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Press Release

Talk Show about Race and Diversity coming soon to a station near you.

Radio in Black and White aims to be the most “integrated hour of the week.”

Grand Rapids, MI: Skot Welch and Rick Wilson want to have a dialogue about race and diversity. That conversation is coming to a radio station near you in Michigan very soon.

“Radio in Black and White is about faces and places.” Skot Welch said. “We want to give communities a chance to participate in an open, honest dialogue about emerging multiracial models in business and community life.”

Welch has over 16 years of experience in corporate diversity management and has led seminars and leadership training sessions on the subject. Rick Wilson comes to the table with a lot of production, writing and broadcast experience.

“Skot and I saw the need for this well before the Don Imus story broke across the country,” Rick said. “Our goal is to develop new language and perspective. Like the Rutgers women’s basketball team, we can be “passionate and polite - vocal without being vulgar and demeaning.”

Listeners will be encouraged to visit radioninblackandwhite.com for an on line blog and a resource Welch and Wilson call “Diversity University.” “There is so much for all of us to learn,” Skot said. “This is not a political discussion – it’s a people discussion.”

“Skot does not represent all African Americans,” Rick said. “And I certainly don’t represent all white Europeans. We’re on a journey, riding together in the front of the bus.”

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