



## SHERYL UNDERWOOD ISSUES A BLACK MEDIA CALL TO ACTION COVID-19 - STAY HOME #ALONETOGETHER

*Los Angeles, CA, April 1, 2020* - Sheryl Underwood, TV/Radio Host and Community Activist, initiates a call to action for all Black media to join her in supporting the **#AloneTogether** campaign to urge people to **STAY HOME** to stop the spread of the coronavirus.

Underwood says, “When I first heard of #AloneTogether, from ViacomCBS and the Ad Council, the first thing I thought was to use the Black Radio Solidarity (BRS) platform to tell everybody to **Stay Home!**” Underwood believes that Black radio is one of the best ways to STAY AT HOME. She adds, “Because I believe we’re going to need to stay home for the next few months, so why not stay home with somebody you trust!”



In addition to Black radio, this call to action includes Black newspapers/magazines, social Media Bloggers and Influencers, television outlets and movies can join in an #AloneTogether call to action, using Black Radio Solidarity as the communications portal for Black media during this time of national crisis. “We need to stay connected while we STAY HOME. I want to help Black media speak to their existing and new audiences and I want our people to have a trusted source of information and entertainment,” according to Underwood.

According to Global marketing research firm Nielsen, people trust radio. They recently conducted a flash survey to gather insights into consumer perceptions of radio. The study revealed that consumers hold radio in high regard with 60% of Adults 18+ saying that they trust radio to give timely information about the Coronavirus. It also reported that 83% percent of American adults are spending the same or more time with radio as a result of the COVID outbreak.

The call to action **#AloneTogether** is simple and clear STAY HOME. Underwood adds, “We want you to STAY HOME #AloneTogether. We don’t want you to spread the virus, we need you to spread the word because we are in this together. I also want people to take this time to connect with Black media; it’s where you get your news from; it’s where you get your music and your good conversation, and some AM stations still air church services - maybe we need to bring this to FM stations.” She adds, “And support Black media by buying local ads or national ad campaigns.”

BRS is always committed to lifting up the community. Launched in 2016, as a “Doing Good In The Neighborhood” initiative, BRS started with a conversation Sheryl had with Steve Harvey and Tom Joyner. The initial focus of BRS was to “Drive Souls To The Polls; it evolved into the 2020 Turn Up The Turn Out campaign to increase voter turnout and 2020 Census participation. Now the campaign has expanded

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to include #AloneTogether, a call to action to STAY HOME to best serve the community during the COVID-19 crisis. Underwood says, “In a time when people need to STAY HOME I want to present BRS as a communications portal to mobilize syndicated Black radio, like The Rickey Smiley Morning Show, The Steve Harvey Show, The Nick Cannon Show, DL Hughley, Dee Dee McGuire, Cafe Mocha, Russ Parr, others, under our Black Radio Solidarity platform.”

Underwood, brings to the campaign 475 domestic and international radio affiliates in the US and in 18 countries, broadcasting under the Sheryl Underwood Radio banner. SUR airs five (5) days a week. SUR specialty shows are *Late Night Cupcaking* (Slow Jams and Dedications); *Spiritual Nourishment* - The Best Bible Study on Radio (Gospel) and *Auntie Sheryl's House Party* (Hip Hop, R&B & Funk). All Black radio is perfectly positioned to spread the STAY HOME message.

**Why? Because we are all in this together!**

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