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Netherland TV Visits Detroit and Knows Our Value



IKON TV is a public broadcasting company in the Netherlands that recently contacted Rev. Horace Sheffield to learn more about the people of Detroit. IKON TV is currently producing a Dutch TV series called 'Paul Rosenmöller and the land of Obama'. In this primetime TV show Dutch television journalist Paul Rosenmöller travels the USA to capture the views and beliefs of the American people.

In one of the episodes IKON TV will focus on Detroit; Icon of the post-industrial city; the city America cannot afford to lose. In an effort to capture the true soul of Detroit, they will interview some of its citizens about their personal challenges. The project leader, Hans Hermans said, "We will focus not only on the economic crisis and the effect it has on the Motor City, but also on the resilience of its inhabitants. Our filming period in Detroit is from Wednesday, March 16th to Saturday, March 19th."



IKON TV has selected Rev. Horace Sheffield as one of their Detroit profiles and will capture his daily activity on Thursday, March 17th and gain insight into life in Detroit. IKON will capture Rev. Sheffield at his alternative high school, non-profit, DABO (Detroit Association of Black Organizations) and church (New Destiny Baptist Church).



Rev. Sheffield was quoted saying, "I'm so excited to have drawn international attention to shed light on the positive sides of Detroit. I appreciate that people thousands of miles away, understand just how valuable Detroit is to the rest of the world. Even the people in the Netherlands know that America can't afford to lose Detroit." IKON TV filmed in Detroit from March 16-19th.

For more information and interviews Rev. Horace Sheffield, please contact DiAnna Solomon at 313-300-4389 or emailing your request to RoseTrinity Consulting at dsolomon@rosetrinity.com .