



**101.7 The Truth**

720 E Capitol Drive  
Milwaukee, WI 53212

☎ 1 - 414 - 209 - 3100

🌐 [GoodKarmaBrands.com](http://GoodKarmaBrands.com)

## **Good Karma Brands' 101.7 The Truth Launching January 4<sup>th</sup>, 2021**

*The station announces a lineup diverse in life experiences and thought*

*December 21, 2020 (Milwaukee, Wis.):* Good Karma Brands is excited to announce 101.7 The Truth will launch at the beginning of the New Year, January 4<sup>th</sup>, 2021, with a group of talent filling the airwaves from 7 a.m. to 6 p.m. every weekday. 101.7 The Truth is an audio platform that will embrace Milwaukee's black community — a marketplace where authentic conversations will challenge and inspire; incorporating raw, honest perspectives true to what is really going on in our communities.

Cherie Harris, 101.7 The Truth's General Manager said: "The search for our on-air talent was not easy and every one of our hosts has a different perspective of Milwaukee. The city is home to many creative and talented voices who have a unique story to share."

The lineup on 101.7 The Truth, effective January 4:

7 – 10 a.m.	Joe Brown and Melanie Ricks
10 – 1 p.m.	Sherwin Hughes
1 – 4 p.m	Tory Lowe
4 – 6 p.m.	Dr. Ken Harris
6 – 7 a.m.	Re-airing of shows from the day

Kyle Wallace, Operations Manager of 101.7 The Truth said: "Our goal when recruiting was to find talent who were unapologetically and authentically Milwaukee, and we are confident we chose outstanding leaders who have already made an impact on the city through their service, advocacy, and fight for justice and equality."

Joe Brown, a native of Milwaukee, has a passion for the city and entertainment. He is an in-game host for the Milwaukee Bucks and is looking forward to listening, learning and laughing with the entire city. Each morning from 7 to 10 a.m., Joe Brown will be alongside Melanie Ricks.

Melanie Ricks has a love for hosting, public speaking and dancing, previously a member of the Milwaukee Bucks dance team and currently seen as an in-game host with the Milwaukee Bucks. Most recently, she hosted the 2020 NBA All Star Game in Chicago.

Sherwin Hughes will take the mic mid-morning. He has a lengthy background working in public policy, working for Congressman Tom Barrett during the 107<sup>th</sup> Continental Congress, and in



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2005, was appointed to lead and chair the Wisconsin State Elections Board. He has a true passion for broadcast journalism, most recently heard on “The Forum,” a program which aired on two other Milwaukee radio stations from 2012 to 2019.

Tory Lowe is an advocate seeking to abolish the socioeconomic segregation and racial tension that continues to plague our inner-city communities in hopes of promoting a more stable, thriving society. He has personally assisted in locating over 188 registered missing people in the city of Milwaukee. His passion and experience will capture listeners during the afternoon hours each weekday.

Dr. Ken Harris joins the station as a retired Lieutenant from the Milwaukee Police Department, current Assistant Dean of Professional Development and Program Chair of the Bachelor of Science in Justice and Public Policy at Concordia University, and with several decades of media experience as an announcer, host, and producer in radio. He will close out each weekday from 4 to 6 p.m.

Beginning January 4<sup>th</sup>, listen to 101.7 The Truth on The Truth App or [1017thetruth.com](http://1017thetruth.com). Follow all of our social media platforms: Facebook [@101.7 The Truth](https://www.facebook.com/101.7TheTruth), Instagram [@101.7 The Truth](https://www.instagram.com/101.7TheTruth), and Twitter [@101.7 The Truth](https://twitter.com/101.7TheTruth).

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### **About Good Karma Brands**

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. In addition to Newsradio 620 WTMJ, 101.7 The Truth, ESPN Milwaukee, and ESPN Madison, radio assets include four additional ESPN affiliated radio stations in Chicago, Cleveland, and West Palm Beach, and two radio stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers local marketing partners geo-targeted advertising on ESPN’s digital platforms. In addition to its radio assets, GKB boasts a number of premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the RoofClaim.com Boca Raton Bowl. For more information, please visit [www.goodkarmabrands.com](http://www.goodkarmabrands.com).

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