
MR. ED'S CIRCLE OF TRUST INC. PRESENTS

"FACTS FOCUS FIRE"

A New Radio Segment on Boss Hogg Radio

**Elevating Trauma to Trust | Every First Monday of the Month |
11:00 AM Eastern**

✦
READY TO DISTRIBUTE — PRINT · WEB · SOCIAL MEDIA
✦

SECTION 1 — FULL PRESS RELEASE / PRINT & WEB VERSION

THE TRUTH IS LOUD ENOUGH — AND NOW IT HAS A MICROPHONE.

Dr. Franklin Edward Shoemaker,

PhD, LMHC-QS, TF-CBT, Adoption Competent

, joins forces with

Sal T

on



Boss Hogg Radio

to ignite a monthly conversation that cuts through the noise, confronts the wound, and walks toward healing — one fact at a time.

There are moments in life when the weight of what you have survived becomes too heavy to carry alone — and too important to keep silent. Trauma does not whisper. It roars through relationships, classrooms, courtrooms, and communities, often mistaken for anger, detachment, or failure. **"Facts Focus Fire"** was not born in a boardroom. It was forged in the fire of lived experience, clinical truth, and the unshakable belief that every human being — no matter what they have endured — deserves to be seen, heard, and elevated beyond their pain.

WHO WE ARE

Mr. Ed's Circle of Trust Inc. is a mission-driven organization dedicated to transforming the landscape of trauma awareness, healing, and advocacy. Founded on the conviction that trust must be earned through truth, the organization serves individuals, families, and communities who have been shaped — and sometimes shattered — by the invisible architecture of trauma. Through education, clinical insight, and radical honesty, **Mr. Ed's Circle of Trust Inc.** builds bridges between where people are and where they deserve to be.

THE SEGMENT: "FACTS FOCUS FIRE"

"Facts Focus Fire" is not a talk show. It is a monthly reckoning — a space where clinical truth meets raw human experience, where the language of trauma is translated into the language of hope. Each episode is built on three foundational pillars:

FACTS — Evidence-based truths about trauma, attachment, and healing that cut through misinformation and cultural stigma.

FOCUS — A disciplined, intentional lens trained on the people, patterns, and systems that either perpetuate or interrupt the cycle of trauma.

FIRE — The transformative energy that emerges when knowledge meets purpose — igniting communities to move from surviving to thriving.

Whether you are a survivor, a caregiver, an educator, a clinician, or simply someone who has ever asked *"why does it feel this way?"* — this segment was made for you.

YOUR HOST: DR. FRANKLIN EDWARD SHOEMAKER

Dr. Franklin Edward Shoemaker, PhD, LMHC-QS, TF-CBT, Adoption Competent, brings decades of clinical expertise, frontline advocacy, and deeply personal conviction to every conversation. As a Licensed Mental Health Counselor with Qualified Supervisor designation and a certified Trauma-Focused Cognitive Behavioral Therapist, Dr. Shoemaker has walked alongside survivors of complex trauma, children in the child welfare system, adoptive and foster families, and communities too long left without a voice. He does not speak about trauma from a distance. He speaks from the fire — from the kind of knowing that only comes from years of sitting in the most vulnerable rooms in the world and choosing, every single time, to stay. His voice is steady. His purpose is clear. And his commitment to truth is absolute.

*"Trauma does not get the final word. Truth does. **Facts, Focus, Fire** — every first Monday." — Dr. Franklin Edward Shoemaker, PhD, LMHC-QS, TF-CBT, Adoption Competent*

YOUR CO-HOST: SAL T

Joining Dr. Shoemaker at the microphone is **Sal T** — a dynamic presence whose energy, authenticity, and unfiltered passion for real conversation make **"Facts Focus Fire"** not just informative, but electric. Together, Dr. Shoemaker and Sal T create a broadcast environment where no topic is too heavy, no truth too uncomfortable, and no listener too far gone to find their way back.

TUNE IN

Station	Boss Hogg Radio
Segment	"Facts Focus Fire" — Elevating Trauma to Trust
Hosted By	Dr. Franklin Edward Shoemaker, PhD, LMHC-QS, TF-CBT, Adoption Competent
Co-Host	Sal T
Schedule	The First Monday of Every Month
Time	11:00 AM Eastern

The truth has always been there. Now it has a time slot. Whether you tune in for the first time with trembling curiosity or arrive already knowing that this conversation was made for you — we welcome you to the circle. Because healing does not happen in isolation. It happens in community. It happens when someone dares to speak the facts out loud, with focus, and with fire. This is **"Facts Focus Fire."** And the first Monday of every month, we light it together.

"ELEVATING TRAUMA TO TRUST — ONE FACT, ONE FOCUS, ONE FIRE AT A TIME."

Presented by: **Mr. Ed's Circle of Trust Inc.** | Airing on: **Boss Hogg Radio**

SECTION 2 — WEB & DIGITAL SHORT VERSION

For website banners, event pages, and email newsletters.

NEW ON BOSS HOGG RADIO — "FACTS FOCUS FIRE" IS HERE.

Dr. Franklin Edward Shoemaker, PhD, LMHC-QS, TF-CBT, Adoption Competent, and **Sal T** are bringing one of the most important conversations in trauma healing directly to your ears — every first Monday of the month at **11:00 AM** on **Boss Hogg Radio**.

Part of the **Elevating Trauma to Trust** initiative by **Mr. Ed's Circle of Trust Inc.**, "**Facts Focus Fire**" delivers clinical truth, razor-sharp focus, and transformative energy in every episode. No sugarcoating. No silence. Just **facts, focus, and fire**.

 **Tune in:** First Monday of every month | 11:00 AM | Boss Hogg Radio

 **Presented by Mr. Ed's Circle of Trust Inc.**

SECTION 3 — READY-TO-POST SOCIAL MEDIA COPY

Each post is formatted for direct copy-paste use across platforms.

Post 1 — Launch Announcement / Facebook & Instagram (Long Form)

 IT'S TIME. 

Something powerful is coming to Boss Hogg Radio — and it starts the first Monday of every month at 11:00 AM.

Dr. Franklin Edward Shoemaker, PhD, LMHC-QS, TF-CBT, Adoption Competent, joins Sal T for "**FACTS FOCUS FIRE**" — a monthly radio segment that refuses to let trauma have the last word.

This isn't background noise. This is the conversation you've needed. Built on **FACTS** that heal, **FOCUS** that clarifies, and **FIRE** that transforms.

Whether you're a survivor, a caregiver, an educator, or someone searching for answers — your seat at the table is ready.

 Boss Hogg Radio

 First Monday of Every Month

 11:00 AM Eastern

 Hosted by Dr. Franklin Edward Shoemaker & Sal T

 Presented by Mr. Ed's Circle of Trust Inc.

#FactsFocusFire #ElevatingTraumaToTrust #MrEdsCircleOfTrust #BossHoggRadio
#TraumaHealing #MentalHealth #TrustTheTruth

Post 2 — Countdown / Reminder Post / Facebook & Instagram (Short & Urgent)

 REMINDER: The first Monday of the month means one thing —

"FACTS FOCUS FIRE" is ON.

 Tune in to Boss Hogg Radio at 11:00 AM and join Dr. Franklin Edward Shoemaker & Sal T for the most honest hour on radio.

Elevating Trauma to Trust. Every single month.

#FactsFocusFire #BossHoggRadio #MrEdsCircleOfTrust #ElevatingTraumaToTrust

Post 3 — Twitter / X (Under 280 Characters)

 NEW MONTHLY SEGMENT ALERT 

"Facts Focus Fire" with Dr. Franklin Edward Shoemaker & Sal T

 Boss Hogg Radio | 1st Monday of every month | 11 AM

Elevating Trauma to Trust — one truth at a time.

#FactsFocusFire #MrEdsCircleOfTrust

Post 4 — Inspirational Quote Graphic / Instagram / Facebook (Designed Social Graphic)

"Trauma does not get the final word. Truth does. Facts, Focus, Fire — every first Monday."

— **Dr. Franklin Edward Shoemaker, PhD**

 "Facts Focus Fire" | Boss Hogg Radio | 11:00 AM

Presented by Mr. Ed's Circle of Trust Inc.

Post 5 — LinkedIn Professional Announcement

I am honored to announce the launch of **"Facts Focus Fire"** — a monthly radio segment on Boss Hogg Radio, part of the **Elevating Trauma to Trust** initiative by **Mr. Ed's Circle of Trust Inc.**

Airing on the first Monday of every month at 11:00 AM, I will be joined by Sal T to deliver evidence-based, clinically grounded, and deeply human conversations about trauma, trust, and transformation.

This segment was built for survivors, professionals, educators, caregivers, and anyone whose life has been touched — or altered — by the weight of unresolved trauma.

I invite you to tune in. To listen. And to join a community committed to elevating trauma into trust.

 Boss Hogg Radio | First Monday of Every Month | 11:00 AM

#FactsFocusFire #TraumaInformedCare #MentalHealth #ElevatingTraumaToTrust
#MrEdsCircleOfTrust

SECTION 4 — BROADCAST & ON-AIR PROMO SCRIPT

For radio station use — to be read by a DJ or station announcer. Broadcast-ready.

On-Air Promo Script — "Facts Focus Fire"

[ANNOUNCER]:

Every first Monday of the month — at eleven in the morning — Boss Hogg Radio becomes the home of truth.

Dr. Franklin Edward Shoemaker, PhD — licensed mental health counselor, trauma specialist, and advocate — joins Sal T for "**Facts Focus Fire**" — the radio segment that elevates trauma to trust with **facts, focus, and fire**.

Don't miss it. First Monday. Every month. Eleven A.M. Right here on Boss Hogg Radio.

Mr. Ed's Circle of Trust. Elevating Trauma to Trust.

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"Facts Focus Fire" | Boss Hogg Radio | Elevating Trauma to Trust

For media inquiries and booking: Contact Mr. Ed's Circle of Trust Inc.

Hosted by **Dr. Franklin Edward Shoemaker, PhD, LMHC-QS, TF-CBT, Adoption Competent** | with **Sal T**

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