



About The Kathleen Show

The Kathleen Show is a fresh and inspiring show about grabbing life by the ovaries – encouraging listeners to say “hell no to the status quo” and live their boldest and healthiest lives. Outspoken filmmaker, mom, wife and regular chick, Kathleen Slattery Moschkau, engages thought-leaders such as Maya Angelou, Michael Pollan and Deepak Chopra on topics as diverse as career, marriage, parenthood, health, fitness and finances – leaving listeners fired up to make a change in their own lives. **The Kathleen Show** has attracted and grown a community of seekers who interact with Kathleen daily via the show, blog, twitter, facebook and on-line. They relate to Kathleen’s authenticity, passion, her personal story as pharma rep turned crusader and her fearlessness in “going for it”.

Last year, **The Kathleen Show** was named one of the top 50 shows in the nation by *Talker’s Magazine*.

About Kathleen:

Kathleen Slattery-Moschkau is a filmmaker, syndicated talk radio host, and consumer health advocate. After a decade of schlepping drugs for big pharma, she finally got the ovaries to walk away from her career as a pill pusher and share what she knew on the big screen. Her films include *Side Effects* starring Katherine Heigl and *Money Talks: Profits Before Patient Safety* which was deemed by the American Library Association as one of the most important films of 2008.

Kathleen has been featured by more than 100 media outlets worldwide, including the New York Times, The Economist, CNN, NPR, Atlantic Monthly, and Oprah Radio. She has also been a contributor to O, The Oprah Magazine.



Demo Links:

❖ Demo 1: Your Patch of Grass...

<http://staff.hummingbirddistribution.com/kathleenshow/monologues/TKS186A-Rosow.mp3>

❖ Demo 2: What Lights Your Fire? Are You Doing It?

<http://staff.hummingbirddistribution.com/kathleenshow/monologues/TKS158A-Robinson.mp3>

Show Information:

Frequency: Weekly
Length: Two stand-alone hour shows (45:50 minutes of content/show)
Delivery: Internet FTP
Terms: Barter
Contact: Andie Crosby, Director of Marketing/Sales
andie@thekathleenshow.com
505.424.1349 (o)



We know – there are a gazillion programming choices available to your station – so why consider adding *The Kathleen Show* to your weekend line-up?

The Kathleen Show reaches the fastest growing consumer segment – one not currently served by traditional radio programming – the LOHAS market.

What is the LOHAS market?

LOHAS is a term that stands for “Lifestyle of Health and Sustainability”. Fast Company calls them “highly desirable, cash-rich, values-driven customers” concerned with sustainable living and green ecological initiatives.

As a Program Director/ General Manager – why do I care about LOHAS?

- **LOHAS consumers are a ratings goldmine.** The LOHAS market is one of the fastest growing and economically powerful consumer segments in the US:
 - Research shows that 1 in 4 of Americans are a part of the LOHAS group – nearly 41 million people. More than 80% of today’s total US adult population shows some type of green motivation .
 - The LOHAS marketplace is growing quickly – up 38.8% from 2005 to \$290 billion in US goods and services. By the end of 2010, the LOHAS marketplace is projected to grow to \$420 billion and reach \$845 billion by 2015 – a +304% increase in just 10 years. (Source: The LOHAS Consumer Trends Database – NMI)
- **New Business Development Opportunities.** Reaching the LOHAS market with *The Kathleen Show* provides a huge opportunity for new business development – targeting new categories of advertisers and providing an opportunity for current advertisers to discuss their corporate values and reach their consumer in an environment that speaks to their values and interests.
 - The LOHAS-specific market sectors include: Personal Health, Natural Lifestyle (furnishings, apparel, household goods, etc), Green Building (renewable energy systems, energy-efficient home products, etc), Alternative Transportation (hybrid vehicles, public transportation, etc), Alternative Energy (renewable power). Food is also a hot category for the LOHAS market with an emphasis on organic, locally-grown and sustainably-farmed.
 - In addition, LOHAS consumers shop in every other sector – allowing advertisers to reach their consumer in a environment they are passionate about and motivated by.

Adding *The Kathleen Show* to your weekend line-up provides an opportunity to reach this powerful demographic with unique programming that stands apart from the traditional political/news/sports format.



Station/Industry Testimonials:

Laurie Cantillo, Program Director WABC NY in nomination letter for Gracie Award:

"I am a fan of Kathleen's work because of her genuineness and the role model that she is for women aspiring to get into talk radio (we need more of us!) She is gutsy, funny, passionate, and she is a skilled interviewer. Her programs not only empower women, they bring out the best in *all* of us. She is a unique personality who has forged her own path of empowerment, humor, entertainment, and self-improvement. She is a breath of fresh air and a refreshing alternative to traditional political talk".

"We were looking for a show that offered an insightful, yet fun take, on pop culture and current events from a woman's perspective. We're excited to add ***The Kathleen Show*** to our weekday lineup." – **Bill Mason, General Manager WCHE , Philadelphia**

"Kathleen talks about the things real women talk about, not the women you see in magazines or on TV...real women, real stuff." – **Any Daniels, Program Director WFMP, Minneapolis/St. Paul**

"The Mic is thrilled to bring ***The Kathleen Show*** to our weekly lineup. The show's appeal to forward-thinking women is a wonderful addition to the Madison airwaves." – **Mike Ferris, Operations Manager WXXM, Madison**

"I really like to give my listeners variety and ***The Kathleen Show*** is different from anything else on KFAR. With much of our programming being conservative, it's nice to have something lighter and fun on the weekends." – **Steve Floyd, Operations Manager KFAR, Fairbanks**

"We were very excited to find ***The Kathleen Show*** and feel it is a perfect fit for our weekend line-up on our alternative talker KKEE AM 1230. Kathleen is unique in her approach and a sure winner with this audience." – **Tom Freel, Operations Manager KKEE, Astoria**

"We are always looking for program variety to compliment our CNN Headline News format. ***The Kathleen Show*** is a perfect fit." – **Chris Jones, President of The Judson Group (owner of WCNX, Providence, RI).**



We're feeling the love from our audience too...

"BEST WOMAN EVER! I really love the mode and manner of how Kathleen runs her show. Great voice. Very special communicator. Knows how to deal with a mind-boggling variation of topics...In a nutshell, it doesn't get better than Kathleen" – **Gerhardt J. Seinke**

"You talk about everything that is important to me! I think I've told at least 2 people every day about your show. I appreciate the work you do. Keep bringing the information to the main stream!!" – **Amy Clark**

"I am so inspired by your show...people like you remind me that anything is possible." – **Michele Deville**

"Love your show. It is smart and meaningful. I'm so inspired!" – **Julie Ruegemer**

"I learn something new every week. Thanks for the entertaining, knowledge you bring to the world!" – **Jennifer Schmid**

"Hey Kathleen, i get your show on 660 KFAR here in fbks Alaska and it is one of the best show's i have heard so keep it up and thank you." – **Rob Yost**

"Your show is like a 'breath of fresh air'. I so appreciate the guests you include, your interaction with them, and your viewpoints. Thank you for making every show something to look forward to!" – **Renee Fuchs**

"I really love your show...and your tagline 'grabbing life by the ovaries' is brill!" – **Laura Roberts**

"Love your show, especially your ability to say what you want. Hats off to you!" – **Kriste Bouvier**

A few words from our advertisers:

"***The Kathleen Show*** has an intelligent, engaging and entertaining team along with engaged listeners who are consciously striving to create a better world," said Todd Wickstrom, Chief Operating Officer of Rishi Tea. "We hope to introduce them and/or broaden their knowledge of organic and fairly traded artisan loose leaf tea, while supporting quality radio programming produced in our own backyard." – **Todd Wickstrom COO Rishi Tea**

...as well as guests:

"Hands down, slam dunk, no competition, that was the best interview I've ever had. No one else has ever been so amazingly well-prepared, or presented such a blend of personal enthusiasm and critical insight. Wow. What a treat." – **Christopher McDougall, author – Born to Run**



Program Clock Time Code

Blue = Station

Brown = Show/Network

:00 – :06 Local (stations may program news / commercials)

:06–:29 Segment 1: Monologue & Interview

(the above includes floating Network/Show Advertiser breaks and flexes between 30 seconds and three minutes of network commercials)

:29 – :34 Local (stations may program news / commercials)

:34 – :40 Segment 2: Interview (cont)

(the above includes floating Network/Show Advertiser breaks and flexes between 30 seconds and two minutes of network commercials)

:40– :43 Local (stations may program commercials)

:43 – :59:50 Segment 3: Interview (cont) & Pick of the Week

(the above includes floating Network/Show Advertiser breaks and flexes between 30 seconds and three minutes of network commercials)

59:50 – 60:00 Local/Station ID

**Your station will receive a total of 45:50 minutes of content*

**14:10 "Local" minutes are available to the stations for news and commercials featuring top and bottom of the hour breaks*