



stellar



Our Music. Our Culture. Our Voice.



Who We Are

CENTRAL CITY PRODUCTIONS, INC.

- 50+ Years - Black-owned television production company
- Mission: Develop, produce, and market programming
- Communicate positive, uplifting images of Black/African American people.

THE STELLAR NETWORK

- First Black-owned family-friendly television network.
- Rooted in: FAITH, FAMILY, and COMMUNITY
- Content mix of entertainment, lifestyle, documentary and special events





Our Background

CCP PRODUCES & OWNS PROGRAMMING

UPLIFTING & ENTERTAINMENT FOR BLACK AUDIENCES

- Bud Billiken Back To School Parade
- Know Your Heritage High Quiz show
- Dr. King Specials
- Soul Train Music Awards
- Stellar Awards
- Black Music Honors
- HBCU Black College Quiz

FIVE DECADES IN BLACK OWNED MEDIA:

Distribution

- Tribune Broadcasting
- Broadcast Syndication
- Cable
- Streaming
- Network in a Box



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OUR CULTURE. OUR MUSIC. OUR VOICE.



As Seen in Broadcast Syndication



Black-owned, Family-Friendly lifestyle network launched under the management of Central City Productions, Inc., celebrating over 50 years in producing Black Excellence with uplifting and entertaining original content.



2025 CENTRAL CITY PRODUCTIONS, INC ONE TIME ONLY SPECIALS

BLACK HISTORY HONORS



BLACK HISTORY HONORS

Black History Month Special
FEBRUARY 8, 2025 - MARCH 2, 2025
Length: Two (2) 1-Hour Shows
Barter Split: 8 Mins - National | 8 Mins - Local (Each Hour)
Black History Month series highlighting the importance of African American history museums, which reveal why "Black History Matters."

JUNETEENTH FREEDOM HONORS



JUNETEENTH FREEDOM HONORS

Black Music Month/Juneteenth Special
JUNE 7, 2025 - JUNE 29, 2025
Length: Two (2) Hours
Barter Split: 15 Mins - National | 15 Mins - Local
Honoring those whose actions are carrying the flame of freedom forward

Stellar Awards



STELLAR AWARDS

Gospel Music Heritage Month Special
SEPTEMBER 6, 2025 - SEPTEMBER 28, 2025
Length: Two (2) Hours
Barter Split: 15 Mins - National | 15 Mins - Local
Star-studded, gospel music performance driven awards show featuring the most popular and emerging artists on the gospel music scene.

BLACK MUSIC HONORS

DATE: NOVEMBER 10, 2025 - DECEMBER 7, 2025
Length: Two (2) Hours
Barter Split: 15 Mins - National | 15 Mins - Local
Celebration of the often unrecognized Black music icons and the role they played in shaping the soundtrack of American music.

BLACK MUSIC HONORS



Stellar TRIBUTE TO THE Holidays

STELLAR TRIBUTE TO THE HOLIDAYS

Christmas Holiday Special
DATE: DECEMBER 13, 2025 - DECEMBER 28, 2025
Length: One (1) Hour
Barter Split: 8 Mins - National | 8 Mins - Local
Holiday music special featuring personal memories shared by Gospel music artists in honor of the holiday season.



THE OPPORTUNITY

- > 300 African American museums
- Low % of Americans, (including AA), who are aware of the many African American History museums

BUSINESS IMPACT

- How can P&G reach AAHH with resonant branded programming that celebrates and educates ALL people about Black History in a way not seen before.

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“42% AA Adults expect brands they purchase to support social causes 16% more than the total population.”



69% of the spiritual but not religious – say they have been touched, moved, or inspired within the last week while listening to a song or piece of music.

“Despite African American consumers’ high consumption of traditional and new media as well as an estimated **annual buying power of \$1.3 trillion dollars** companies are not increasing ad dollars targeting black consumers.”

Cheryl Grace

Nielsen’s Senior Vice President of U.S. strategic community alliances and consumer engagement

Today, around three-quarters of Black adults say **Predominantly Black Churches have helped Black people move toward equality** in the United States...”

2021 Pew Research Center survey

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Partnership Playbook – 4R Framework

Relevance

Representation

Resonance

Develop high production quality, uplifting, inspirational and family-friendly broadcast experience for African Americans.

Our Music

*UPLIFTING • INSPIRATIONAL •
SOULFUL & SAFE STORYTELLING*

Showcase the African American Artform that serves as the cornerstone of American Culture.

Our Culture

*BLACK EXCELLENCE • ARTISTIC •
BUSINESS • SOCIAL ENGAGEMENT*

Honor the African American Life experience through our unique storytelling and tentpole event activations.

Our Voice

*COMMUNITY IMPACT • SUCCESS
STORIES • CROSS PLATFORM REACH*

Feature meaningful conversations that are designed to strengthen and uplift our global community.



Approach

BLACK HISTORY HONORS - SEASON (1)

CREATIVE BRIEF

- Highlight National Underground Railroad Freedom Center
- Launch w/ Reception in Cincinnati, OH
- Include African American Producers, Directors and Staff


DEVELOP A 2 HOUR BROADCAST SPECIAL

- Serves as the Premiere program on Stellar Network
- Runs in Broadcast Syndication

PARTNER WITH NATIONAL URBAN LEAGUE

- Celebrate the Rich History of African American
- Resilience and Continue to inspire with music of Hope

BLACK HISTORY HONORS

Presented By 



Programming

BLACK HISTORY HONORS INCLUDED:

- Genuine and authentic storytelling
- Representation from gospel musicians
- Merging stories of freedom and songs of hope
- Showcase the beauty of the museum

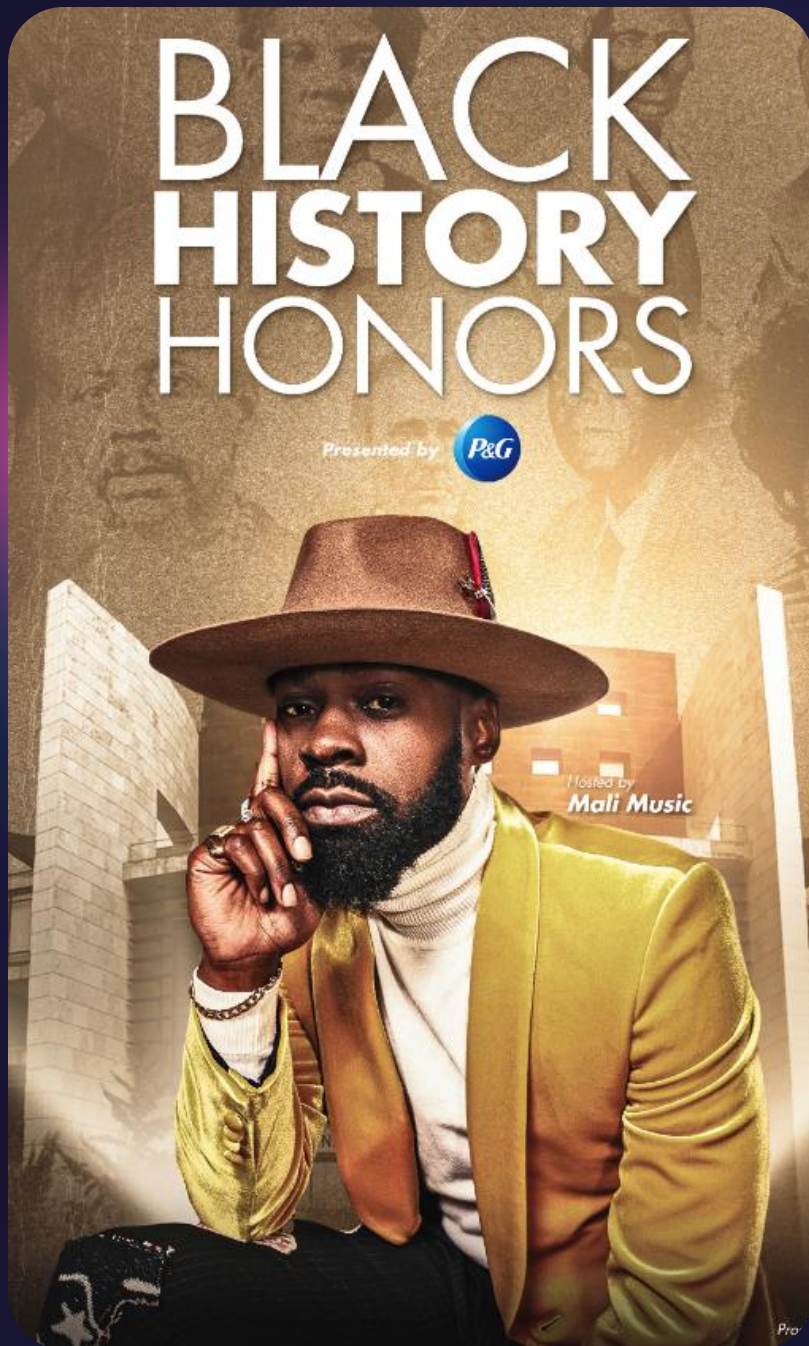
CONTENT PARTNERSHIP WITH P&G:

- Connect their brands to our culture
- Change how African Americans are represented

CONTENT GOAL:

- Celebrate culture through representation
- Tell authentic stories to get incredible engagement
- Prove that our stories matter





Reach / Results

BLACK HISTORY HONORS 2023
Emmy Award – Short or Long Form Content
category for the four-part docuseries

- **REACH: 1.2MM VIEWERS 2+**
- **Over 1 million unique viewers, from within the Top 100 Black Markets**
- **Served as the Premiere Program on the New Stellar Television Network**



2023 EMMY AWARD

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Our Music.



**BLACK
MUSIC
HONORS**

Thank You.

Our Culture.



Our Voice.

**BLACK
HISTORY
HONORS**

—AMERICA'S—
**BLACK
FORUM**