



# Sports Rap NETWORK

DETROIT

Sports | Culture | Community



[Sportsrapnetwork.com](https://sportsrapnetwork.com)



# WELCOME



## RHASHAD HICKS, MBA

President Sports Rap Network

Welcome and thank you for taking the time to learn more about **Sports Rap Network(SRN)** —a bold, unapologetic platform built for this moment and this community.

This project is personal for me. I grew up in Detroit, on Detroit radio. I cut my teeth in media, worked with legends, and built brands that reached and generated millions of views/listens and dollars. But this—**this** is different.

Sports Rap Network is not a retread of tired formats or a knockoff of corporate sports talk. It's a fresh voice. A digital-first, community-driven, hip-hop-infused, street-smart, stats-savvy network that speaks the language of everyday fans—especially Black men aged 35+ who've been underserved and overlooked by mainstream outlets for too long.

Our leadership includes former NBA champions, veteran broadcasters, digital innovators, and local legends. Together, we're building a media company that doesn't just cover the game—we change it.

—Rhashad Hicks



# What is Sports Rap Network



## SPORTS

We are terrestrial and digital sports media company operating on WGPR 107.5 HD2 in Detroit. Our content features professional, collegiate and prep sports.



## COMMUNITY

Sports Rap Network seeks to empower all sports fans with information pertaining to health, wellness and social improvement.



## CULTURE

We go beyond scores and highlights! Sports Rap Network will cultivate sports/old school rap culture through positive coverage of sports and culture with depth of story, and authenticity.



**Sports Rap Network is a Detroit-based sports platform delivering sporting news and old school rap culture through traditional and digital programming.**



**Ronnie Duncan**

VP Journalism



**Lindsey Hunter**

VP Sports Programming



**Leslie Andrews**

VP Strategy

## Executive Team

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### **Lindsey Hunter – VP, Sports Programming**

A 17-year NBA veteran, championship player, and former coach, Lindsey brings real-game insight and leadership. He ensures the network stays authentic, competitive, and connected to the pulse of professional sports.

### **Ronnie Duncan – VP, Journalism**

An Emmy Award-winning journalist and broadcast veteran, Ronnie brings decades of trusted reporting and anchoring to Sports Rap. He leads our editorial integrity, investigative content, and community-centered storytelling.

### **Leslie Graham – VP, Strategy**

With decades of experience in media operations and business growth, Leslie drives strategic planning, expansion, and decision-making for long-term impact.

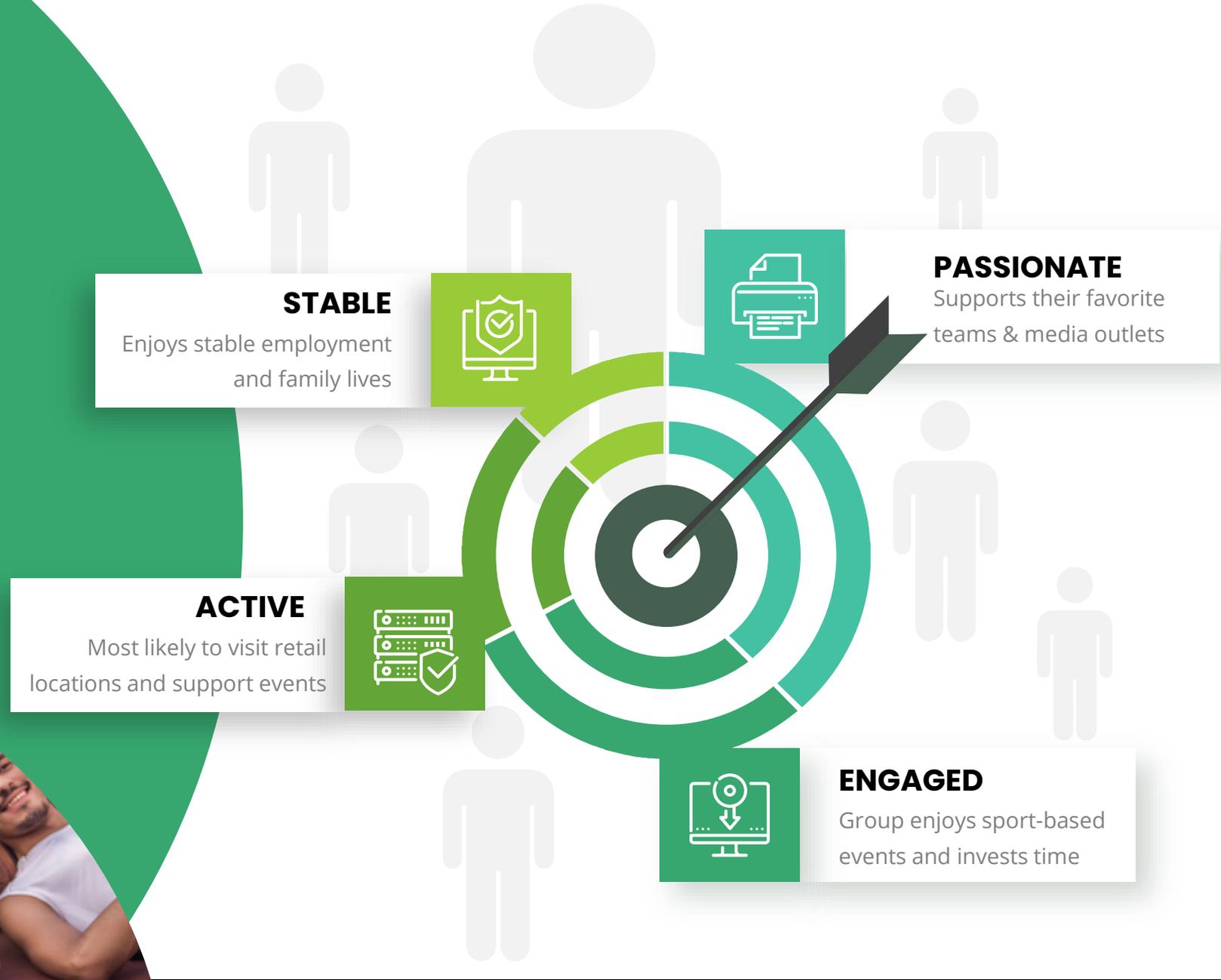
### **Michael Saunders Community Consultant**

A respected name in radio programming, Michael shapes the framework of Sports Rap Network — ensuring professionalism, connectivity and a high level of connectivity.

# Target Audience

Our target audience consists of men aged 35+ who are deeply immersed in sports culture and appreciate old school hip hop.

These enthusiasts not only follow their favorite teams and players but also endear sports analysts as trusted comrades and influencers.



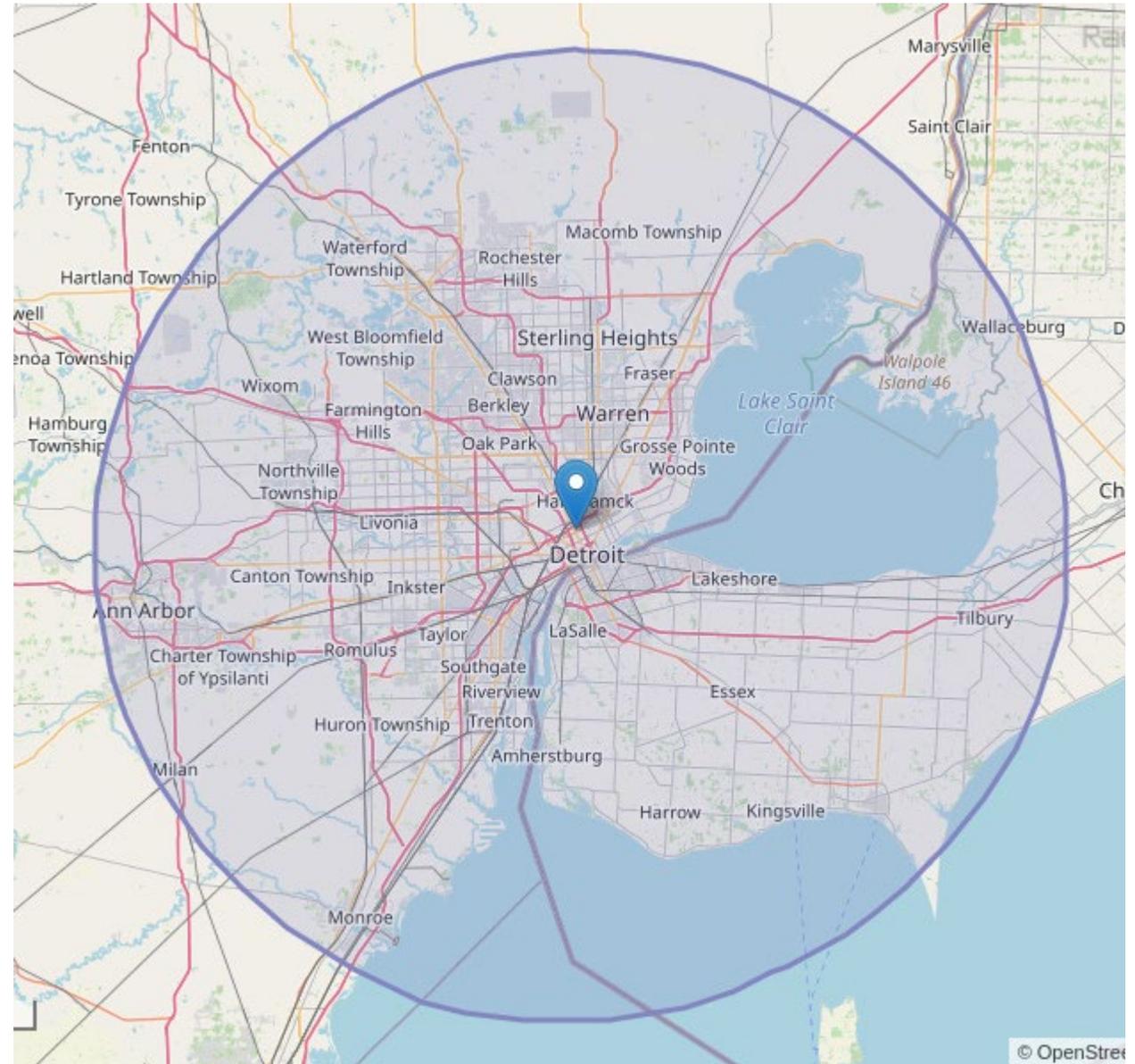


# 107.5 FM HD2

## Broadcast Map

### WGPR HD2 Signal Overview

Parent Station: WGPR 107.5 FM (Main analog signal)  
Subchannel: HD2 (Digital-only broadcast)  
City of License: Detroit, Michigan  
Transmitter Location: Maccabees Building, Wayne State University campus on Woodward Avenue  
Coverage Area: Metro Detroit and surrounding counties in southeastern Michigan; fringe coverage extends into southwestern Ontario, Canada  
Effective Radiated Power (ERP): 50,000 watts (same as the main WGPR-FM signal) Antenna Height Above Average Terrain (HAAT): ~150 meters (492 feet)  
Broadcast Class: Class B  
Frequency: 107.5 MHz (HD2 signal accessed through HD Radio receivers on 107.5 FM HD2)  
Signal Type: Digital HD Radio (Ibiquity IBOC standard)  
Audio Quality: Generally 48 kbps to 96 kbps AAC+ or MP3-style compressed audio (high fidelity for talk/music content)





# All-star Talent!

Our all-star talent lineup delivers culture, credibility, and energy across every daypart. Mornings start with platinum-selling artist and BET Personality of the Year, Yung Joc. Hall of fame broadcaster **Ronnie Duncan** and 6-time boxing champ **Mary Jo Sanders** lead bold midday commentary. In afternoon drive, **Lindsey Hunter** and **Montez Allen** bring championship experience and Detroit edge. HBCU guru **Lamont Germany**, MLB XM radio analyst **Mark Gray**, and the legendary **2 Live Stews** round out a line-up built to entertain and engage.

## Morning Drive

# AMD



## Mid Day

# MIDDAY



## Evening Drive

# PMD





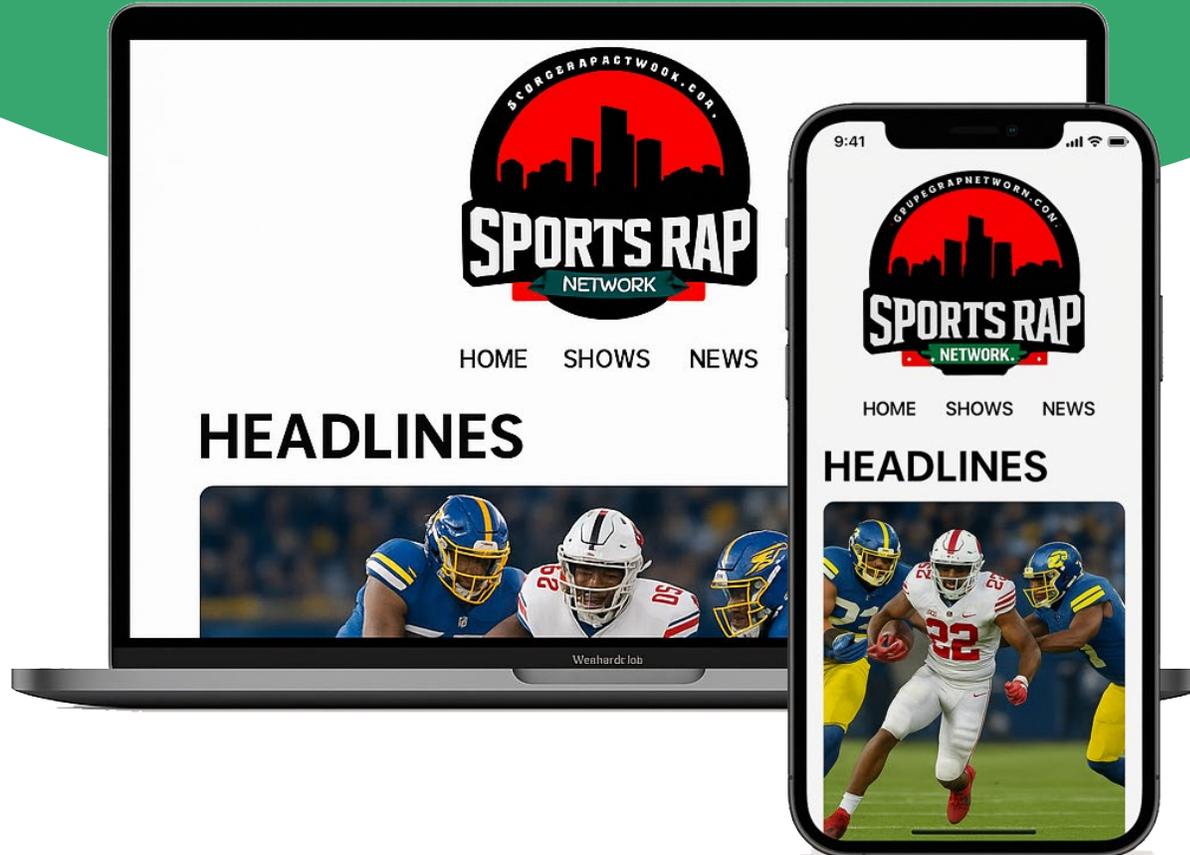
# Consumers have option, Sports Rap Network covers them all!

## Digital Assets

Sports Rap Network is built for today's digital audience.

Our **mobile app** delivers live audio, trending sports news, and exclusive clips on both iOS and Android. Our **website** offers on-demand shows, interviews, and event updates—all in one place.

We also stream **24/7 online audio** and **live video** from studio shows, events, and remote broadcasts. Whether fans are listening or watching, they can tap into Sports Rap anytime, anywhere.



**Social Media**



**Mobile App**



**Streaming Video**



**Website**

A large, semi-transparent watermark of the Sports Rap Network logo is centered on the page. The logo features a circular arch at the top with the text 'SPORTSRAPNETWORK.COM'. Below the arch is a silhouette of a city skyline. At the bottom of the logo, the words 'SPORTSRAP' are written in large, bold, white letters, with 'NETWORK' in a smaller font below them. The entire logo is set against a light red and white background.

Sports Rap Network

Rhashad Hicks, MBA

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