

DETROIT
WANTS
2KNOW
WITH STEVE HOOD



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Biography

Steve Hood has been a political and community activist for over 15 years. During that time he has helped over 140 individuals attain elected office. This has given him a unique ability to distill and disseminate the issues that are important to Detroit and the rest of Michigan. Detroit Wants 2 Know was created by Steve Hood to fill the void of a lack of reporting on the real issues facing Southeast Michigan. Though the audience is comprised of predominantly African American Detroiters, the topics are those that effect all of Michigan. The show has covered topics as wide ranging as Governor Snyder's tax plan to a discussion with Congressman John Conyers on the national Debt Ceiling debate. Steve Hood uses his years of political involvement and activism to get to the bottom of these issues.

Stephen F. Hood, usually addressed as Steve Hood is the son of Nicholas Hood Sr. and Dr. Elizabeth F. Hood PhD (deceased). Steve Hood has one brother Nicholas Hood III, Pastor of Plymouth United Church of Christ. Born in Detroit Steve attended Roeper City and Country School until the 8th Grade. Steve graduated from Cass Technical High School and went on to attend Emory University in Atlanta Georgia where he earned a Bachelor of Arts Degree in Biology.

Upon graduation from college Steve Hood returned to Detroit where he worked at Cyprian Center where he was a mental health service provider of services to the Developmentally Disabled population of Detroit. Cyprian Center Incorporated was founded by Nicholas Hood Sr. and named in honor of his daughter Sarah Cyprian Hood a lovely young lady who suffered from Developmental Disability.

In 1995 Steve Hood formed Hood Information Technologies (HIT). Utilizing a Geographic Information based election data system he created; Steve Hood was able to deliver hyper accurate voter information to all candidates. This led to Steve to provide data to over one hundred campaigns between the years of 1986 and 2003. The campaigns ranged from local to Presidential and clients included such luminaries as Jeffery Fieger, Mike Duggan, Robert Ficano and Al Gore. In 1998 Steve founded Ronin America to provide political consulting above and beyond political data.



Detroit Wants 2 Know Overview

Detroit Wants 2 Know has been educating, enraging and entertaining South Eastern Michigan for over Three years . Detroit Wants 2 Know airs on WADL TV 38 Detroit at 10:30 AM on Sundays and WHPR TV 38 on Saturdays. The two broadcasts combined attract 18,000—30,000 viewers weekly. The combined audience is 60% African American Detroiters with 60% those being female.

In addition Detroit Wants 2 Know attracts over 600 viewers per week to our YouTube Channel where the shows are posted after they air.

“Detroit” has changed, it is moving toward becoming a true metropolitan area and Detroit Wants 2 Know’s content reflects that shift. We are not just an African American or Detroit focused show. We produce shows with topics that cover the entire region. A prime example of this is the [N’Namdi Gallery Show](#). During this show we interviewed Gary Peters a suburbanite who ran and won in the 14th Congressional District. This show attracted viewers from all across the region who wanted to see how Mr. Peters could actually represent the new and very diverse 14th District. We received emails from Detroit, Grosse Pointe and West Bloomfield about that show. This diversity of content translates into sales for our advertisers and positive image building for our larger sponsors such as the Detroit Medical Center. The DMC has used our show to showcase their various hospitals while highlighting the superior health care they provide to South east Michigan. We provided the DMC location shoots to share their vision. We are especially proud of the shoot we did at [Sinai Grace Hospital](#). This shoot featured Sinai Grace’s dynamic president Dr. Reginald Eadie.

We have our own production company and we are able to go on location throughout the region each week. . We have used this capability to showcase the variety that is the new Detroit. We have visited Rub Barbeque, Roma Cafe, Sindbads, Honest Johns and Cutters restaurants. At each restaurant we feature the owner and the restaurants signature dishes. The same is true of the variety of businesses throughout Detroit. We have visited Gun Ranges, Grocery Stores and Art Galleries, The restaurants and businesses liked the production so much they placed the YouTube clips on their websites.



Detroit Wants 2 Know Facts

- Launched December 2010
- CW 50 8:30AM Sunday Morning
- 6,000 Households Per Week
- 100,000 Viewers per month.
- 26,950 YouTube Views 2016

Detroit Wants 2 Know Advertisers

- Detroit Medical Center
- DTE Energy
- Associated Food and Petroleum Dealers
- Cronin Law
- Detroit Seafood Market
- Wayne County Community College
- Mikes Fresh Market
- The Turkey Grill
- Action Impact Shooting Range



Detroit Wants 2 Know

Advertising

Platinum Sponsors: \$15,000.00

Detroit Wants 2 Know has one Platinum Sponsor that pays a premium for naming rights at the beginning of the show. This package includes three location shoots per quarter and one thirty second spot per week over the course of the quarter.

General Advertisers: \$3,500.00

Advertisers purchase a three month package that includes one 30 second spot per week and an interview while on location at their place of business during the quarter.

Segment Advertisers: \$2,500.00

Detroit Wants 2 Know can film at your location or do a paid segment interview. Paid segment interviews are purely advertising. This showcases the product or business to thousands of people. Once the show is aired a separate commercial free digital file of the interview is provided to the advertiser for posting on their website or social media.

Commercial Production:

If you are new to television advertising and do not have a Thirty Second Commercial we can create a high quality spot in HD starting at \$500.00.

Advertising Contact: Steve Hood

Steve Hood
steve@roninamerica.net
313-737-9311