

It's All Good
stellarTVTM

**WE ARE THE VOICE OF BLACK CULTURE.
WE ARE THE MUSIC OF BLACK CULTURE.
WE ELEVATE BLACK CULTURE!**

PRESS KIT



PRESS RELEASE

for
immediate
release

Stellar TV to launch as black-owned and operated 24/7 ad-supported black lifestyle network, and become the first 'Home of Gospel Music Entertainment'

Driven by culture, lifestyle, history, and music, the network will air uplifting programs on linear and streaming television platforms in addition to its current programs in broadcast syndication. Stellar TV's launch will be announced during the 37th annual Stellar Gospel Music Awards weekend in Atlanta, Georgia, July 15 and 16.

Media Contact:
Flowers Communications Group
StellarsPR@explorefcg.com

(CHICAGO) July 11, 2022 — Central City Productions announces the launch of the Stellar TV network, set to premiere in fourth quarter of 2022. The Stellar TV network is a wholly owned subsidiary of Central City Productions, Inc., the oldest Black-owned and operated television production company in the country. Central City Productions has been in operation since 1970 and remains dedicated to creating Black excellence in television programming.

Central City Productions is the creator of the Stellar Gospel Music Awards, the longest-airing Black ad-supported awards show on television featuring the best in Gospel Music, plus a multitude of other uplifting and original television programs such as **Black Music Honors**, **Black College Quiz**, **America's Black Forum**, **Mentoring Kings**, **Mentoring Queens**, **Family Night**, and many others. The network's owned and operated

library of 50 years is primed with more than 5,000 hours of family-friendly entertainment.

The Stellar TV launch will be hosted by Marc Morial, President and CEO of the National Urban League, the nation's largest historic civil rights and urban advocacy organization. Marc Morial is also a leading advocate for the growth of Black-owned television networks and a leading voice on the national stage in the battle for jobs, education, housing, and voting rights equity. The formal announcement will take place on July 15, during an invitation-only press announcement event during the Stellar Gospel Music Awards weekend of taping in Atlanta, Georgia.

"Now more than ever, Black audiences want to see themselves reflected in what they watch on television, including programs that are safe for the entire family.

We are excited about our early engagement and commitments with our charter media partners, who include Procter & Gamble, Walmart, Verizon, Toyota, State Farm, AT&T, General Motors, Dentsu/Carat, Publicis Media, Hearts and Science, and Nielsen Audience Measurement; along with our distribution carriage partners Charter Communications, Verizon FIOs, XUMO, and STIRR TV, who are walking the talk as they do business with Black-owned networks to reach Black consumers," said Don Jackson, Chairman and CEO of Central City Productions and founder of the Stellar TV network. "With the launch of Stellar TV, Black America and others have another avenue to witness positive, uplifting and multifaceted representation of our culture, our voice and our music."

According to a February 2022 diverse-owned media report from Nielsen, Black families are accessing

CONTINUED...

more content than ever, and are leaning into programming where they can feel seen and represented. Black-owned media networks are more than two-and-half times more likely to attract Black audiences, underscoring the value of programs created for and by the community, both to audiences themselves and to advertisers and marketers.

Upon launch, Stellar TV programming components will include exclusive original content from Stellar TV's library, plus its annual and quarterly flagship specials, along with new premiere content. In addition, Stellar TV's charter partner, Procter & Gamble's Chief Brand Officer Marc Pritchard, will be the keynote speaker at Stellar TV network's press announcement and will highlight P&G's "Widen The Screen" Black creative producers initiative, which will air on Stellar TV.

Stellar TV is also an active member of Publicis Media's Once & For All Coalition, which is a cross-industry consortium that aims to break down

industry barriers to equitable representation and financial opportunity for diverse-owned media suppliers.

Distribution carriage partners as of this press release include: Charter Communications, a leading cable operator serving more than 32 million customers in 41 states through its Spectrum brand, which is set to premiere the Stellar TV network during the fourth quarter of 2022; Verizon FIOS, a television service operating over a fiber optical network that covers roughly 11% of the U.S. population; XUMO, a free ad-supported streaming service that offers over 200 channels of premium programming; and STIRR TV, an ad-supported video streaming service owned by Sinclair Broadcast Group.

The Stellar TV network is also committed to building the next generation of television production professionals. Stellar TV is committed to providing Black and Brown students in film and television programs at community colleges in urban cities with hands-on production training,

Media Contact:
Flowers Communications Group
StellarsPR@explorefcg.com

shadowing, mentorship, internships, and employment opportunities in Stellar TV productions.

Media interested in covering the Stellar TV network launch or attending the announcement event can contact StellarsPR@explorefcg.com.

For more information, visit:
www.ccptv.com &
www.stellartv.com



HOSTED BY

MARC MORIAL

**President and CEO,
National Urban League
Host, America's Black Forum on Stellar TV**

Marc Morial, who has been described as one of the few national leaders to possess “street smarts”, and “boardroom savvy”, is the current President and CEO of the National Urban League, the nation’s largest historic civil rights and urban advocacy organization.

He served as the highly successful and popular Mayor of New Orleans as well as the President of the U.S. Conference of Mayors. He previously was a Louisiana State Senator, and was a lawyer in New Orleans with an active, high profile practice.

He is a leading voice on the national stage in the battle for jobs, education, housing and voting rights equity.

A graduate of Georgetown University Law Center, and the University of Pennsylvania, he has been recognized as one of the 100 most influential Black Americans by Ebony Magazine, one of the top 50 Non Profit Leaders by the Non Profit Times, one of the 100 Most Influential Black Lawyers in America and he has also been inducted into the International Civil Rights Walk of Fame in Atlanta, GA.



KEYNOTE SPEAKER

MARC PRITCHARD

Chief Brand Officer, Procter & Gamble

Marc Pritchard is responsible for P&G's brand building disciplines worldwide. He sets the Company's multi-billion-dollar media, marketing and advertising strategies, and leads marketing innovations that guide communication and brand building for P&G's portfolio of trusted, quality brands.

Marc is a veteran of P&G for more than three decades, joining the company in 1982 as a cost analyst in the Paper Division, followed by a move into marketing in 1987 on the Sure anti-perspirant/deodorant brand. He has 20+ years of progressive experience in the Beauty and Personal Care categories which earned his appointment to president of Global Cosmetics and Personal Care in 2003. Known for his pioneering approach to product, commercial and operational innovation, Marc served as president of Global Strategy for two years, driving expanded productivity for P&G. He was appointed P&G's chief marketing officer in 2008.

As P&G's top brand builder, Marc believes in the power of brands to serve people with superior-performing products, while being both a force for good and a force for growth through ethics and responsibility, community impact, diversity and inclusion, gender equality and environmental sustainability. He continually leads P&G's brand building reinvention and is a leading voice in the media, marketing and creative industry.

KEY PARTNERS



ALEXIS JOHNSON

**Vice President,
Programming Acquisition**

Alexis Johnson joined Charter Communications as Vice President, Programming Acquisition in 2016. Mr. Johnson is responsible for content negotiations and for developing and executing programming strategies that drive subscriber growth and retention with general market and multicultural consumers. Mr. Johnson also is responsible for managing programmer relationships and for leading cross-functional teams to ensure contractual and operational compliance. Mr. Johnson joined Charter from Time Warner Cable, where he served as Vice President, Content Acquisition. Before Time Warner Cable, he was a leader with Verizon Communications, where he was instrumental in the development and launch of the Verizon FiOS video platform. Earlier in his career, he spent nine years with DIRECTV, serving in multiple leadership roles that included operations management, program scheduling, sports management, and content acquisition. He serves on the Board of Visitors of the Wake Forest University School

of Divinity, and is a recipient of the 2019 NAMIC Luminary Award, which honors individuals who demonstrate strong leadership skills and embrace NAMIC's mission by working to advance multi-ethnic diversity.

Mr. Johnson received a B.A. in Mass Communications from University of California Berkeley, a Master's in Communications Management from University of Southern California, and a Juris Doctor from Southwestern University School of Law.



KEY PARTNERS



TOM MONTEMAGNO

**Executive Vice President,
Programming Acquisition**

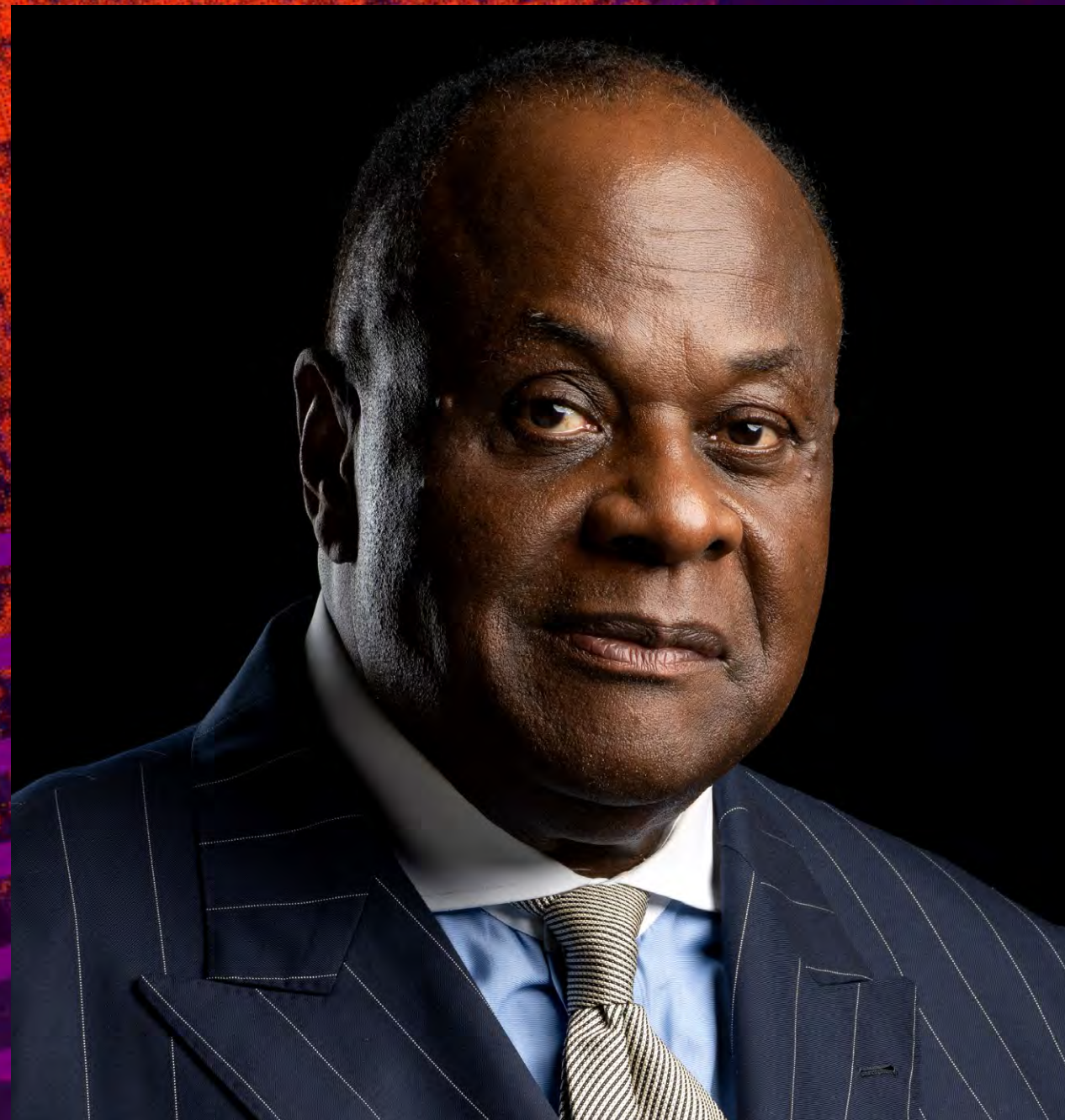
Tom Montemagno joined Charter Communications as Executive Vice President, Programming Acquisition in 2016. Mr. Montemagno leads Charter's negotiations with a full range of content providers from major multichannel media companies and sports networks to local broadcasters. These negotiations extend to all facets of programming offerings, including On Demand and home streaming rights on multiple platforms.

Mr. Montemagno joined Charter from Cablevision Systems Corporation (currently part of Altice USA), where he most recently served as Executive Vice President of Programming. During his 27-year tenure at Cablevision, he held various leadership positions in the programming department including Senior Vice President of Programming Acquisition. He was Cablevision's lead negotiator with content companies.

He received a B.S. in marketing from St. John's University.



KEY PARTNERS



**DR. FRANKLYN
RICHARDSON**
**Vice President,
Programming Acquisition**

Dr. W. Franklyn Richardson is, first and foremost, a pastor, in the broadest sense of the term. His life's work stems from his commitment to the biblical mandate of what it means to be a pastor. Dr. Richardson believes in being a voice for the voiceless, feeding those who are hungry, providing shelter for those who are homeless, challenging systems that are unjust and unfair, and seeking justice for the marginalized and victimized. In his current posts – Senior Pastor of Grace Baptist Church, Chairman of the Conference of National Black Churches, Chairman of the National Action Network, Chairman of Virginia Union University, and Board Member of Comcast and Pepsico – Dr. Richardson purposefully lives within his life's mission and constantly works to be a positive force for change for all those he serves.

As Senior Pastor of Grace Baptist Church in the City of Mount Vernon, New York, Dr. Richardson has led the growth of the congregation to a weekly attendance of more than 4,000 people in three locations. Dr. W. Franklyn Richardson

is a distinguished pastor, leader, and national advocate for economic and social justice. He is also the author of the #1 best-selling book, "Witness to Grace." He has a Divinity degree from Yale University Divinity School and a Doctorate of Ministry as a Wyatt Tee Walker Fellow from the United Theological Seminary in Dayton, Ohio. Dr. Richardson has received extensive recognition for his dynamic and impactful leadership in ministry, business, and social justice. He is also the recipient of numerous awards from various institutions and corporations from around the world. He is married to Inez Nunally Richardson and they have three adult children and eight grandchildren.



KEY PARTNERS



PETER BRADBURY
Chief Commercial Officer,
US at Nielsen

Peter Bradbury is Nielsen's Chief Commercial Officer in the U.S. In this role, he has overall responsibility for building and accelerating Nielsen's growth through partnerships across Nielsen's range of solutions including Audience Measurement, Impact, Sports and Gracenote content measurement. His role also includes Nielsen's advertiser and media agency teams, as well as media analytics.

Peter's career with Nielsen spans 27 years. His deep industry knowledge and growth mindset have led Nielsen through transformation, including the current evolution to Nielsen ONE, the firm's cross-media measurement solution. In the past, he led the company's commercial efforts across national television, radio, digital, local TV and social media, as well as Gracenote metadata, Nielsen Sports and gaming.

Peter serves on the Executive Board of Directors of the Advertising Research Foundation

Peter has a bachelor's degree in economics and finance from Bentley University.



It's All Good
stellarTVTM

**partners &
sponsors**

