

CIRCLE CITY BROADCASTING, PROVIDES \$1.1M FOR WEEKLY BUSINESS EQUITY AND ECONOMIC OPPORTUNITY SHOW

For Immediate Release

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INDIANAPOLIS – November 1, 2021 – **DuJuan McCoy, Owner, President, and CEO of Circle City Broadcasting**, announced his company’s three-year commitment to provide a minimum of \$1.1 million in platform distribution and media resources to produce and air the “The Business Equity and Economic Opportunity Show.”

This new show will teach entrepreneurial and leadership-minded individuals the necessary skills to start and run a successful small business. Topics will range from how to write a business plan, supplier and diversity initiatives, how to raise financing to start and maintain your business and how to use the Small Business Administration (SBA) to assist in start-ups.

“This show is an extension of CCB’s commitment to diversity, equity and inclusion by providing useful and compelling content to all of the diverse communities that we serve,” said McCoy. “We are hopeful that through additional community and corporate support we can make this a model program for other TV markets throughout the country.”

To help fortify the content, local experts will serve as contributors for the show that will not only be distributed on Circle City Broadcasting’s platforms but will also have an “on demand” component via WISHTV.com.

“The Business Equity and Economic Opportunity Show” will be a weekly one-hour show, produced locally and will launch in early 2022. Additional details including hosts and schedules will be announced soon.

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WISH-TV has set the standard for television excellence in Central Indiana since 1954. The station has been honored as “Television Station of the Year” by the Indiana Broadcasters Association, for its “Overall Excellence” by the Edward R. Murrow Awards, and as “Outstanding News Operation,” “Outstanding Weather Operation,” “Best Newscast,” and “Best Website” by the Indiana Associated Press Broadcast Association. WISH-TV offers viewers over 80 hours per week of local news and local programming and provides around-the-clock information on its digital platforms. WISH-TV is locally owned and operated by [Circle City Broadcasting](#), and is an affiliate of [The CW](#) network. The station serves more than one million households.