

*Hello Detroit,*  
**TALK  
 TO  
 ME.**

Today, there's a warm, friendly new sound in Detroit radio. It's more than news and it's more than talk. We call it NewsTalk. It's the best of both and it's the first and original format of its kind.

News when you need it most—all morning and at the top of every hour with updates throughout the day.

Talk when you feel like getting involved. Talk about

the day's most pressing issues in the morning. Talk about you and your life in the afternoon. Talk about sports every evening. And more talk all night long.

Altogether it's a more personal, more intimate sound. We want to hear what you have to say. That's why we're saying "Hello Detroit, talk to me." One-to-one. Like the friends we really are.

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