

For Immediate Release

Contact: Beyond SPRH (beyondsprh.com) / Virginia Clay / 703-951-7183 / info@beyondsprh.com

**Rushion McDonald: Architect Who Negotiated the Deals Behind the
Steve Harvey Global Media Brand to Appear on
“Beyond Just Talk with S. L. Young” on WOL DC 1450 AM**

Arlington, VA – On Tuesday, May 12th at 11 a.m. EST, “**Beyond Just Talk with S. L. Young**” will host **Rushion McDonald** (Instagram / Twitter: @rushionmcdonald) who is an entertainment powerhouse, a Hollywood writing veteran, a philanthropist, a man who clearly cares about others, and the architect behind the Steve Harvey global media brand.

In 1993, Harvey provided McDonald with his first writing break on the television series “Me and the Boys”, which began their 20+ year Hollywood working relationship. Then, in 2000, these men partnered to launch “The Steve Harvey Morning Show”, which is a radio program that started in the Los Angeles market. It would take this team approximately five years after Harvey’s radio show’s debut before it would become nationally syndicated in 2005.

In 2009, Harvey and McDonald would continue their strategic partnership, which led to the release of a New York Times best seller “Act Like a Lady, Think Like a Man”, a movie based on the book (2012), the launch of the “Steve Harvey” television show (2012), and much more with many of these strategic operational maneuvers spearheaded by McDonald.

Another community initiative associated with McDonald and co-creator Harvey is the Ford Neighborhood Awards; affectionately known as the “Hoodie Awards”. These awards celebrate the many individuals who engage in countless activities and priceless work to uplift their communities. These awards recognize community-based programs and leaders who provide gateways for those who want to be enriched, informed, and uplifted (spiritually and personally).

“Beyond Just Talk with S. L. Young’s” host is honored to have a Hollywood veteran with various media accomplishments and accolades to be a guest on this positive, inspirational, and thought-provoking show. This will be an informative discussion about building one’s brand, the power of persistence, and the importance of giving-back to communities.

About “Beyond Just Talk with S. L. Young” (facebook.com/beyondjusttalk)

“Beyond Just Talk with S. L. Young” is a 1-hour show which debuts on Tuesday, May 5th at 11 a.m. This show will address life and business topics from a solution-oriented perspective. “Beyond Just Talk” is a show for anyone who seeks positive, inspirational, and thought-provoking talk.

About the Neighborhood Awards (facebook.com/neighborhoodawards)

The Ford Neighborhood Awards celebrates community based organizations and leaders who engage in tireless work to uplift their communities. The Neighborhood Awards can be reached on Instagram: instagram.com/neighborawards

###