



THE LURIE DANIEL FAVORS SHOW

Weekdays 10a-Noon ET | Channel 126

Programming Overview

SiriusXM Urban View listeners first heard Lurie Daniel Favors, Esq. on *The Karen Hunter Show* and *Sunday Civics*. Now, as host of her own daily show, Lurie brings her expertise as an activist, attorney, author and educator with a long-standing commitment to racial and social justice to the airwaves. Every weekday, she examines the messy intersections of race, gender, culture, identity, class, politics and the law. Her goal is to educate and empower her audience to be better people, who learn how to build better communities so they can shape a better world. Why? Because on Urban View: *that's how talk empowers and becomes action!*

About Lurie Daniel Favors

Lurie Daniel Favors is a working mom, a devoted wife and she serves as the Executive Director at the Center for Law and Social Justice. Ms. Daniel Favors earned her J.D. from New York University, where she was a Root-Tilden-Kern public interest scholar. She graduated from Pennsylvania State University with a BA in African and African American Studies, with a Minor in Spanish Language. In addition to building healthier communities, Lurie tries to stay sane with a blend of yoga, meditation, a love for travel and reading (or listening to) as many books as she can.

Advertisement Opportunities Include:

- **In-Show, Daily Segments** (*Details to follow*)
- **Show/Segment sponsorship** Includes :10 "Brought to you by" billboard
- **Live Reads** by Lurie Daniel Favors
- **Targeted Brand Spots**
- **Cross-Channel Promotion** - Custom co-branded :30 tune-in promos airing with brand spot adjacency across select programming

All programming and opportunities subject to change, cancellation and pending final approval.
All live reads must be vetted and approved in advance.





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IN-SHOW SEGMENTS

- **Routine Check-Up** (Monday, weekly): Health and wellness updates (COVID, HIV/AIDS, Medicine, etc) from an urban perspective featuring Doctors & Experts from the Hood Medicine™ Initiative
- **The World Around Us** (Tuesday, weekly) : Analysis of various social topics (Policy, Public Safety, Crime Reform, etc.) happening in the world with commentary from sociologists
- **Education for Liberation** (Tuesday, weekly) : Discussions that center on students of color and their educational experiences (book bans, attacks on culturally responsive teaching, culture clubs, etc.) with commentary from education stakeholders
- **Women's Health Watch** (Wednesday, weekly): Lurie is joined by Imani Gandy and reproductive justice experts to discuss women's and reproductive rights, updates in reproductive justice and women's health
- **Flower to the People** (Thursday, weekly): Updates in the cannabis industry, legalization, decriminalization featuring Dasheeda Dawson, world-renowned cannabis business strategist
- **Soul Medicine (Friday, bi-weekly)**: Thought-provoking conversations that center on topics such as mental health, spirituality, astrology and overall internal well-being

Sponsorship Includes: 'Brought to you by' mention in pre or post segment :10 billboard

Cross-Channel Promotion (optional): custom co-branded
:30 tune in spot to promote sponsored segment, airing with brand commercial adjacency

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