

INSIDE RADIO

THE BLUE PAGE

Intelligence for your life Ratings for your station.

John Tesh loves radio. And radio loves him back. The host of "The John Tesh Radio Show", heard on over 300 radio stations, is a multi-media star, author, musician and Emmy winner. But it all started with a radio show.

"My first on-air experience was on the campus radio station at NC State in Raleigh. And my first job at a commercial station was doing weekends on WKIX "The Big 85", where Rick Dees was on mornings, and Steve Roddy, now the CEO of Scripps Howard, was on afternoons. I fell in love with radio. They had to lock the doors to keep me out of the station."



Over the next several years, Tesh had success on TV, as an author, and composer. But radio became a priority again after sitting-in for Casey Kasem on *Casey's Top 40*. "I started my own

weekend countdown show and developed a following. Consultant Mike McVay was the person who suggested we go from a weekend show to a five hour daily show."

"The success we've had can be attributed to so many people, including all the researchers and writers we have, plus the guidance and friendship of show executives Scotty Meyers and Betsy Chase. I don't know what I would do without them."

"We deliver a purpose driven show."

"What we do is determine how we can move life forward during the next two minute break. How can we improve life for the listener? We don't think about time and temperature. We offer the program either with or without music...letting the stations pick, so it will fit with the format."

"We focus on giving the listeners information they can use in their everyday lives. There are a lot of people who don't want to listen to nonsense anymore," so we concentrate on delivering 'Intelligent Talk For Your Life,' and that's how we got the name for the show."

"Our show fits every format."

The John Tesh Radio Show is heard on stations that program christian, AC, Hot AC, rock and other music. So the elements can fit in any station in any market. The show is also one of only a few successful radio programs that is self-syndicated. Dial Global handles ad sales, but John's team takes care of affiliates.

"We deliver ratings in every daypart."

KMGA Albuquerque scores a 7.5 AQH share in afternoon drive with The John Tesh Radio Show in the W25-54 demo, making it the #1 show in that demo. The show is consistently a top 5 with A25-54 too.

The show is a clear winner in Panama City, Florida. WVVE-FM (Wave 100.1) PD Chris Alan says the show was running in evenings when he joined the station. "I moved John to morning drive and ratings have skyrocketed. In the W25-54 demo, the station moved from #8 to #2 in only one book, and we're consistently top 1, 2 or 3 in every book."

Consultant Mike McVay explains why the show works; John Tesh presents "Intelligence for Your Life" as a way to make the listeners life easier and to take entertainment beyond an escape. This man's program is purpose driven. It's compelling. It does what all programmers want... "Programming that creates day-to-day tune-in."

Give your listeners an intelligent radio show and watch your ratings, revenue and recall grow, with "Intelligence For Your Life Radio."

**Intelligence For
Your Life Radio**
with your host John Tesh



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