watley, Guy, Oleta

Adams, Slick Rick, Donnie McClurkin, The Jacksons, Dionne Warwick, Jimmy Jam & Terry Lewis, Big Daddy Kane, Clarence Avant, and Pastor Shirley Caesar.





The Stellar Tribute to the Holidays celebrates the magic of the season with heartwarming holiday memories and jovial performances from top-named Gospel and Christian artists. Since 2010, previous performers have included: Jekalyn Carr, Kierra Sheard, Mali Music, Charles Jenkins, Natalie Grant, Kelontae Gavin, Evvie McKinney, Leon Timbo, Mark Kibble, Brandon Camphor & OneWay, James Fortune, Doe, Brian Courtney Wilson, Janice Gaines, VaShawn Mitchell and Titus Showers.

BRANDON CAMPHOR & "ONE WAY

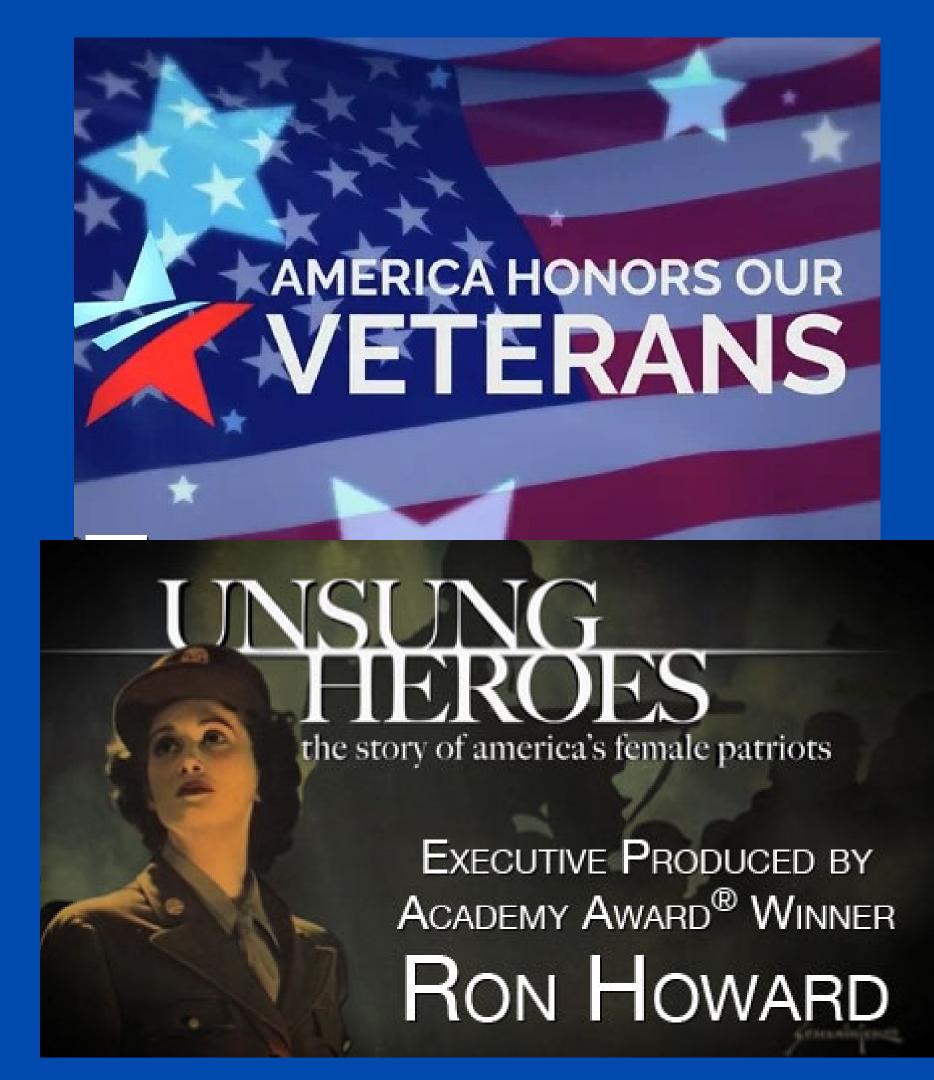
## JOIN UTS TV FOR VICTORIUS VETERANS IN VIEW A CELEBRATION OF OUR VETERANS



These 30-minute to 1 Hour specials showcase inspiring veteran stories and honors those that have given so much to support our freedom.

Unsung Heroes: The Story of America's Female Patriots is an inspirational saga of unrecognized courage and sacrifice that touches every community in the nation. These are women who, despite the hardships of military service, are proud of their long-standing commitment to the patriotic ideals of the United States.

3 GREAT DOCS!





This 30-minute syndicated special showcases inspiring national veteran stories and honors those that have given so much to support our freedom.

Local Veteran spotlights of courage and success hosted by Veteran and Entrepreneur Nicole "Lady X-treme" Carter of Columbus, OH.



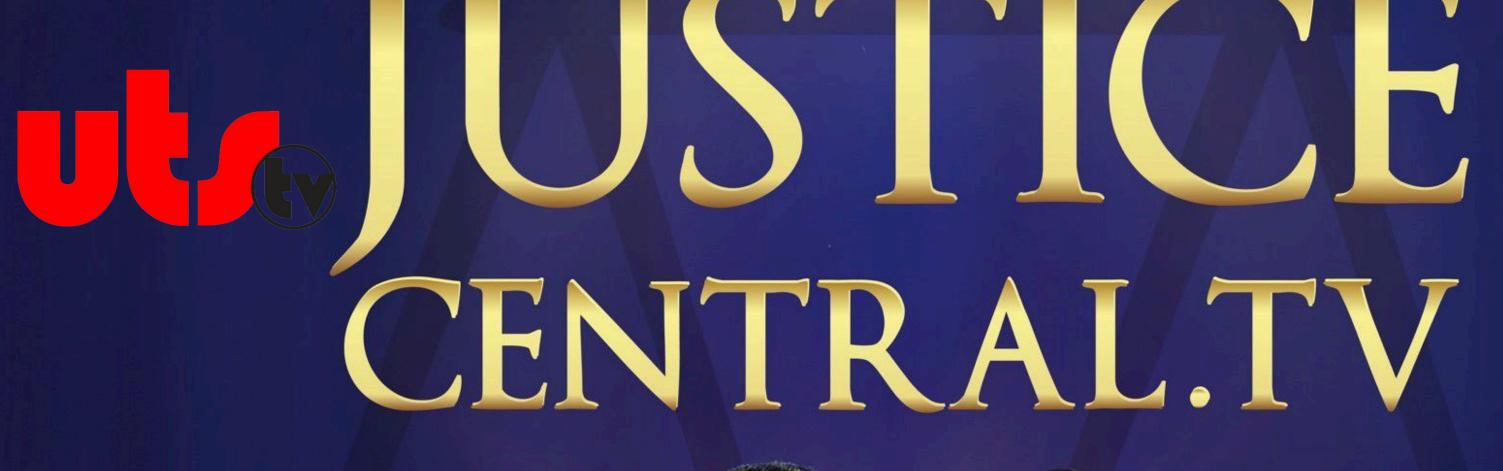


**Host, Nicole Carter** 

**CEO**, Unlimited Possibilities for all Disabilities











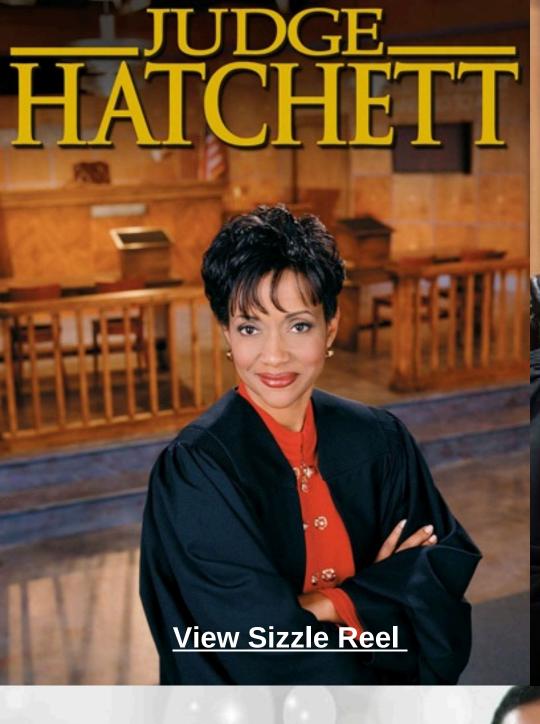
#### BEGINNING FALL 2023 10 AM - 2 PM WEEKDAYS



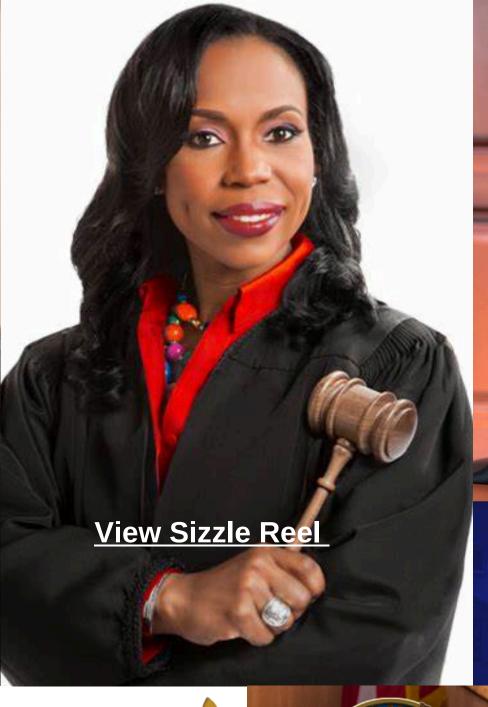
**Urban Trendsetters TV now features Justice C**entral, a syndicated block of daytime programs produced by the Allen Media Group. With over 8 judges, Court TV is just one of the exciting shows we are bringing to our viewers.

**JUST ADDED FOR FALL 2023** 

**GREAT BRAND ALIGNMENT FOR LEGAL EAGLES** 

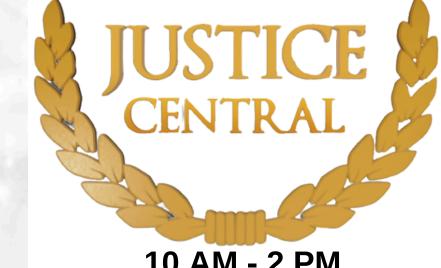


















TRENDSETTERS AT THE MOVIES COMING WINTER 2024

Movie countdown, trailers and interviews with actors of upcoming releases.





### THE ENTERTAINERS VIEW PROMO

A daily dose of celebrity interviews and Hollywood news, plus a comedy jam and hit musical performances.

#### ES.TV VIEW PROMO

"ES.TV" delivers a VIP view of Tinseltown tidbits. Watch out for the biggest behind-the-scenes celebrity interviews, movie news, and more.



## KICKIN IT VIEW PROMO

"Kickin' It With Byron Allen" puts an end to stuffy, buttoned-up interviews. Hollywood A-listers give renowned comedian Byron Allen an up-close-and-personal look at what it's like to take on starring roles in the biggest blockbusters.

ARTS & ENTERTAINMENT



the original comedy club

## THE LAFF HOUSE Atlantic City VIEW PROMO

Based out of Atlantic City the Laff House produced by the owners of the famous Laff House in Philly and features throw back stand-up from comedians like Kevin Hart.





### FUNNY YOU SHOULD ASK VIEW PROMO

Funny You Should Ask hosted by Jon Kelley featuring a rotating panel of top comedians who interact with contestants like Howie Mandel, Jackee, Tiffany Haddish, Anthony Anderson, Jon Lovitz and Byron Allen!



"Just For Laughs Gags" is the world's # 1 hidden camera comedy.



#### COMEDY TV VIEW PROMO

With no traffic jams, parking debacles, or two-drink minimums of the local comedy clubs, the most clever comedians jump onstage for a full-fledged funny fest.







GOSPLES MUISC PRESENTS COMING THIS FALL

It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



THE VIBE COMING THIS FALL

Top Inspirational Music Videos - Watch the best of music's Top 20 Weekly Videos.



THE PRAISE REPORTER
UTS LOCAL - Baton Rouge
COMING THIS FALL

Gospel News from Stellar Nominated online radio network 247 Praise.



TRENDSETTERS IN THE JOURNEY
COMING THIS FALL

Motivating, inspiring and powerful interviews with ministers, thought leaders and spiritual influencers.







## BLACK HEALTH TODAY VIEW PROMO COMING THIS FALL

Featuring interviews from some of America's top leaders in Black Healthcare, this weekly original program discusses health initiatives, barriers, challenges and successes in the Black Halthcare Industry.

## FIT & TRENDY VIEW PROMO COMING THIS FALL

Fit & Trendy, is a daily program that features a spotlight on a different health and wellness resource, such as a gym, yoga studio, or nutritionist. These spotlights provide valuable information about the services and resources available in our communities and help to promote healthy lifestyles.





From pop culture, beauty, health, wealth, and fun, you can count on us every weekday morning to deliver news, weather, and the latest social media and entertainment trends.



#### MICHAELA VIEW PROMO

A new daily syndicated series with all the warmth, energy, passion, fun and excitement... of Michaela Pereira.



## SUKI & SCOTT VIEW PROMO

Suki and Scott is a daily half-hour show featuring celebrities and entertainment guests.



## BALANCING ACT W/MONTEL WILLIAMS VIEW PROMO

Montel Williams is back and it's all about finding a balance between home and family, work and relationships, and the three women who host "The Balancing Act" are on a mission to help people find a balance that works for them.



**DAYTIME TALK** 











Hiring America is a weekly half-hour series dedicated to helping veterans find jobs.



THE CEO SHOW WEEKDAYS VIEW PROMO

This is a daily multi-media opportunity fair. Viewers can take a sneak peak into jobs, business opportunities, attend procurment fairs, virtually, on-site and watch on TV.





# BEAUTIFUL HOMES & GREAT ESTATES

Beautiful Homes & Great Estates:
It's all about location, location, location!
Every extraordinary property tells a great story, and BHGE provides an exclusive tour behind the dream house gates.





NEW UTS TV ORIGINALS SPRING 24

TRENDY TRAVEL NEW SHOW

Unique travel adventures for those who are looking for a vacation while during business.

#### GREENBOOK TV NEW SHOW

A televised guide to the best Black Owned and Operate travel destinations in the world.



## TRAVELING W/ DANILLA RI'CHARD VIEW PROMO

Denella is a sought-after world traveler, travel expert, and industry thought leader, often speaking at conferences on the future of travel, women in travel, innovations in travel, and diversity in travel. perate travel destinations in the world.



### MyDestination.tv

## MY DESITNATION TV VIEW PROMO

"MyDestination.TV" explores the world's sexiest destinations of luxury hotels, upscale eateries, and adventure hot-spots. A one-stop shop for a worldwide journey for both thrill seekers and relaxation-lovers alike.

## THE IMMORTALS

The Immortals: Iconic careers of the greatest names in sports history – Muhammad Ali, Pele, Wayne Gretsky, Michael Jordan, Jack Nicklaus and Annika Sorenstam to Tiger Woods, Pete Sampras, Monica Seles, Usain Bolt and many more – are celebrated in this stunning 52-part series.

<u>VIEW PROMO</u>

# PURDOR

Pure Outdoor: Action sports without boundaries – from freestyle ski jumping to airplane aerobatics, motocross, cycling, surfing and triathlons to cliff diving and water-ski racing. From every corner of the world, where active life-styles, individual challenge and the vast outdoors meet.

**VIEW PROMO** 



**VIEW PROMO** 

"The American Athlete," viewers will go beyond the game and get some one-on-one time with the professional athletes they love. In this docu sports program, legendary athletes like Michael Jordan, Wayne Gretzky, Shaquille O'Neal, and other hall-of-famers share their stories, secrets, successes, and strategies.

**VIEW PROMO** 





### E/I - EDCUATIONAL & INFORMATIVE



## BLACK COLLEGE QUIZ VIEW PROMO

Black College Quiz features HBCU students from around the country showcasing their knowledge and skill of African-American history.



## BIZ KIDS VIEW PROMO

Biz Kids is a weekly half-hour series featuring teens learning about money and business as well as setting and achieving their financial goals.



## THE YOUNG ICONS VIEW PROMO

In this children's TV sequence, courageous kids and talented teenagers show viewers just what it takes to be a young icon in today's world.



## THE AUNT DEB SHOW ORIGINAL PROGRAM-ATLANTA VIEW PROMO

This weekly program takes a look at young business owners and their products and services.





#### E/I - EDCUATIONAL & INFORMATIVE



## SCIENCE NOW VIEW PROMO

Science Now is a weekly half-hour series showcasing science stories in today's world.



## DRAGONGFLY VIEW PROMO

Dragonfly TV is a weekly half-hour series featuring "hands-on" science projects.



#### THINK BIG VIEW PROMO

Think Big is a weekly half-hour series featuring teen inventors with big ideas.







DOG TAILS VIEW PROMO

Dog Tales is a weekly half-hour series all about man's best friend.



who come to the aid of animals in

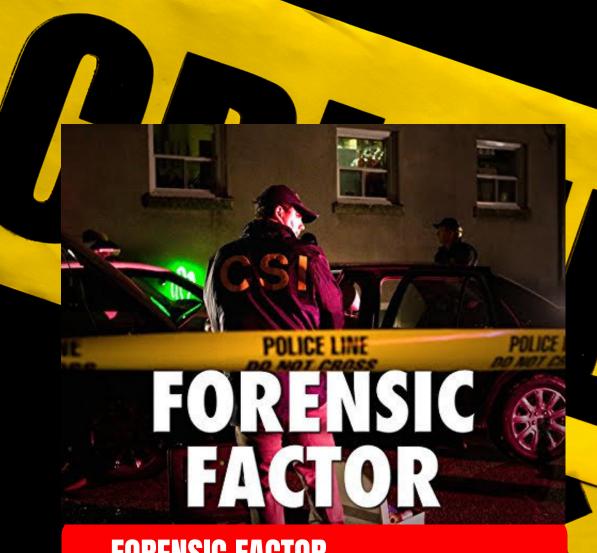
distress.



PETS TV VIEW PROMO

It serves a variety of purposes, making presentations powerful tools for convincing and teaching.





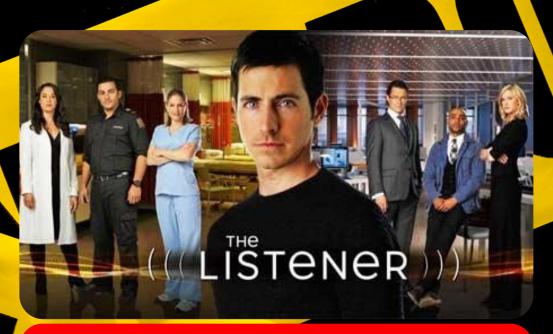
## FORENSIC FACTOR VIEW PROMO

Based on cases ripped from the headlines and solved by an elite team of investigators, FORENSIC FACTOR details the trade secrets used by the world's best sleuths to nab the most elusive criminals.

### missing

#### MISSING VIEW PROMO

Missing is a weekly half-hour series focusing attention on the plight of missing children.



## THE LISTENER VIEW PROMO

The Listener is Toby Logan (Craig Olejnik) a charismatic 30-year-old paramedic with a secret: All his life, he has been able to tune in the thoughts of others.





It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

**VIEW PROMO** 



## WIERD EARTH VIEW PROMO

Eyewitnesses manage to capture the full fury of extreme weather on camera, including tornadoes, hurricanes, flash floods, and other events.



## DEADLINE TO DISASTER VIEW PROMO

It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



Stories of various people who find themselves in situations that try their abilities to survive in the wild. Survival expert Creek Stewart hosts and gives tips and training on survival skills.







## AMERICA'S HEARTLAND VIEW PROMO

America's Heartland is a weekly half-hour series featuring families and their fascinating stories from America's heartland.



## HIGHWAY THRU HELL VIEW PROMO

See how a local heavy recovery firm works through the hard winters helping highway users that have fallen victim to the brutal road conditions.



With a cell phone on each hip, "liquidation king" Jeff Schwarz is always up for the next deal. From getting the tip to buying and laying off the goods, THE LIQUIDATOR takes you into Jeff's fast paced, high stakes, buy-and-sell world.



## REAL GREEN VIEW PROMO

Real Green is a weekly half-hour series offering practical tips on "greening" your lifestyle.

### ADVENTURE