



**URBAN ONE
PARTNERSHIP AND SPONSORSHIP
OPPORTUNITIES
FEBRUARY 2024**



DISCLAIMER –

The information contained in this submission is the property of Urban One and is intended for the purpose of evaluating Urban One's proposal regarding the identified campaign and marketing opportunities. All proposals are subject to final review and approval by Urban One programming, editorial, production and creative. Final terms and conditions are dependent on the final monetary commitment made, the nature and scope of the content created, the intended use of the content, the talent selected, any terms imposed on talent, delivery obligations and timing. Limitations apply.



URBAN ONE INTRO

"When I started Radio One over 40 years ago, it was with the intent of giving my people a voice. Today, Urban One fulfills that mission with radio, television and digital media and is even critical as the day we started."

Ms. Cathy Hughes
Urban One Founder and Chairperson

URBAN ONE
GUIDING PRINCIPLES



**CULTURALLY
RELEVANT**

AUTHENTIC

TRUSTWORTHY

INCLUSIVE

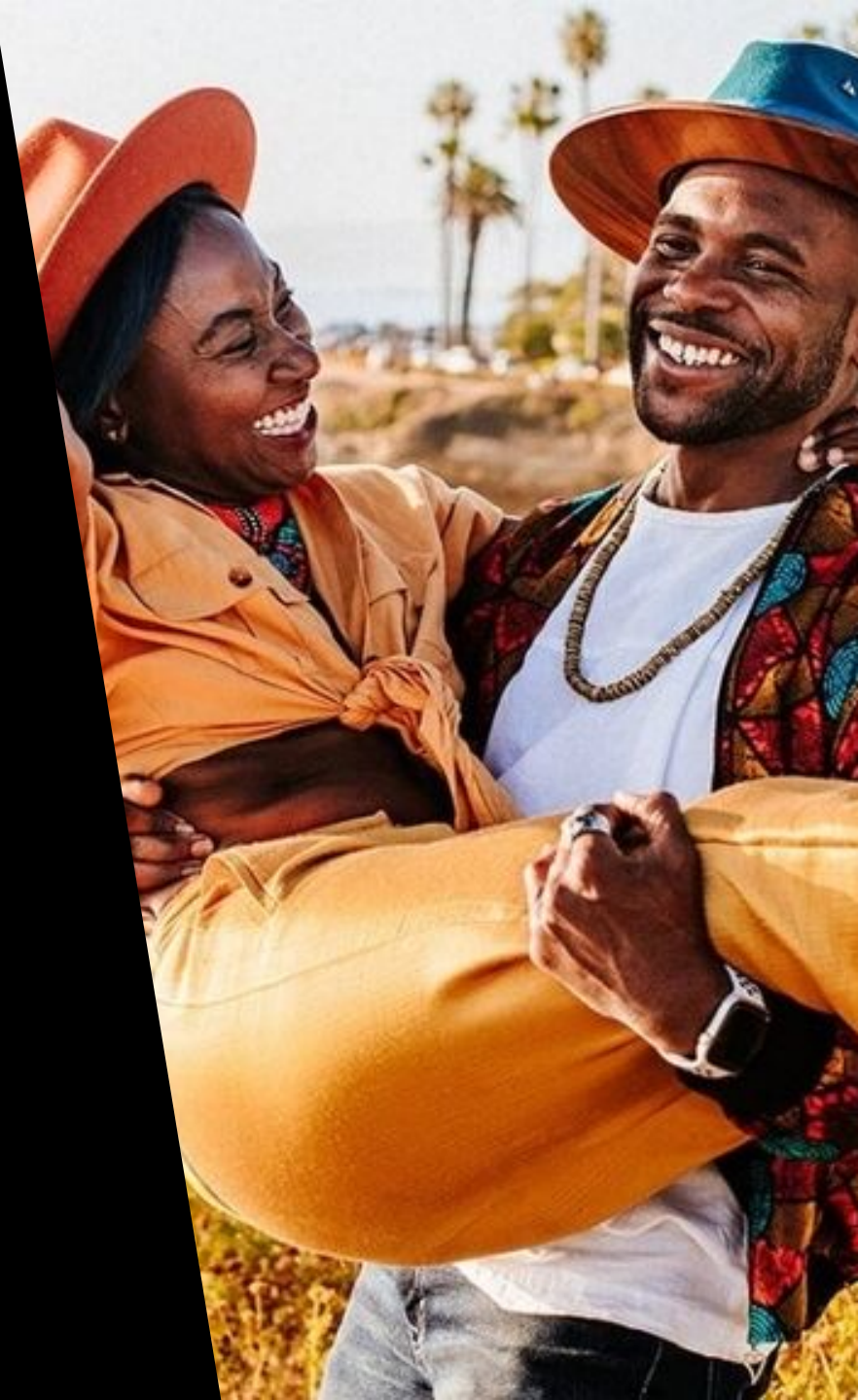
UNAPOLOGETIC

COLLABORATIVE

WE ARE URBAN ONE!

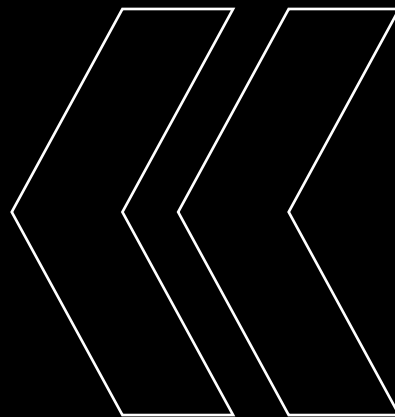
A Rich History and Iconic Brands.

Our mission is to be the most trusted source in the African-American community that informs, entertains and inspires our audience by providing culturally relevant integrated content through our radio, television, and digital platforms.



WHAT'S NEW

Premier, Custom Offerings and Exclusive Platforms





URBAN ONE CABLE NETWORKS

ONE CLEO^{TV}

The Urban One Cable Networks showcase and celebrate the best in Black culture and entertainment. Partners engage with viewers through various custom, connected and turnkey partnership capabilities.



CTV

The networks allow the audience to connect with the programming they love everywhere through CTV with a growing distribution, monthly unique visitors and monthly view.



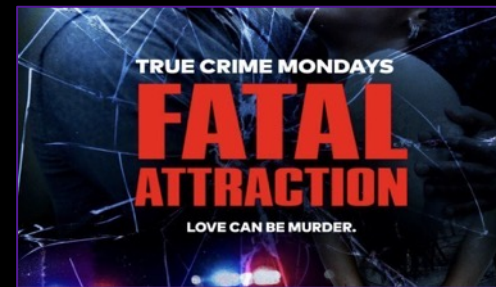
BRAND INTEGRATIONS

Collaborations with programming provides brands with integrations into original series and movies that are seamless, authentic and positively showcase products and services.



CO-PRODUCTIONS

Development deals with prominent production companies and partner networks bring culturally relevant programming to the networks with high production value.





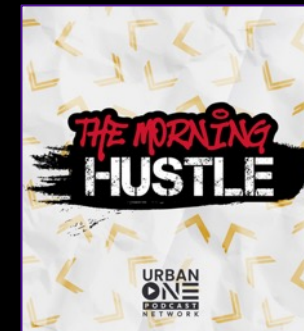
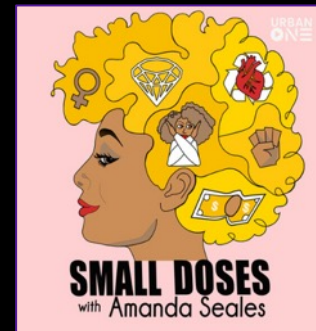
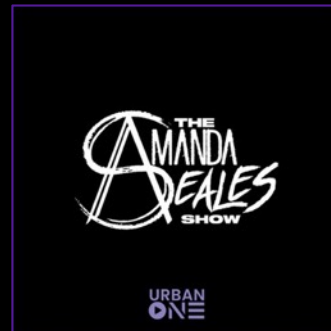
URBAN ONE PODCAST NETWORK



Launched in February 2023, the Urban One Podcast Network is a curated slate of premium content across diverse genres, enriched in information, insight and entertainment powered by Black stories.

- Sports
- True Crimes
- Health & Fitness
- Interviews
- Lifestyle
- Society & Culture
- Music & Entertainment
- Comedy
- Docu-series

ORIGINALS



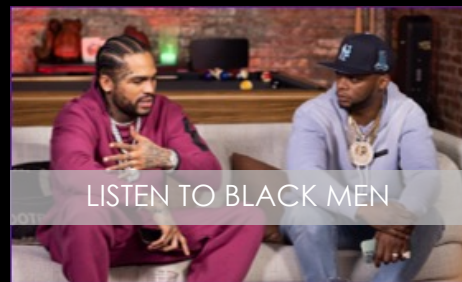
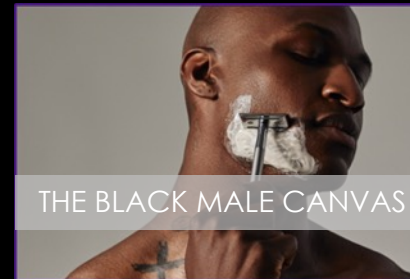


URBAN ONE DIGITAL PLATFORM

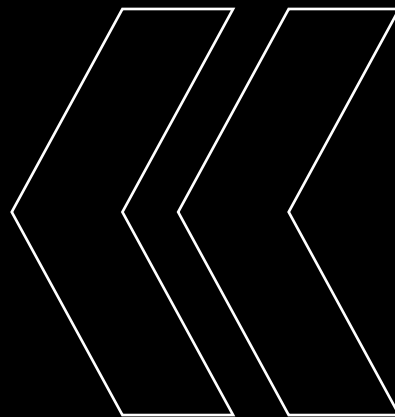
iONE DIGITAL

To represent Black truth, iOne Digital illuminates a vivid spectrum of voices otherwise unheard by modern media. Lifting these voices creates a platform for the African American community and a power source for the culture. Through innovative storytelling and digital experiences - we create and curate the most authentic and unapologetic content.

- Sports
- HBCU
- Health & Fitness
- Interviews
- Lifestyle
- Beauty & Style
- Music & Entertainment
- Comedy
- News



TENTPOLES AND CULTURAL MOMENTS SNAPSHOT



TENTPOLE & CULTURAL MOMENTS CALENDAR



OFFERING: BACK TO SCHOOL/HBCU HOMECOMING
TIMING: SEPTEMBER/OCTOBER

Urban One has the audience covered in preparation for back-to-school and Homecoming festivities.



OFFERING: BIRTHDAY BASH
TIMING: JUNE

This popular event shines a light on artists, producers, and entertainment powerhouses that are pushing music forward by tapping into Black communities across the country.



OFFERING: BLACK BUSINESS MONTH
TIMING: AUGUST

Urban One celebrates Black Business Month by educating Black consumers about entrepreneurship and business building resources.



OFFERING: BLACK HEALTH 365
TIMING: YEAR LONG

Addressing the healthcare disparities that exist within Black America providing trusted information and resources via audio led cross-platform content and podcast.



OFFERING: BLACK HISTORY MONTH
TIMING: FEBRUARY

Urban One celebrates the Black American experience by remembering the dreams of generations past and envisioning a tomorrow of promise and growth.



OFFERING: BLACK MUSIC MONTH
TIMING: JUNE

Urban One joins the world in celebrating the contributions of Black artists, songwriters and music makers who represent their artistic pride all year long.

TENTPOLE & CULTURAL MOMENTS CALENDAR



OFFERING: BLACK WEALTH 365
TIMING: YEAR LONG

A real-life series on wealth management designed to close the racial gap by educating Black consumers about financial wellness, wealth building and sustainable management practices.



OFFERING: BLACK WOMEN'S HISTORY MONTH
TIMING: APRIL

Urban One brings new meaning to Black Woman Magic by recognizing women across industries who are breaking ground, shattering ceilings and inspiring the audience.



OFFERING: FATHER'S DAY
TIMING: JUNE

The Urban One platforms recognize celebrity and everyday dads for their years of care, concern, strength and wisdom - all delivered with their unique kind of love.



OFFERING: HBCU LOVE TOUR
TIMING: OCTOBER/NOVEMBER

A multi-platform experience designed to celebrate and support the traditions of HBCUs.



OFFERING: HOLIDAY
TIMING: NOVEMBER/DECEMBER

Urban One celebrates the season with joy, laughter, décor tip, gift guides, hosting tips, delicious holiday recipes and dramedy from original programming and seasonal content that complement the season and add to traditions.



OFFERING: JUNETEENTH
TIMING: JUNE

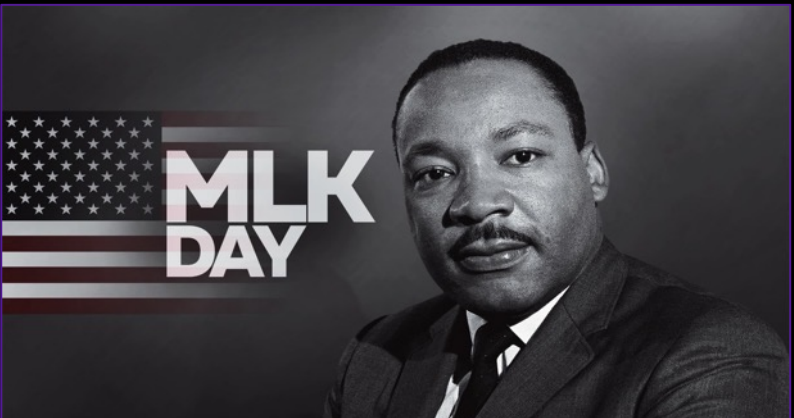
Urban One joins the nation in recognition of the meaning of Juneteenth: the celebration of freedom, economic equality, entrepreneurship and hope for the future.

TENTPOLE & CULTURAL MOMENTS CALENDAR



OFFERING: MELANIN AWARDS
TIMING: NOVEMBER

A curated lists of the best in hair, makeup, skin, nails, and body products for women of color tested by beauty editors and co-signed by loyal readers.



OFFERING: MLK DAY
TIMING: JANUARY

Urban One encourages the audience to not only remember the famed civil rights leader but embrace the movement of today's positive changemakers.



OFFERING: MOTHER'S DAY
TIMING: MAY

The Urban One platforms salute moms for their years of care, concern, support and wisdom - all delivered with their special kind of mother's wit.



OFFERING: ONE YARD
TIMING: YEAR-LONG

An always on interactive and immersive content platform connecting students, alumni, and urban cultural enthusiasts to the HBCU experience.



OFFERING: PRIDE
TIMING: JUNE

Urban One advocates for the Black queer community by shining a light on the trailblazers, allies and resources that are moving the community and conversation forward.



OFFERING: RICKEY SMILEY'S BIRTHDAY BEACH BLOWOUT
TIMING: AUGUST

This weekend getaway celebrates Rickey Smiley's birthday with friends, fans, family, and some special guests filled with adventures and delight.



OFFERING: THE TOM JOYNER FANTASTIC VOYAGE
TIMING: APRIL/MAY

A party with a purpose: the mission of this popular annual cruise is to raise money to support the success and legacy of Historically Black Colleges and Universities.



OFFERING: URBAN ONE HONORS
TIMING: FEBRUARY

Urban One's annual celebration of the best in Black excellence empowers communities, inspires audiences, entertains the world and connects brands to the culture.



OFFERING: URBAN ONE PODCAST NETWORK
TIMING: YEAR LONG

Urban One brings its expertise into the podcast world with entertaining, engaging and informative personality-driven audio and video content for the highly influential and culturally affluent Black community that has an increasing audience presence in the podcast arena.



OFFERING: URBAN ONE SUMMIT
TIMING: YEAR LONG

This town hall series addresses the challenges, mistrust, and inequities within the country with a panel of cultural thought leaders making positive change.



OFFERING: WOMEN'S HISTORY MONTH
TIMING: MARCH

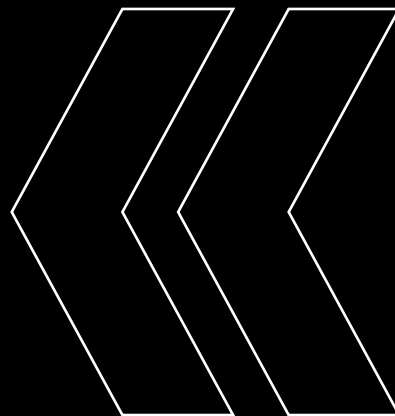
Urban One reflects on women past, present and future who are advocates for the Black community and changing the game in their respective fields.



OFFERING: WOMEN TO KNOW
TIMING: MARCH

A spotlight on Black women who are breaking barriers in their respective fields – trailblazers who are inspiring the next generation of Black female leaders.

PROGRAMMING SNAPSHOT



BLACK EXCELLENCE



BLACK HISTORY MONTH BEST IN BLACK

A month-long salute to the innovators, artists, athletes as well as the moments and representations of Black love that advance the Black community.



I MADE BLACK HISTORY

A profile series on today's change leaders who are making an impact in their respect fields and establishing their place in Black history today.



SHINE AS ONE

Focusing on Black Queer changemakers, Shine as One highlights influential members of the LGBTQIA+ who inspire and pave a new way for the younger generation.



UN Sung: BEST IN BLACK

Covering such areas as Sports, Fashion, Activism, Politics, Films, TV, Comedy and Business, 'Best In Black' chronicles and celebrates the ever-widening influence and impact of Black culture in America.



URBAN ONE HONORS

Urban One's annual celebration of the best in Black excellence empowers communities, inspires audiences, entertains the world and connects brands to the culture.



WOMEN'S EMPOWERMENT

A safe and inspiring gathering that encourages and educates African American women on how to take themselves, their families and careers to the next level.



WOMEN TO KNOW

A spotlight on Black women who are breaking barriers in their respective fields – trailblazers who are inspiring the next generation of Black female leaders.



YOUNG ICONS

A celebration of young Black talent across industries who are on the rise and pushing Black culture forward inspiring other Black creatives through their journey.

CULTURE & LIFESTYLE



ALL BLACK EVERYTHING

The social series shines a light on individuals who display Black excellence through community contributions.



BLACK = CULTURE

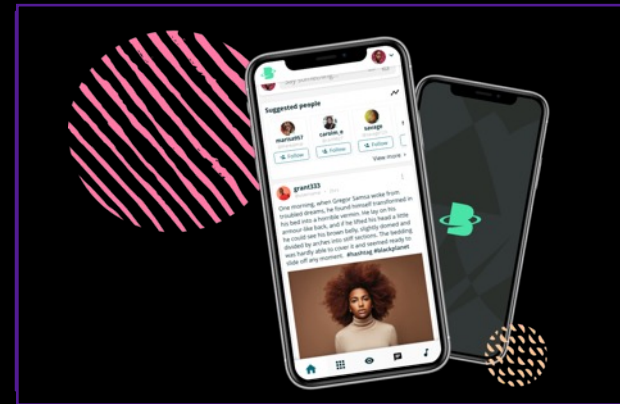
This series acknowledges and celebrates the Black innovators, artists, athletes and trends that impact American culture and resonate with communities across the global.



NEW!

BLACK GIRL MAJESTY

This social-first activation featuring factoid moving graphics a la "On This Day in Black History," exploring everything Black culture – from politics, style, music and viral moments.



BLACKPLANET

The hub for authentic connections that nurtures, discusses and celebrates Black culture.



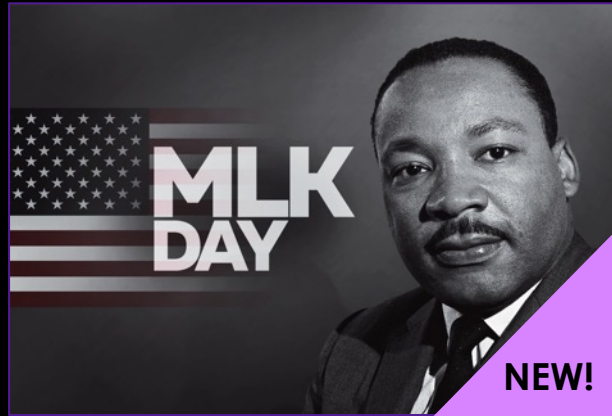
BOSS GIRL GUIDE

A fun, sleek magazine-format series featuring the lives of social media mavens and the many facets of life in the virtual space as well as in the real world. From their hashtags to their home life, young women get a glimpse of how they go beyond handles and behind the screens to capture their tips and tricks.



DIGITAL COVER PACKAGES

Monthly themed cover packages that spotlights creatives and visionaries who impact Black culture sharing stories of their journeys and strive for excellence.



NEW!

DOWN WITH THE KING

A multi-platform retrospective on the life of Dr. Martin Luther King Jr. noting how his legacy is still present in modern culture and profiles of today's changemakers who follow in his footsteps for social justice.



I GOT QUESTIONS

This series answers all the burning questions every fan wants to know about their favorite artist or celebrity while they discuss their upcoming projects, appearances and initiatives.

CULTURE & LIFESTYLE



NEW!

I MADE BLACK HISTORY

A profile series on today's change leaders who are making an impact in their respect fields and establishing their place in Black history today.



LIVING BY DESIGN
WITH JAKE AND JAZZ

NEW!

LIVING BY DESIGN WITH JAKE & JAZZ

The infamous brother-sister duo create simple space solutions for deserving people with a mouth-watering dish to reveal the big makeover reveal.



NEW!

MY FIRST TIME

This docu-series explores the journey of a Black person as they venture into a first-time experience that's sure to change their world and inspire those who watch it unfold.



NEW!

RICKEY SMILEY'S BIRTHDAY BEACH BLOWOUT

This weekend getaway celebrates Rickey Smiley's birthday with friends, fans, family, and some special guests filled with adventures and delight.



SAY IT LOUD
BLACK, QUEER & PROUD

NEW!

SAT IT LOUD

Voices in the Black queer community share stories about their coming out, personal and professional experiences and provide advice to those battling with their identity.



NEW!

THE BLACK MALE CANVAS

Black male celebrities, influencers and real people share their tips on grooming and thoughts on the latest products with men of color specifically in mind.



NEW!

URBAN ONE PODCAST SUMMIT: ONE VOICE

The Urban One Podcast Network expands to live experiences with this on-the-ground, informational, and empowering series to engage and inspire a community of Black podcasters and creatives.



NEW!

URBAN ONE SUMMIT

This town hall series addresses the challenges, mistrust, and inequities within the country with a panel of cultural thought leaders making positive change.

FOOD & BEVERAGE



ADVENTEROUS TASTES

This social series partners with tastemakers who will travel around neighborhoods jam packed with culinary options.



NEW!

BALANCED BITES

BALANCED BITES sizzling culinary adventure series is the perfect combination, featuring an influencer/talent whipping up a storm in the kitchen.



BLACK VEGAN COOKING SHOW

Black vegan celebrity chef Charlise Rookwood is joined by a celebrity to give audiences a new vegan twist on their traditional fare cooking up culturally rooted recipes that makes everyone feel good.



NEW!

BUDGET BITES

Embark on a gastronomic adventure armed with just \$100 each, challenging themselves to uncover hidden gems serving Michelin-worthy dishes on a budget.



CASBAR

Celebrities, personalities and influencers from across the spectrum join in on discussions about life, entertainment, gaming and more in space designed for cocktails and conversation.



NEW!

CHAT & CHEW

A new two-hour "talk to table" series offering viewers engaging and conversational lifestyle content. The first hour (Chat) focuses on deep conversations, connections, and empowerment. The second hour (Chew) focuses on all things culinary, including mouth-watering recipes and demonstrations.



NEW!

CHOPPING IT UP WITH CHEF CHEO

Celebrity chef Jose "Chef Cheo" Garabito as he spices dinner meals with a fusion of flavors.



CULTURE KITCHEN

Viewers discover delicious and authentic recipes with lots of flavor when they head into the kitchen with D.C. native and proud Afro-Latina, Bren Herrera.

FOOD & BEVERAGE



GREATER GATHERINGS

The ultimate guide for those who love to host at home. This guide elevates and inspires viewers to make the most of their next birthday party, game night, BBQ or dinner party.



IN THE KITCHEN WITH MS. EVELYN AND TAMAR BRAXTON

The explosive new series is packed with flavor, fun and personality, as the Braxton's bring best kept recipes to the table.



JUST EATS WITH CHEF JJ

The Harlem based celebrity chef invites friends to share the best dishes with his sense of humor, culinary knowledge and easy down-home techniques.



NEW SOUL KITCHEN

Culinary superstar Chef Jernard serves up new recipes and tasty tips for savory meals and healthy alternatives to southern cooking with this cooking franchise.



NEW SOUL KITCHEN REMIX

Down home...with a healthy twist! Culinary Master Chef Jernard Wells shows his viewers how to prepare some of his favorite dishes!



RAISE THE BAR

Whether you're a seasoned mixologist or a beginner looking to try something new, the social-first series offers a wealth of information and inspiration to help elevate cocktails/mocktails.



SAVOR THE CULTURE

Black foodies embark on a Black-owned food journey taking the audience on a delectable exploration of restaurants, diners, food trucks and more serving the best dishes across Black culture.



TAILGATE THROWDOWN

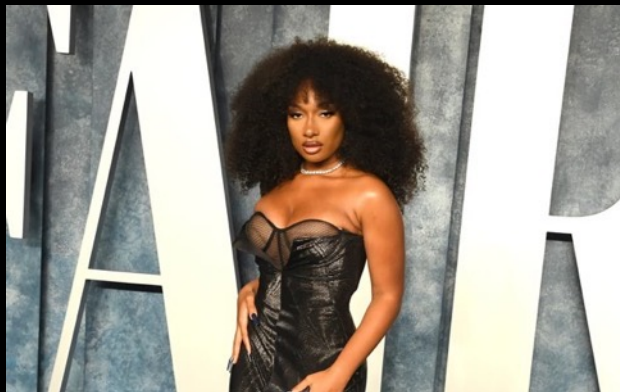
A high-energy cooking competition series featuring chefs who battle it out to put a unique spin on classic tailgating dishes and represent their city and HBCU.

MUSIC & ENTERTAINMENT



AMERICAN SOUNDS

A comprehensive multi-platform initiative covering the "who's who" in American music genres with the goal of highlighting Black artists' influence on the culture.



AWARD COVERAGE

This series takes the audience behind the scenes to highly anticipated events. From acclaimed celebrity gracing the red carpet to jaw-dropping fashion mishaps.



BIRTHDAY BASH

The largest hip hop artist showcase in the southeast commemorates this art form with a weekend of spirited experiences featuring music, art and culture.



BLACK = CULTURE

This series acknowledges and celebrates the Black innovators, artists, athletes and trends that impact American culture and resonate with communities across the global.



CERTIFIED FRESH

An editorial series that features aspiring musical artists making their way to the top.



COLLAB

A comprehensive multi-platform initiative covering the "who's who" in American music genres with the goal of highlighting Black artists' influence on the culture.



I GOT QUESTIONS

This series answers all the burning questions every fan wants to know about their favorite artist or celebrity while they discuss their upcoming projects, appearances and initiatives.



LADIES FIRST

This series invites readers to discover the diverse and groundbreaking sounds of talented female artists, celebrating their impact through music.

MUSIC & ENTERTAINMENT



MELANATED MASTERPIECES

Exploring celebrities and influencers dedication to art and creativity. Whether it be music or visual art installations, the social series will uplift the creative mind.



MY FIVE WHYS

A light-hearted content series that breaks down the top five reasons why the audience needs to be tuned in to new series, movie premiere or favorite classic.



ON THE RADAR

The on-going series highlighting the people, places and things that are (and will be) trending in Black culture.



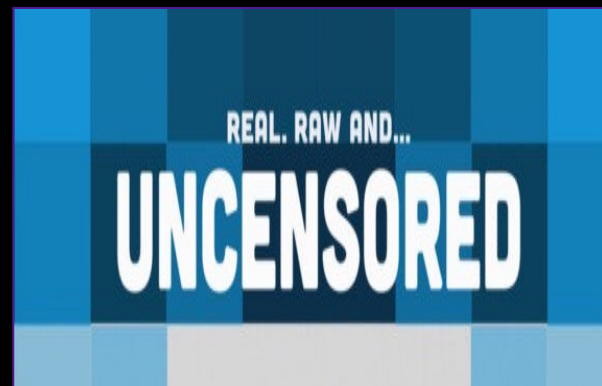
RAISING FAME

This series provides a spotlight on the people behind the athletes who've help make them who they are. The audience will meet the moms, dads and the village who paved those roads to fame.



TOM JOYNER FANTASTIC VOYAGE

A party with a purpose: the mission of this popular annual cruise is to raise money to support the success and legacy of Historically Black Colleges and Universities.



UNCENSORED

This edgy autobiographical series provides an unfiltered glimpse into the lives of the biggest stars in entertainment as they share their narrative in their own voice.



UN Sung

Urban One extends the franchise of this award-winning biography series exploring the life and legacy of prominent creators in music sharing their journeys on the road to fame and success.



WHO TO WATCH

Curated galleries spotlighting the Black actors and actresses on the rise (and even the new breakout artists)

SPORTS & GAMING



NEW!

ATHLETES AS ACTIVISTS

This series provides a spotlight on today's top sports stars and the importance of giving back to the communities that support their careers



I HATE THE HOMIES

This series provides a spotlight on the people behind the celebrities who've help make them who they are. The audience will meet the moms, dads and the village who paved those roads to fame.



SZN OPENER

This sports podcast explores the challenges facing high school athletes through audio-visual storytelling, sharing their journeys as well as their families and communities.



THE FUMBLE

Female sports fans are front and center as this series on-air talent make fair game of the personal and professional lives of fan-favorite athletes.



THEY GOT GAME

Young, Black gamers join the influencer host for a run-down of the hottest new games, product and trends in the market that every player wants to know.



UNSUNG: BEST IN BLACK ATHLETES

This award-winning biography series explores the life and legacy of prominent athletes across fan-favorite sports sharing their journeys on the road to fame and success.



NEW!

RAISING FAME

This series provides a spotlight on the people behind the athletes who've help make them who they are. The audience will meet the moms, dads and the village who paved those roads to fame.



UNCENSORED

This edgy autobiographical series provides an unfiltered glimpse into the lives of the biggest stars in entertainment as they share their narrative in their own voice.

BEAUTY, HEALTH & PERSONAL WEALTH



BEHIND THE BEAUTIFUL

Urban One takes the audience behind the scenes in the making of the most highly styled digital cover packages as told by the creative team that made them happen.



BEHOLD/HER

The audience is inspired when a celebrity/influencer documents their beauty/self care regimen from centering herself in the morning to a glam look for the evening's red carpet.



BLACK HEALTH 365

The largest hip hop artist showcase in the southeast commemorates this art form with a weekend of spirited experiences featuring music, art and culture.



BLACK WEALTH 365

A real-life series on wealth management designed to close the racial gap by educating Black consumers about financial wellness, wealth building and sustainable management practices.



BOSS GIRL GUIDE

Fun, sleek magazine-format series featuring the lives of social media mavens and the many facets of life in the virtual space as well as in the real world. From their hashtags to their home life, young women get a glimpse of how they go beyond handles and behind the screens to capture their tips, tricks and candid captions.



CLEO SPEAKS

Personal, candid and inspiring shared journeys of esteemed, Dynamic women and the issues facing Millennial and Gen Z women of color today.



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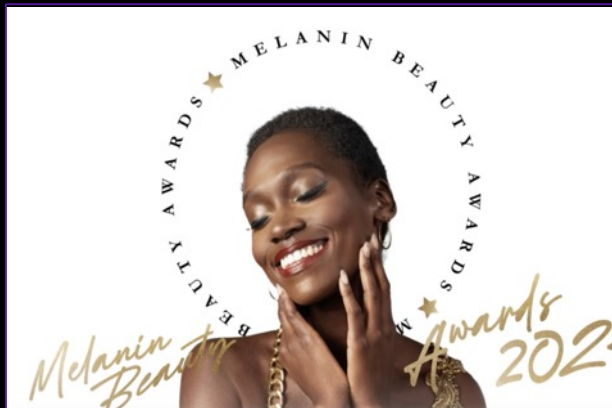
Style, beauty and grooming influencers share some of their secrets to help everyday people transform their looks at home and within budget.



MENTAL HEALTH AWARENESS

The impactful series focusing on celebrities/influencers journey to overcoming mental health.

BEAUTY, HEALTH & PERSONAL WEALTH



MELANIN AWARDS

A curated lists of the best in hair, makeup, skin, nails, and body products for women of color tested by beauty editors and co-signed by loyal readers.



MILLENNIAL MONEY MOVES

A multiplatform campaign to educate and empower multiple generations and their families with important financial lessons for now and the future.



MIND, BODY & BUSINESS PODCAST

Fitness expert Maria More leads this empowering series offering applicable insight about fitness, habit change and self improvement with actionable insights.



MIND OF AN ENTREPRENEUR

An audio-visual piece that highlights the journey of a Black small business owner to the top of their respective industry.



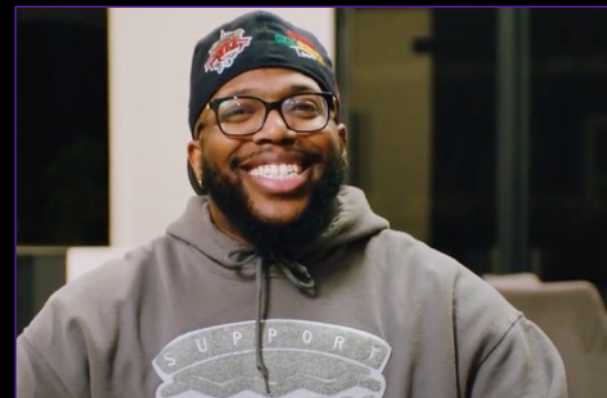
MOMPREENEUR

An intimate interview series features Black female business owners sharing their stories about creating generational wealth for their families – while balancing motherhood.



MY FIRST

The social video series that serves as a financial educational resource hub designed to peel back the layers and demystify the complicated world of personal finance.



THE BLACK ESTATE

This series that profiles Black homeowners across the country serving as a resource for future buyers or investors across the globe that is looking for tips and advice for a smoother home-buying process.



TRAVEL GUIDE

Rooted in the theme of living your best life this series provides real-world insights, offering practical tips for a holistic existence – unveiling the secrets to a more balanced, fulfilling, and enriched life.

LOVE & RELATIONSHIPS



NEW!

ASKING FOR A FRIEND

Two single, best friends looking for love, choose two blind dates for each other and go out on a double-date to see if their matchmaking skills are accurate and who really knows best.

BLISS ON A BUDGET

Each episode features a couple planning their upcoming wedding who discuss innovative saving hacks demonstrating that soon-to-be-newly weds don't need to be royalty or overspend to make their day special.

CHICKS & SALSA

Chef Bren Herrera hosts this cooking and conversation lifestyle content as she brings her girlfriends and special guests into the kitchen for delicious dishes and spicy discussions.

DEFINING BLACK LOVE

Black celebrity, influencer and real people couples are profiled to share inspiring and empowering stories on the Black love experience.



NEW!

LISTEN TO BLACK MEN

A powerful visual-podcast series granting Black men across the globe the safe space to discuss everything from love to masculinity.

LISTEN TO BLACK WOMEN

This prominent series brings viewers an ensemble cast of engaging hosts for lively, passionate discussions on subject matters imperative to Black women.

THE ONE

Gospel great Kirk Franklin and wife Tammy are unofficial matchmakers who bring their expertise to help singles find happy ever after and uncover why they can't find the one.

WHERE IS LOVE?

The new social series aims to shine a light on the Black love displayed on screens.

BUSINESS & ENTREPRENEURSHIP



BLACK ADVENTURE BUSINESS GUIDE

A profile series that features Black-owned adventure businesses serving as a resource to families and individuals in providing advice on where to go, what gear to get as they take the adventure of a lifetime.



BLACK BUSINESS DIRECTORY

The Urban One audio team leads this partnership with listeners across major cities to help Black-owned businesses get more exposure within their community with a chance to be featured across the ecosystem.



BLACK ENTREPRENEUR SERIES

A venture capitalists brings growth stage funding to established Black businesses putting them through his process and giving them the much-needed access.



BOSS GIRL GUIDE

A fun, sleek magazine-format series featuring the lives of social media mavens and the many facets of life in the virtual space as well as in the real world. From their hashtags to their home life, young women get a glimpse of how they go beyond handles and behind the screens to capture their tips and tricks.



CLEO SPEAKS

Personal, candid and inspiring shared journeys of esteemed, Dynamic women and the issues facing Millennial and Gen Z women of color today.



MOMPREENEUR

An intimate interview series features Black female business owners sharing their stories about creating generational wealth for their families – while balancing motherhood.



REVELATIONS

A look into the careers of uprated Black female entrepreneurs who share stories from their humble beginnings, how they maintain success and provide real advice.



URBAN ONE PODCAST SUMMIT: ONE VOICE

The Urban One Podcast Network expands to live experiences with this on-the-ground, informational, and empowering series to engage and inspire a community of Black podcasters and creatives.

EDUCATION & THE HBCU EXPERIENCE



HBCU FILM FESTIVAL

A showcase of film works by HBCU students and alum who are creative disruptors and visionaries within featured programming and multi-city tour experience.



HBCU INSIDER

former students offer tips, tricks and advice to take the audience behind the scenes of the most exciting events in the HBCU homecoming calendar



HBCU LOVE TOUR

A multi-platform experience designed to celebrate and support the traditions of HBCUs.



HBCU MADE YARD TALES

A multi-themed docu-style series that provides a glimpse into the HBCU experience through interviews with alumni positively impacted by their network.



ONE YARD

An always on interactive and immersive content platform connecting students, alumni, and urban cultural enthusiasts to the HBCU experience.



SCHOOL ZONE

School Zone addresses the disparities in education in the African American community by making more resources available for students, children and parents.



TEACHER LIST GRANTED

Educators go above and beyond to ensure students have resources to propel in the classroom. The new social series encourages audience to support their local educators as they return to the classroom to provide students with top-tier education.



THE REAL UNIVERSITY

This multi-platform destination shares lessons the audience wished they learned in college featuring Urban One talent and experts who drop life gems and real talk.

2024 PROGRAMMING FLIGHTING

OFFERING	TIMING
ADVENTEROUS TASTES	YEAR LONG
ALL BLACK EVERYTHING	
ATHLETES AS ACTIVIST	YEAR LONG
AMERICAN SOUNDS	YEAR LONG
ASKING FOR A FRIEND	TBA
BEHIND THE BEAUTIFUL	YEAR LONG
AWARD COVERAGE	YEAR LONG
BEHOLD/HER	TBA
BIRTHDAY BASH	JUNE
BALANCED BITES	YEAR LONG
BLACK = CULTURE	YEAR LONG
BLACK ADVENTURE BUSINESS GUIDE	YEAR LONG
BLACK BUSINESS DIRECTORY	TBA
BLACK ENTREPRENUER SERIES	YEAR LONG
BLACK HEALTH 365	YEAR LONG
BLACK HISTORY MONTH BEST IN BLACK	FEBRUARY
BLACK VEGAN COOKING SHOW	YEAR LONG

Please note program subject to change.

2024 PROGRAMMING FLIGHTING

OFFERING	TIMING
BLACK WEALTH 365	YEAR LONG
BLISS ON A BUDGET	YEAR LONG
BOSS GIRL GUIDE	TBA
BUDGET BITES	YEAR LONG
CASBAR	YEAR LONG
CERTIFIED FRESH	YEAR LONG
CHAT & CHEW	YEAR LONG
CHICKS & SALSA	YEAR LONG
CHOPPING IT UP WITH CHEF CHEO	TBA
CLEO SPEAKS	MARCH
COLLAB	SEASON 1: JULY – AUGUST
CULTURE KITCHEN	SEASON 2: JANUARY SEASON 3: JULY – SEPTEMBER SEASON 2/3: OCTOBER – NOVEMBER
DEFINING BLACK LOVE	YEAR LONG
D.I.Y FLY	YEAR LONG
DIGITAL COVER PACKAGE	YEAR LONG
HBCU FILM FESTIVAL	TBA
HBCU INSIDER	OCTOBER – NOVEMBER

Please note program subject to change.

2024 PROGRAMMING FLIGHTING

OFFERING	TIMING
HBCU LOVE TOUR	OCTOBER – NOVEMBER
HBCU MADE YARD TALES	YEAR LONG
I GOT QUESTIONS	YEAR LONG
I HATE THE HOMIES	YEAR LONG
I MADE BLACK HISTORY	YEAR LONG
JUST EATS WITH CHEF JJ	SEASON 5: JANUARY – JUNE SEASON 5: OCTOBER – DECEMBER
LADIES FIRST	YEAR LONG
LISTEN TO BLACK MEN	YEAR LONG
LISTEN TO BLACK WOMEN	YEAR LONG
LIVING BY DESIGN WITH JAKE & JAZZ	SEASON 3: JANUARY – MARCH SEASON 3: JULY – SEPTEMBER
MELANIN AWARDS	NOVEMBER
MELANATED MASTERPIECES	YEARLONG
MENTAL HEALTH AWARENESS	MAY
MILLENNIAL MONEY MOVES	YEAR LONG
MIND, BODY & BUSINESS PODCAST	YEAR LONG

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2024 PROGRAMMING FLIGHTING

OFFERING	TIMING
MIND OF AN ENTREPRENEUR	YEAR LONG
MOMPREENEUR	YEAR LONG
MY FIRST	YEAR LONG
MY FIRST TIME	YEAR LONG
MY FIVE WHYS	YEAR LONG
NEW SOUL KITCHEN	SEASON 5: APRIL- JUNE
NEW SOUL KITCHEN REMIX	TBA
ON THE RADAR	YEAR LONG
ONE YARD	YEAR LONG
RAISING FAME	SEASON 1: MARCH - MAY
RAISE THE BAR	YEAR LONG
REVELATIONS	YEAR LONG
RICKEY SMILEY BIRTHDAY BEACH BLOWOUT	AUGUST
SAVOR THE CULTURE	YEAR LONG
REVELATIONS	YEAR LONG
SAY IT LOUD	YEAR LONG
SCHOOL ZONE	YEAR LONG
SHINE AS ONE	JUNE

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2024 PROGRAMMING FLIGHTING

OFFERING	TIMING
SZN OPENER	YEAR LONG
TAILGATE THROWDOWN	YEAR LONG
TEACHER LIST GRANTED	AUGUST – SEPTEMBER
THE BLACK ESTATE	YEAR LONG
THE BLACK MALE CANVAS	YEAR LONG
THE FUMBLE	YEAR LONG
THEY GOT GAME	YEAR LONG
THE ONE	JULY
THE REAL UNIVERSITY	YEAR LONG
TOM JOYNER FANTASTIC VOYAGE	APRIL – MAY
TRAVEL GUIDE	YEAR LONG
UNCENSORED	JULY – AUGUST
UNSUNG	MARCH – APRIL
UNSUNG: BEST IN BLACK	FEBRUARY
UNSUNG: BEST IN BLACK ATHLETES	TBA

Please note program subject to change.

2024 PROGRAMMING FLIGHTING

OFFERING	TIMING
URBAN ONE HONORS	FEBRUARY
URBAN ONE PODCAST SUMMIT: ONE VOICE	YEAR LONG
WHERE IS LOVE?	YEAR LONG
WOMEN'S EMPOWERMENT	APRIL
WOMEN TO KNOW	MARCH
YOUNG ICONS	FEBRUARY

Please note program subject to change.



THANK YOU!

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