

# RTIR

## Radio-TV Interview Report

The Magazine to Read for Guests & Show Ideas

### Interview the Author of Rich Dad Poor Dad

Find Out What The Rich Know That The  
Poor and Middle Class Do Not



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Possum?... Snake?... Armadillo?  
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Interview the world's  
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**Let New York's  
Finest Tell You  
about New York's  
Funniest**



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Book these great Halloween guests: pgs 5, 6, 18, 23, 24, 25, 30, 37, 52, 53

## Black Athletes Are Faster, Steroids Enhance Performance

# The Top 5 Sports Myths Exposed

You've heard them: it's all in the genes, great athletes are born not made, speed can't be improved, flexibility prevents injury and steroids enhance performance. "That's BS!" says sports biomechanist/kinesiologist **Dr. Michael Yessis** "The two main scourges of great athletes are poor coaching and improper training techniques."

### Sports: Is It All BS? An Exposé Into Athletic Fact vs. Myth

Dr. Yessis reveals to your audience the B.S behind such misconceptions as:

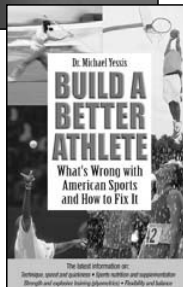
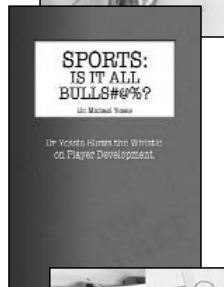
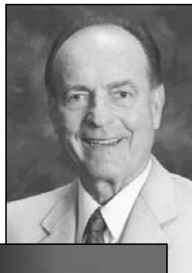
- Youngsters should not throw curveballs.
- How fast you run is determined at birth.
- You must stretch before running or playing.
- Runners need carbohydrate drinks to run long distances.
- The 3-point stance is best for linemen.

This guest asks, "Why is it that despite having more athletes, more coaches and more money, American institutions — both amateur and professional — fall short in developing the best players?"

**CREDENTIALS:** Dr. Michael Yessis is president of Sports Training, Inc. diverse sports and fitness company. Dr. Yessis is also Professor Emeritus, California State University, Fullerton, where he was a multi-sport specialist in biomechanics, kinesiology and sports conditioning and training. A former monthly columnist for *MUSCLE & FITNESS* for over 20 years, Dr. Yessis is the author of multiple books on sports including *Sports: Is It All B.S.?* and *BUILD A BETTER ATHLETE: What's Wrong With American Sports and How to Fix It*. He is a popular TV and radio guest.

**AVAILABILITY:** San Diego area; nationwide by arrangement

**CONTACT:** Dr. Michael Yessis, (800) 989-1400 Ext. 948 (CA)



## From Patriotic Skinheads to Senior Citizens Guarding the Border in Lawn Chairs

# Funny Stories from the Man Who Crashed Right-Wing America



Donning disguises and impersonating a variety of zany characters are all in a day's work for intrepid journalist **Harmon Leon**. In a bold effort to reveal the psyche behind America's conservative culture, Leon has managed to insinuate himself into a myriad of ridiculous situations. Let Leon amaze and amuse your listeners as he

recounts his hilarious adventures of infiltrating right-wing America.

Leon will enlighten your audience with tales of:

- Enrolling as an overenthusiastic member of the Prayer Team at a Promise Keepers event, where men bond and women are unwelcome.
- Posing as a teen abstinence educator whose curriculum includes detailed lessons illustrated by hand puppets.
- Patrolling the border for illegal immigrants with the Minutemen Project, a civilian vigilante group of senior citizens.
- Risking bodily injury while attending a concert held by "militant, patriotic, pro-war, right-wing" skinheads.
- Attending a faith-healing spectacle where Leon casts away his crutches, only to be immediately "assisted" to the ground.



**CREDENTIALS:** Harmon Leon is an award-winning journalist who has appeared on *The Howard Stern Show*, *Penn and Teller: Bullshit!*, *The Jamie Kennedy Experiment*, *E!* and NPR's *This American Life*, and in *The San Francisco Chronicle*, *Cosmopolitan*, *Maxim*, *Details*, *Spin*, *Wired*, *The Guardian* and more. He is the author of *The Harmon Chronicles*, which won a 2003 Independent Publishers award for humor, *Republican like Me: Infiltrating Red-State, White-Ass and Blue-Suit America*, and most recently *THE INFILTRATOR*.

**AVAILABILITY:** San Francisco, CA; nationwide by arrangement and via telephone.

**CONTACT:** Lynn Pasquale, (800) 989-1400 Ext. 948

**Contributor to MTV, VH1, CBS, NBC & ABC**

## Sex, Drugs & Rock 'n Roll? Music Exec Reveals What Really Goes on Backstage

When it comes to music, **Eugene Foley** has pretty much seen it all — singers so whacked out on booze (and who knows what else) that they literally forgot which band they were in; fist fights breaking out in recording studios; bands so beloved by strippers that certain VIPs could expect a nice private show after the main act. If you think you know even a small fraction of what life is really like in the music industry, think again.

Foley, who has helped a number of artists win GRAMMY® Awards, takes your listeners inside a world that nearly everyone follows but almost no one truly understands. With a passionate dedication to helping develop and guide tomorrow's big-name stars, Foley will deliver a fun and informative show as he discusses topics such as:

- How songs really make it on the radio (the process is not as simple as you think).
- The inside scoop on how music execs market pop stars to the world — and why so much of today's music sounds maddeningly similar.
- The real impact products like the iPod, and services like iTunes and satellite radio, are having on our music choices.

**CREDENTIALS:** Veteran radio and TV guest Eugene Foley, J.D., Ph.D., is the founder and president of Foley Entertainment, Inc., a music industry consulting firm and entertainment agency representing artists, labels, managers, executives, producers and others. His clients have earned nearly 40 Gold and Platinum Records and three GRAMMY® Awards. Foley is also the author of two highly acclaimed books about the music industry, the latest of which is *ARTIST DEVELOPMENT: A Distinctive Guide to the Music Industry's Lost Art*.

**AVAILABILITY:** New Jersey, New York, nationwide by arrangement and via telephone (available as a last-minute guest)

**CONTACT:** Eugene Foley, (800) 989-1400 Ext. 948 (NJ)



### The New Season of American Idol Starts in January and Your Audience Will be Talking About the Music Biz!

- Is there a future Idol in your audience? Call now to find out how your listeners can submit samples of their music to Foley for a free evaluation!
- Which of the Idol contestants truly has what it takes to make it big? Foley gives you the scoop.
- What will this season's Idol have to look forward to as they launch their career?

# What's All the Hype Over Hoodia?

This Expert Reveals the Diet Drug Works – If You Can Find It

There's a lot of fuss over this little cactus. Since *60 Minutes* hailed the all-natural diet pill "Hoodia," consumers have flocked to stores to buy this miracle in a jar. Although Hoodia does work, just because the label says "Hoodia" doesn't mean it's the real thing.

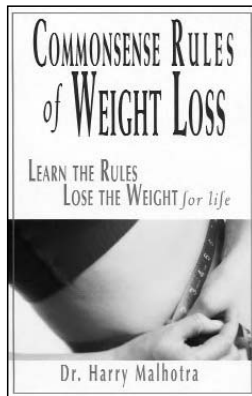


This diet drug, which uses extract from a plant consumed by desert tribesmen to stave off hunger pangs, has proven to significantly reduce body fat. It's also proven to be a lucrative business for companies counterfeiting the drug.

Nutrition expert **Dr. Harry Malhotra** can save your audience a lot of money — and aggravation — by giving them the truth about Hoodia.

Dr. Malhotra will reveal:

- How to identify the "real" Hoodia diet supplement. If the label does not say "100% South African Hoodia Gordonii," and contain at least 400 mg, it won't work.
- The Hoodia gordonii plant is protected by conservation laws in South Africa and Namibia. Dr. Malhotra will tell you the one pharmaceutical company that has established Hoodia farms.
- Some supplements bought over the Internet contain no Hoodia whatsoever.
- As the industry grows almost uncontrollably, we may run out of these protected plants.



**CREDENTIALS:** After he gained 23 pounds, Dr. Harry Malhotra began researching diets and studying people who had successfully and permanently lost weight. In *COMMONSENSE RULES OF WEIGHT LOSS*, Dr. Malhotra shares his weight-loss story and other real-life success stories to illustrate how to control weight permanently.

**AVAILABILITY:** California, nationwide by arrangement, and via telephone

**CONTACT:** Dr. Harry Malhotra, (800) 989-1400 Ext. 948 (CA)

# Che Who? Mao Tse What? These Comedians Reveal How NOT to Look Like an Idiot at Holiday Parties

You're nibbling on holiday hors d'oeuvres and sipping some sparkling wine when a subject thought to be "common knowledge" is lobbed your way. A hush falls over the room and every head seems to swivel expectantly in your direction. "Che Guevara? The dancer, right? I love his work," you attempt lamely. Not!

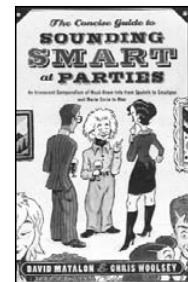


Let comedians **Dave Matalon** and **Chris Woolsey** help your audience sweep away years of cobwebs before they head out to their next holiday get-together — and have a lot of laughs while doing it. Dave and Chris will have your audience rolling in the aisles as they share hysterical tidbits on history's most interesting — and infamous — characters.



In addition to revealing little-known truths about history's biggest names, Dave and Chris share how to show off your smarts with clever ways to bring them up in conversation, such as:

- "Yeah, he's generous. In an Idi Amin kinda way."
- "She's very Coco Chanel about her boyfriends; it's all about their bankbooks."
- "Stay away from the punch. I think it's leftovers from Jonestown."



**Have appeared on radio and television shows nationally**

**CREDENTIALS:** Dave Matalon and Chris Woolsey are authors of *THE CONCISE GUIDE TO SOUNDING SMART AT PARTIES* (Random House). Dave and Chris are both experienced media personalities who have directed, produced, and acted with some of Hollywood's top names.

**AVAILABILITY:** Southern California, nationwide by arrangement, and via telephone

**CONTACT:** Chris Woolsey, (800) 989-1400 Ext. 948 (CA)

## He Swims with Piranhas, Plays with Snakes, and Loves Vampire Bats... Is This Guy the New Crocodile Hunter?

What drove Steve Irwin to seek out close encounters with some of the creepiest and deadliest animals in the world? **Marty Essen** knows. He has traveled the seven continents in search of the kinds of animals most of us prefer to view from the safety of our living rooms. In fact, he is probably the only person you'll ever meet who was attacked by a hippo and lived to tell the tale!

Call this award-winning author for hair-raising stories. Your listeners will be thrilled by his adventures, and moved by his message of tolerance and respect for the wild things that make up our wonderful world.

He'll talk about:

- The hike he took — *at gun point* — in the farthest reaches of Borneo.
- The time he found himself standing in the middle of a pack of howling wolves.
- What we must do to save creepy, crawly animals like vampire bats—and why our own health and well-being depends on it.
- Why he admires Steve Irwin, and hopes to continue his legacy.



**CREDENTIALS:** Marty Essen has enjoyed a successful business career as the president of a talent agency and a telephone company. Now he's focusing on his true love: wildlife. While traveling for his new book, *COOL CREATURES, HOT PLANET*, he was stung by one of the world's most venomous insects, bitten by a poisonous snake, surrounded by wolves, attacked by a hippo — and had the time of his life!

**AVAILABILITY:** Nationwide by arrangement and via phone; available last-minute.

**CONTACT:** Marty Essen: (800) 989-1400 Ext. 948 (MT);

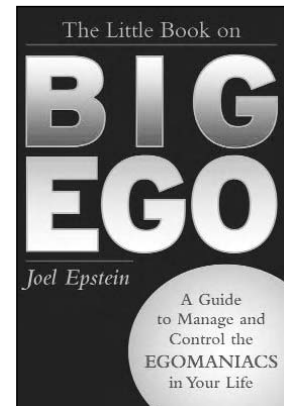
## Your Mom, Your Boss, Your Spouse How to Control the Egomaniacs Ruining Your Life



Egomania is the source of many harrowing real-life stories: Your out-of-control boss takes credit for your hard work again; your spouse refuses to listen to reason in an argument; a crazed parking cop gives you a ticket for five minutes of un-metered parking. We all have egomaniacs messing up our lives, but **Joel Epstein**, the expert on ego, can teach you how to neutralize the ego and even harness its power for good. Joel has years of experience handling egomaniacs in stressful situations and he knows that while ego is a very fragile thing, it isn't all bad — a healthy ego can be the foundation for tremendous achievement, success and leadership.

Joel will discuss...

- Why virtually every inter-office personnel problem happens because someone's ego has gotten in the way.
- How to assuage your boss's ego and use compliments to turn any argument in your favor.
- Why the first step to controlling someone else's out-of-control ego is keeping your own in check.
- Why America has big problems with egomania.
- Why America has big problems with egomaniac celebrities and athletes.



**CREDENTIALS:** Joel Epstein spent years working as a mortgage lender and now conducts training, sales, management and leadership workshops across the country where he speaks on the power of the ego. He is the author of *THE LITTLE BOOK ON BIG EGO*.

**MEDIA KIT:**

<http://www.frictionfactor.net/FrictionFactorPressKit.pdf>

**AVAILABILITY:** Nationwide by appointment and via telephone

**CONTACT:** Carolyn Bobb, (800) 989-1400 Ext. 948 (MD)

*Survivor...  
Project Runway... Amazing Race*  
**What Really Goes on  
Behind the Scenes at  
Your Favorite Reality  
TV Shows?**

Your audience will get to know the world of reality television like never before when you have as your guests lawyers **Alexei Auld** and **Elena M. Paul**. They'll discuss all the hidden things that go on of which viewers are totally unaware!

**Hear why you can't believe  
everything you see!**

Auld and Paul have consulted with every kind of player from the world of reality television, including every cast member of a major reality television show to reality show producers/creators.

These timely, informative and entertaining guests will explain:

- What everyone ought to know before they try out for a reality TV slot.
- How producers and network executives sometimes ask cast members to bully their own families to sign away their rights.
- The real reason there is a jerk on every season of *Survivor* and how producers could make Mother Teresa look like Saddam Hussein.
- How being on the *The Apprentice* and other similar shows can screw up your life — and get you fired from your day job.
- Steps you can take to get on reality shows and actually use the show to further your career.
- What you need to create your own reality show.



**CREDENTIALS:** Alexei Auld and Elena M. Paul are specialists in arts and entertainment law. Their organization, Volunteer Lawyers for the Arts, provides *pro bono* legal services, education, and advocacy in the New York City area.

**AVAILABILITY:** New York City, NY and nationwide via telephone

**CONTACT:** Elena M. Paul, (800) 989-1400 Ext. 948

**2006 Was a Year  
of Startling Tragedies ...  
What Will 2007 Bring?  
This Numerologist Says  
it's All in the Numbers!**

Some of the biggest news stories of 2006 were tragedies: Steve Irwin's bizarre death, Anna Nicole Smith's son's death in her hospital room just days after the birth of his baby sister and the callous killing of five Amish girls in their rural school house. Celebrity Numerologist **Glynis McCants** will explain why the year gone by brought so much bad news and what she sees ahead for 2007.

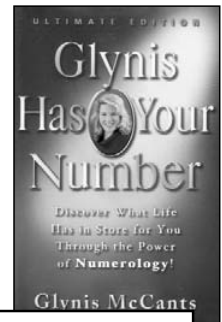
**Make Glynis Your Go-to Girl**

When Glynis makes an appearance she is asked back consistently due to **MAJOR RATING SPIKES**. She received well over 2 million hits on her website right after she was on Coast to Coast AM!



This ratings buster will also share:

- Why Mel Gibson has a God complex.
- Why Anna Nicole Smith will continue having major tragedy in her life.
- Why Tom Cruise and Katie Holmes will have a strong, lasting marriage.
- Why Nicole Kidman and Keith Urban are not destined to make it.



*"Want to take it to the next level? Glynis can get you there! Smart, sexy and somewhat spooky, Glynis amazes me." — Mancow*

**CREDENTIALS:** Glynis McCants is the author of the Best Selling book *GLYNIS HAS YOUR NUMBER: The Ultimate Edition* and the "Are We Soul Mates?" Charts. She has been seen on *The Tony Danza Show*, *Entertainment Tonight* and *The View*.

**AVAILABILITY:** Los Angeles, nationwide by arrangement and via telephone

**CONTACT:** Glynis McCants, (800) 989-1400 Ext. 948;

# Interview the Girl Responsible for Over a Million Letters Sent to Our Troops

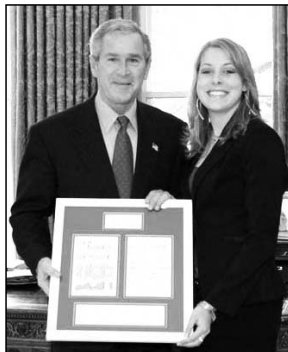
At age 15, freshman high school student, **Shauna Fleming** decided to do something positive for the military men and women serving our country. Shauna began a campaign called, *A MILLION THANKS* in March, 2004. Her goal: Send one million thank you letters to those serving in the U.S. Armed Forces.

It quickly turned into a national campaign to provide Americans a way to say thank you to those serving our country and did it in a rare way, without a political agenda. The mission of *A MILLION THANKS* is to let our Service Men and Women know that whether we support the war effort or not, we appreciate them and the fact they are serving in our Armed Forces in locations not only in the war zone, but all over the world.



## Bring Shauna on your show to hear about:

- How she began *A MILLION THANKS* as a community service project and her plans to set up chapters in schools and colleges all over the U.S.
- Reaching her goal of 1,000,000 thank you letters and emails, and presenting that letter to President Bush in a ceremony in the Oval Office.
- How Country music artist, John Michael Montgomery got involved. His #1 hit song, "Letters From Home" became the anthem of the campaign.
- What NASCAR did to help and how she was made an honorary "pit girl" for the National Guard car driven by Greg Biffle in 2005.
- Her work with Snowball Express which is bringing 1,000 children of fallen soldiers to Orange County for three days of fun including a trip to Disneyland.
- Her upcoming attempt to break the Guinness Book of World Records with the world's largest Valentine card for the troops.



***This Thanksgiving Shauna achieved her latest goal, 2.6 million letters and emails to the troops. This number symbolically represents one letter for every person currently serving in our armed forces.***

**CREDENTIALS:** Shauna has authored *A MILLION THANKS: My Journey to Send 1,000,000 Thank You Letters to Our Troops*. Proceeds from the book are used to pay the expenses for postage and shipping of mail to the troops.

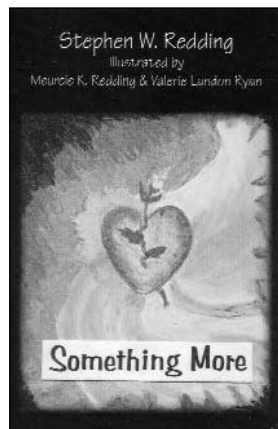
**CONTACT:** Mike Fleming at (800) 989-1400 Ext. 948

## Struck by Lightning, Frozen in a Blizzard, Run Over by a Tractor Interview the Luckiest Man Alive

If it's true a cat has nine lives, **Stephen Redding** could boast of living more lives than your average feline. From the age of four, when he was crushed by a tractor, until the *second* time he was struck by lightning, on through to the time he was attacked by a swarm of yellow jackets, Stephen's had his share of wild, weird and otherworldly experiences. Through it all, he's formed an optimistic and unique regard for this world and the others he has visited. Stephen believes he was brought back to life after so many death-defying experiences for a reason — and his refreshing outlook will not only have your listeners cheering, but leave them breathless and inspired.

Stephen Redding will discuss:

- The time he emerged unharmed after being crushed by a tractor.
- Survival tactics he used to withstand physical distress that would have killed most people.
- The visitations he's received from otherworldly beings.
- The reason he believes he was brought back to life after so many death-defying experiences.
- And, how the message of his book, *Something More*, can give timely value to your life and a world in distress.



**CREDENTIALS:** Stephen Redding, an arborist from rural Pennsylvania, garnered much publicity in the 1980s for a hunger strike he conducted on behalf of an ancient tree in Pennsylvania. He lives on a tree farm with his wife and four children.

**AVAILABILITY:** Nationwide via telephone.

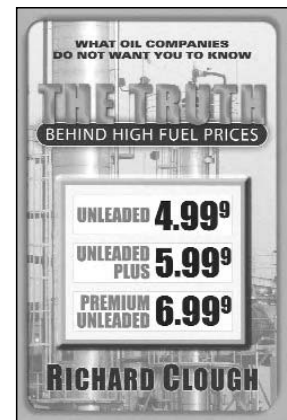
**CONTACT:** Bob Poole, (800) 989-1400 Ext. 948

## The Man Big Oil Doesn't Want You to Interview Former Gas Station Owner Has Proof Oil Companies are Out to Rob Us Blind

It's one of the only industries in the world that actually benefits when a natural disaster wipes out part of its infrastructure. It loves wars, especially in the Middle East. Instability? Bring it on. Shortages? Love 'em! For years, big oil has controlled Americans' lives and pocketbooks like no other industry in the history of the country. And **Richard Clough** says it has gone on long enough.

A former gas station owner, Clough will take your audience on a guided tour through the hidden business practices of oil companies as he exposes the lies we're being fed everyday to justify today's high fuel prices. The ultimate insider and whistleblower, Clough will reveal:

- Why the FTC and other government agencies charged with protecting the American consumer turn a blind eye to the blatantly illegal practices of the major oil companies.
- Little-known ways oil companies collude to fix retail gas prices and drive independent station owners out of business...increasing their profits even more!
- What happened when Clough took on big oil with a lawsuit over their business practices.



**CREDENTIALS:** Richard Clough is a former gas station owner who learned the secret inner workings of the oil industry first-hand, and party to litigation against a major oil company. His book, *THE TRUTH BEHIND HIGH FUEL PRICES*, documents Clough's experiences in working with, and ultimately fighting against, oil companies.

**AVAILABILITY:** Fort Worth, TX; nationwide by arrangement and via telephone

**CONTACT:** Richard Clough, (800) 989-1400 Ext. 948 (TX)

# Unexplained Fatigue... Headaches... Allergies Is Your Home Making You Sick?

You've been to all the doctors and gone through all the tests, but you're still no closer to finding the cause of the symptoms that are making you miserable. Before you decide it's "all in your head," consider this: Your house could be the culprit.

**Lisa and Ron Beres** say you could be living with the enemy every day, breathing in a bouillabaisse of toxic fumes. The fact is, most of what we use to build and furnish our homes — from carpets and paint to insulation and sofa cushions — contains synthetic chemicals that break down and are released into the air, assaulting our bodies and wreaking havoc with our health. The startling truth is that the air inside our homes is two to five times more contaminated than the so-called "polluted" air outside. No wonder the EPA ranks indoor air pollution as one of the top five environmental risks to public health!

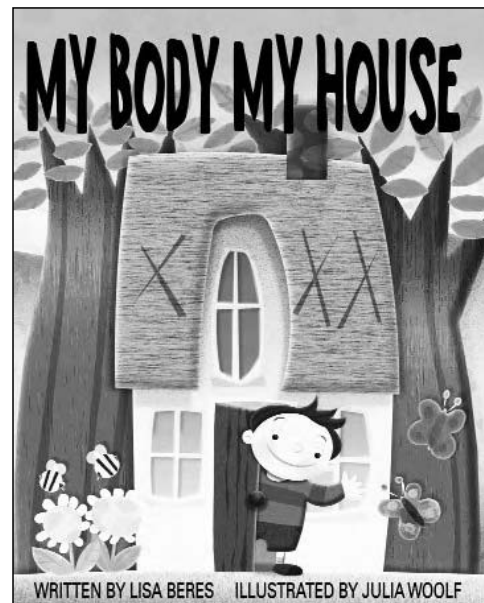
We owe it to ourselves to understand the health risks our homes may be harboring. On your show, Lisa and Ron Beres will reveal Lisa's own recovery from environmental illness and explain how you can protect yourself, as they discuss:

- Why your bedroom is the most dangerous room in your house.
- Why a nice, hot shower isn't such a hot idea.
- Why your permanent press clothes and sheets could be putting a serious wrinkle in your health.
- What that lemony-fresh cleaner is really spreading through your home.
- Why remodeling your home can ruin your health.

**CREDENTIALS:** Lisa and Ron Beres are cofounders of Green Nest, which offers products and services to educate consumers about the dangerous toxins that exist in our homes and environment. Lisa Beres is certified in Bau-biologie, the study of how buildings impact life and the living environment. Lisa and Ron Beres are the authors of the book/CD *LEARN TO CREATE A HEALTHY HOME* and the children's book *MY BODY, MY HOUSE*.

**AVAILABILITY:** California, nationwide by arrangement and via telephone

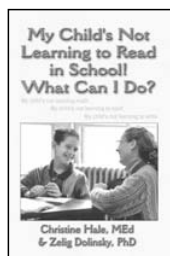
**CONTACT:** Lisa Beres, (800) 989-1400 Ext. 948 (CA);



## Nearly 40% of America's Children Read Below Grade Level

### How We Can Fix This National Disgrace

- Since 1980, despite ever-increasing time and money spent on reading instruction, only one-third of U.S. students read proficiently.
- More than 80% of children in special education classes are there NOT because of severe physical or mental disabilities, but because they read poorly.
- Countless adults hiding weak reading skills are stuck in low-paying, go-nowhere jobs. They turn down promotions because they can't handle paperwork.
- Most kids don't learn with the "whole language" reading education method, commonly used in nationwide school systems.
- Schools routinely scoff at individual parents who complain.



Audiences will be jolted when they hear more about America's poor reading epidemic, and how it damages our economy and way of life.

But we can solve this crisis and improve lives in record time, says foremost reading educator **Christine Hale**. Find out how her revolutionary reading methods are helping children and adults nationwide. Many of her students eventually read five grades above their previous reading levels. Her program also significantly reduces special education costs. Hale advocates a movement whereby parents, en masse, demand changes.

**CREDENTIALS:** Christine Hale is a teacher, tutor and consultant who has taught regular and special education classes for more than 17 years, and also taught for the Read to Succeed Adult Literacy program. Hale co-authored the acclaimed book *MY CHILD'S NOT LEARNING TO READ IN SCHOOL! WHAT CAN I DO?* She is an expert on No Child Left Behind, reading, learning disabilities, Dyslexia, and ADD/ADHD in children and adults.

**AVAILABILITY:** Connecticut, nationwide by arrangement and via telephone

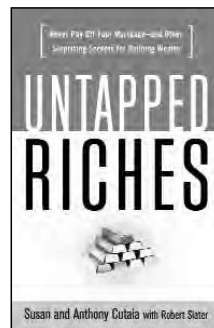
**CONTACT:** Christine Hale, (800) 989-1400 Ext. 948 (CT)

## Why You Should NEVER Pay Off Your Mortgage!

**Anthony and Susan Cutaia** will turn all the financial wisdom your listeners' believe on its ear as they explain the many ways homeowners waste money while trying to save money!

Before the new year begins, invite this husband and wife duo on air to explain why:

- No one should ever make extra payments on their mortgage.
- Even paying off your mortgage at all is a huge mistake!
- Going through life debt-free isn't smart.
- You should choose an interest-only loan if you are only going to live in your house a short time.



### Find out what you should be doing with your extra cash to boost your fortune — not your mortgage lender's!

**CREDENTIALS:** Anthony and Susan Cutaia are the authors of *UNTAPPED RICHES: Never Pay Off Your Mortgage — and Other Surprising Secrets for Building Wealth*. Anthony began his career over 30 years ago as a stockbroker, investment advisor and real estate developer, with a portfolio in excess of \$120 million. He is a realtor, mortgage broker and member of the National Federation of Mortgage Brokers. Susan is a mortgage broker. Together they run the Cutaia Mortgage Group in South Florida and host *Talk About Mortgages and Real Estate*, a daily television and radio program. *Broker Magazine* ranked Cutaia Mortgage Group No. 1 in Florida for generating the most real estate revenue.

**SAMPLE QUESTIONS:** In your book you list 40 strategies for creating wealth. Which are the most important? What is the difference between good debt and bad debt? What do you mean by "dead money"?

**AVAILABILITY:** South Florida, Nationwide by Arrangement and via telephone

**CONTACT:** Kama Timbrell, (800) 989-1400 Ext. 948 (NY)

## How to Sell Snow to the Eskimos, Talk Your Husband into Doing the Dishes, and Get Your Neighbor to Mow Your Lawn

Whether you're a high-powered executive or a stay-at-home Mom, the key to your success is your ability to persuade. So if you're hoping to convince others to your way of thinking, — even if it means getting the kids to take out the trash without arguing — **Kurt Mortensen** is the guy to call.

A best-selling author and accomplished public speaker, Mortensen has helped thousands of people improve their people skills by showing them how to instill trust and confidence in others. No wonder he's known as "Dr. Persuasion!"

Book Dr. Persuasion and he'll reveal to your listeners:

- The ten common traits of top persuaders.
- The sixteen most powerful words in the English language.
- How celebrities get away with their bad behavior — and it's not just because they're famous!
- That it is possible to sell snow to the Eskimos — as long as you've got the right kind of charisma.

He'll even administer his Persuasion IQ Test!

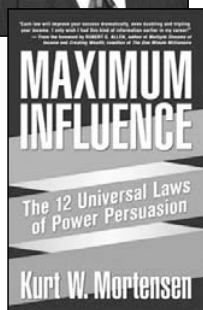
*"This is truly remarkable information... based on solid scientific research and extensive field experience."*

— **Stephen R. Covey**, author of *The 7 Habits of Highly Effective People*

**CREDENTIALS:** In addition to creating his own entrepreneurial and sales empire, Kurt Mortensen is a highly acclaimed speaker, trainer and consultant. He has presented on the speaking circuit with Brian Tracy, Dennis Waitley, and Les Brown. His book, *MAXIMUM INFLUENCE: The 12 Universal Laws of Power Persuasion*, has been translated into ten languages. Learn more at [www.persuasioninstitute.com](http://www.persuasioninstitute.com).

**AVAILABILITY:** Nationwide via telephone.

**CONTACT:** Tyler Ruby, Persuasion Institute: (800) 989-1400 Ext. 948 (UT);



## From Taco Bell's Free Gas Promotion to My Husband's Nuts

### What Were They Thinking? Do a Hilarious Show on the All-time Biggest Marketing Blunders

When a Taco Bell billboard announced: "Eat here and get free gas," it wasn't clear if that was a normal response to eating their food or if the company was offering free gasoline. Another food company stepped in it by introducing its toffee-flavored almonds under the brand "My Husband's Nuts." What *were* they thinking?

Renowned marketing expert **Liz Goodgold** collects hilarious examples like these for her monthly "DUH! Marketing Awards." A much sought-after speaker, Goodgold knows that people learn best through stories and laughter.

Goodgold is an entertaining guest who has appeared on CNN, ABC, CBS and NBC. Your audience will eat up her humorous tales, including:

- Snausages sells fortune cookies for dogs. So when did dogs start to read?
- TextTrust spell checker had 3 typos in its own press release!
- Don't look for a caffeine fix from Cafix — this drink is 100% caffeine-free.
- Panda Express's "Festival of Shrimp" ads had this disclaimer in fine print: "Does not include shrimp"!
- Not a front runner! A Belgian company named their bottled juice Looza.

**Have listeners call in with their funniest marketing misstep stories to win a free book!**

**CREDENTIALS:** Liz Goodgold is CEO of the Nuancing Group, a San Diego-based marketing and branding firm, who has worked for Quaker Oats and Univision. The author of *DUH! MARKETING: 99 Monstrous Missteps You Can Use to Learn, Laugh and Grow Your Business* (2006), Liz is often quoted in the Wall Street Journal, New York Times, Los Angeles Times and wrote for Entrepreneur.

**AVAILABILITY:** California and nationwide by arrangement and via telephone

**CONTACT:** Liz Goodgold, (800) 989-1400 Ext. 948



## Believe It or Not... Love IS a Business

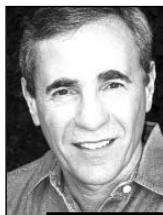
# How FedEx, IBM and Nike Can Save Your Marriage

When seeking relationship advice, corporate America is probably not the first place you'd look. But according to "marriage architect" **John Curtis, Ph.D.**, proven "best practices" — already working at major corporations — can help create your own "Fortune 500 Marriage!"

Dr. Curtis can tell audiences why they need to run their relationship like a business, especially since the self-help movement hasn't put a dent in the 50% divorce rate.

He'll discuss the importance (and fun) of:

- Writing marital vision statements and spouse job descriptions!
- Conducting spouse performance appraisals!
- Branding and marketing with your own marriage logo!
- Negotiating marital compensation and benefits.
- Blending families through mergers and acquisitions.
- Conducting relationship meetings and retreats!



Dr. Curtis can also make your show a forum for: "Why the self-help movement is really the self-destruct movement"... and "Why a good marriage can be BAD for your career!"

**CREDENTIALS:** Dr. Curtis is a sought-after interview guest and speaker with extensive television and radio experience. He is an organization consultant, researcher, business trainer and author with a Ph.D. in human resource development. He hosts the NPR business segment *Quality Moments*. His latest book is *THE BUSINESS OF LOVE*.

*"This provocative, groundbreaking book may be the must-read relationship book of the decade!"*

— *The New York Times Book Review*

**AVAILABILITY:** Orlando, Florida, nationwide by arrangement and via telephone; can be an emergency guest via phone

**CONTACT:** Dr. John Curtis, (800) 989-1400 Ext. 948;

## From Cheers to Seinfeld Give Your Audience the Ultimate '80s Quiz or '90s Quiz

Remember hair bands and acid-washed jeans? How about Nirvana and the grunge movement? Millions of your listeners recall the '80s and the '90s with fondness, but how much do they really know? Host a fun pop culture quiz on your show with **Clay Siegert**.

Clay will quiz your listeners on music (Pat Benetar, Journey) favorite television shows (Cheers, 21 Jump Street, Seinfeld), movies and stars (Top Gun, Forrest Gump, The Brat Pack), memorable news figures (Monica Lewinsky), unforgettable sports events ("The Super Bowl Shuffle"), and more. Take your audience down memory lane with questions like:

- What was Britney Spears' first Billboard Top 100 hit?
- In which movie did Chevy Chase launch his premier acting career?
- What was the first name of Dr. Evil's son in *Austin Powers*?
- Which brand of pain reliever is "Little. Yellow. Different. Better."?



**PRODUCERS:** Play The '80s Game or The '90s Game for television, movies, sports, commercials, news, and more. Clay has a show that fits your format!

**Enjoy prizes and game giveaways for your listeners!**

**CREDENTIALS:** Clay Siegert is one of three sibling entrepreneurs who founded Intellinitiative Game Co., Inc., a leading independent game company. Intellinitiative's product line includes several officially licensed products, including Merriam-Webster's Word Sweep! and VH1's I Love the '80s Game, The '90s Game, and The '80s-'90s Combo Game.

**AVAILABILITY:** Nationwide by arrangement and via telephone

**CONTACT:** Gregory Walsh, (800) 989-1400 Ext. 948 (CT)

# What the Rich Know that the Poor and Middle Class Don't

## Debunking the Myths of Money Investing – Once and For All!

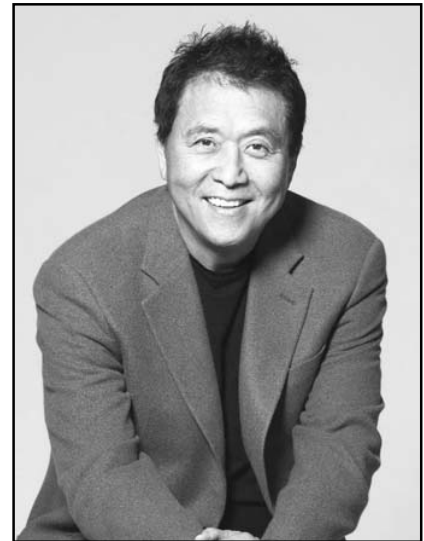
The blockbuster success of **Robert Kiyosaki's** *Rich Dad Poor Dad* — a *New York Times* best seller for nearly six years — and the Rich Dad series of books (which has sold over 26 millions copies worldwide and is translated into 46 languages and sold in 97 countries) has underscored not only the need for financial education but the insatiable appetite of Americans for both the 'why' and the 'how to' of investing.

Robert's bi-weekly column on *Yahoo! Finance* and his monthly articles for *Entrepreneur* magazine have delivered messages of challenge and self-assessment as well as hope and empowerment. Robert has earned a reputation for straight talk, irreverence and courage and he is an outspoken proponent of financial education and takes no prisoners — or excuses! — from those who choose to play the game of money (and life) 'not to lose' instead of with a 'play to win' attitude.

Robert will reveal:

- The key factor that separates winners from losers.
- Why it's easier to get rich today than ever before.
- How to find your genius — and your road to success.
- Why how you spend your 'spare' time is what really matters.
- How your thoughts — and your words — shape your future.
- Why the rich don't work for money.
- How your friends can make you rich... or keep you poor.
- Why investing is NOT risky.

**CREDENTIALS:** Robert Kiyosaki, author of the mega-bestseller *Rich Dad Poor Dad* as well as 12 other Rich Dad bestsellers, is an investor, entrepreneur and educator whose perspectives on money and investing fly in the face of conventional wisdom. He has, virtually single-handedly, changed the way tens of millions around the world think about money. He has been married to his wife Kim for two decades and they are business partners as well as life partners. They have been both rich and poor... and are passionate about financial education — and financial independence.



**Robert Kiyosaki**



**Robert Kiyosaki will visit the following cities in October, November and December:  
New York • Chicago • Los Angeles • Boston**

**To interview Robert... or receive review copies of his books contact Mona Gambetta:  
(800) 989-1400 Ext. 948**



## Dating Guru Reveals How Any Guy Can Get a Supermodel

You may not be the richest or hottest guy on the block, but you can have all the women you could ever want or need, by applying just a few simple rules.

**Lior Kahane, M.D.**, a self-described professional bachelor, has years of personal experience meeting, attracting, and seducing some of the most beautiful women in the world. And, Kahane wants to tell you how he does it, from that first encounter to the foolproof and irresistible moves that will get her in bed.



Any man, whether he has thoughts of marriage or just wants to ensure a lifetime supply of sexual partners, will find Kahane's advice funny, entertaining, and most importantly, useful. Even women wanting to stay abreast of developments in the ongoing male v. female arms race will want to hear what Kahane has to say.

You'll be amazed to hear an M.D. reveal:

- How to use your natural pheromones, colognes, and even the right dessert to make your date irresistibly attracted to you.
- Color schemes, music, and smells that will make your lair a place where she will want to spend the night.
- Tricks to develop the three Cs of attracting women, Charisma, Confidence, and Conversation.

### How to Become a Professional Bachelor

By Lior Kahane M.D.

And much, much more!

**CREDENTIALS:** Lior Kahane is a surgeon and clinical instructor of surgery. His latest book is *HOW TO BECOME A PROFESSIONAL BACHELOR*.

**AVAILABILITY:** California, nationally by arrangement and via telephone

**CONTACT:** Lior Kahane (800) 989-1400 Ext. 948 (CA)

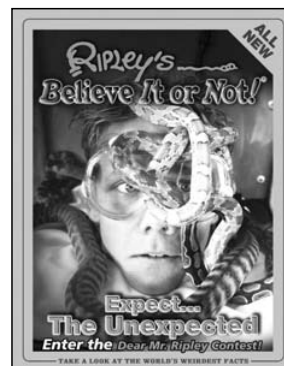
## The Bizarre, the Unimaginable... More True-to-Life Tales from Ripley's Believe It or Not!

If it's weird and wacky, chances are you've seen it in Ripley's Believe It or Not! For decades, Ripley's has been astonishing readers with eccentric, never-before-seen oddities. Now Ripley's is back...with more of the unexpected that audiences just can't get enough of.

On your show, Ripley's aficionado **Tim O'Brien** will unveil the newest crazy twists, straight from the pages of *Expect the Unexpected*.

Your audience will hear about:

- Welsh electrocution artiste Sebastian Vittorini, who loves nothing more than sending half a million volts of electricity through his body...until lightning shoots from his fingers.
- The remarkable life-like human heads and torsos Kittiwat Unarrom creates from dough in his Bangkok bakery.
- Jim Mouth, who stuffs 151 full-size straws into his mouth and dislocates his jaw to make room for 18 hot dogs!
- The bride and groom who tied the knot in a coffin-shaped room with centipedes and scorpions as invited guests.
- Tales from the Amazing Archives, like barbell-lifting frogs and the man who walked 588 miles on wooden stilts.



**CREDENTIALS:** Tim O'Brien is spokesperson for Ripley Entertainment, who has seen, up-close and personal, many of the world's unique oddities, including shrunken heads, vampire killing kits and two headed cows.

**AVAILABILITY:** Nationwide via telephone

**CONTACT:** Joanne Moyle/Jill Armstrong, (800) 989-1400 Ext. 948

# Biggest Relationship Breakthrough Since Adam and Eve

## How to Be the Jerk Women Love

Self-described “jerk” and “recovering nice guy” **F.J. Shark** has women figured out. Over the years, he has become a dating guru.

“Women fall into two categories: discounts and premiums,” says Shark. “The discounts want to be around men and the premiums want men to be around them. Once you can identify key distinctions like that, you’re well on your way to having women figured out.”

Through years of research in the field, F.J. Shark unlocks the man-woman myth and gives men the keys to entering a woman’s mind within 10 seconds. **UNRAVEL THE MYSTERY OF THE SEXES AND GET WHAT’S COMING TO YOU — IF YOU CAN HANDLE IT!**

This humorous and provocative guests explains:

- The 6 deadliest mistakes made in relationships.
- The 5 character traits the opposite sex finds irresistible.
- How to identify a “premium” or “discount” date or partner.
- Why women have no choice who they fall in love with.
- How the average guy can have beautiful women treating them like a rock star.

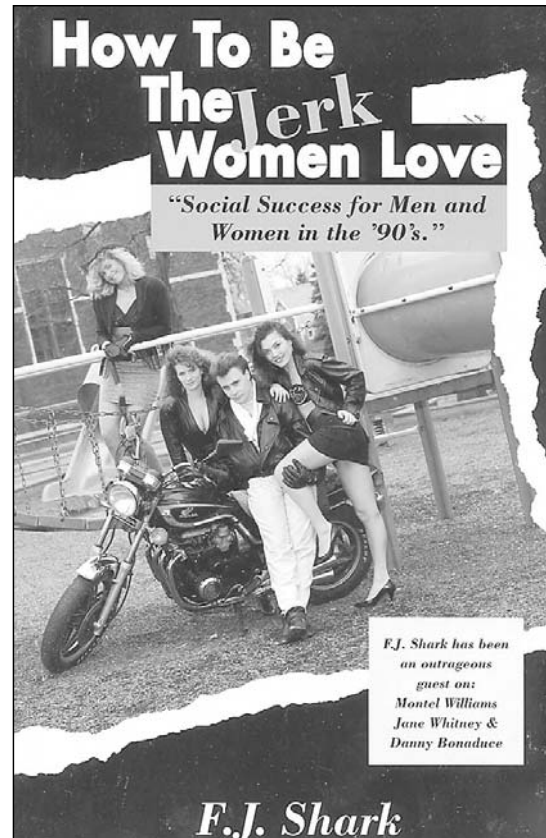
**Men:** Make this holiday party season your best and busiest ever with the opposite sex!

**Ladies:** Watch out. Once men know your secrets, the tables are turned and you lose control. No mistletoe necessary!

**CREDENTIALS:** F.J. Shark is the author of *HOW TO BE THE JERK WOMEN LOVE* and the controversial CD set *Keys to the Kingdom of Women*. He is a veteran talk show guest who has entertained audiences on over 300 shows nationwide including Montel Williams and Sally Jessy Raphael.

**AVAILABILITY:** Chicago area; nationwide by arrangement and via telephone.

**CONTACT:** F.J.Shark, (800) 989-1400 Ext. 948 (IL);



**Producers: Test F.J. Shark’s theory with your audience and find out why jerks end up with the hottest ladies in the club. And ladies – “Holla back!” Great interactive show for both sexes.**