



# THE MORNING HUSTLE

## *THE* Mainstream Urban Radio Show for 2020!

**THE MORNING HUSTLE** is the freshest program in broadcast with an entertaining, humorous and informative take on urban pop culture from the Millennial and Generation Z point of view, meant to wake up its audience to the beat of today's Hip Hop. The show offers listeners the unique chemistry of hosts HeadKrack, Angie Ange, Lore'l and Billy Sorrells providing a rare authenticity and transparency that connects with the lifestyle of the audience.

**MONDAY-FRIDAY | 6-10 am ET**



**REACH**

**IMPACT**

**RESULTS**

Put The Morning Hustle on your station today!  
Contact Melody Talkington at 972-371-5845 or [Melody.Talkington@REACHMediaInc.com](mailto:Melody.Talkington@REACHMediaInc.com)

# THE MORNING HUSTLE

## WHAT MAKES THE MORNING HUSTLE?

- **Talent that you already know** from successful radio and television shows. They are trusted by their audience.
- **Music and energy** that targets the prime 18-34 demo, though attracting 18-49 year olds knowing that Hip Hop has grown up.
- **Strength in the diversity of experiences and backgrounds in the cast.** Fresh talent that is outspoken and fearless.
- **Culture-connected and culture-adjacent personalities as contributing experts.**
- **Interactive content and a multimedia focus** that carries the show's interaction past 10am with a strong social presence and shareable content, bringing listeners back on a daily basis.
- **A one-stop shop** for the latest on entertainment, finance, politics, health, lifestyle, music and more...all in one place and with an urban focus.

## SHOW FEATURES

### HeadKrack's Hip Hop Spot

The latest lifestyle news about celebrities and events that influence "the culture"

### Lore'l's Lowdown

Gossip about celebrities with Lore'l dishing on the hottest entertainment topics

### Flo & Go

Headkrack and company wrap up the weekly news by putting it to music and verse.

### Beat Yo Kids

Old school parents compete against their new school kids to see how much they know about "the culture"

### Trending Topics

News....Sports.....Entertainment update

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## HEADKRACK

**HeadKrack** is recognized as a Hip Hop authority who stays up-to-date on all the latest in music, movies, artists and entertainment. Currently the resident expert on pop culture and current events on “The Rickey Smiley Morning Show,” he brings a straight-talking and funny outlook that has made him a listener favorite. His revolutionary comedic style and Friday “Rap of the Week” have become viewer favorites on Dish Nation, now in its 8th year and seen in over 60 markets. HeadKrack’s brand now extends beyond the airwaves also encompassing his ventures as an actor, DJ, lyricist and performer. His passion incites an undeniable and trusted connection to the community with all that he shares in broadcast, digital, music, media, film and entertainment.



## ANGIE ANGE

**Angie Ange** keeps her finger on the pulse of what’s happening in the community and uses her platform to educate and entertain listeners. Angie’s road to radio began at a very early age. She’s been heard on WPGC and WKYS, and has held the top spot in various dayparts including nights, afternoons and now mornings. A proud Howard University alum, Angie is also the founder of College Is Cool, Inc., a nonprofit organization exposing youth to the college experience.



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## LORE'L

**Lore'l** speaks truth to power and keeps the masses informed on the latest juicy celeb gossip. Brooklyn-born Lore'l first gained fame after launching a rap career at only 16 years old. Her signature voice, laugh and boisterous personality captured the attention of TV producers and she was cast on season 3 of VH1's Love & Hip Hop: New York. Lore'l is also known from her podcasts including Bully and the Beast and Lip Service where her unique no filter delivery keeps listeners wanting more!



## BILLY SORRELLS

**Billy Sorrells** is a writer, performer, host and radio personality who is not shy about bringing sexy back to comedy. His sidesplitting insights and observations on real life topics keep audiences listening, laughing, and sometimes debating! The Houston native got his break when a collection of original sketches with his character "Peaches" became a viral hit attracting over 17 million views. Billy has since become a nationally recognized comedic force seen on MTV's Wild 'N Out, Office Code on BET Digital, and his own comedy special on Kevin Hart's LOL Network.