

PCNY LOOKS AT THE RADIO DIAL

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AIR AMERICA RADIO NETWORK- Shelly Lewis, Senior Vice President, Programming

I guess you know I'm old, this is the main thing you get from the long, long bio that Lisa just read as compared to Amy.

I am at Air America Radio. We are, as we approach our first anniversary in April, we're about to have 50 stations. We're on in most of the top 20 markets, about 50% of the country is covered, both satellite channels, Internet and don't ask me how many listeners on a given day because unlike television you don't know day to day, but I can tell you that in a given month it's several million. I can tell you, for your purposes, we sell a lot of books, we like a lot of authors and authors will consistently call and say, "Wow! My book went from 800 to 200 on Amazon after I was on your network." It is a talk network it is not the AI Franken network though AI is, of course, very near to us all. We offer a range of shows from a morning show which is kind of like a morning zoo for news junkies, it's called "Morning Sedition" and they have a book club, their first book was Sam Lipsyte's book. They do a lot of funny stuff, they cover all the news and issues, political issues, and a lot of popular culture. That show is followed by a nine-to-noon show that Chuck D., Liz Winstead and a woman named Rachel Maddow host and while they are very political they also do a lot of popular culture and that's something that you'll find we do a lot of is the nexus of politics and pop culture. We like to spend time in that place every day. AI Franken talks to whoever he wants to talk to, which is a wide variety of guests. And in the afternoon Randi Rhodes who is a very, very popular host is less guest-oriented but they're open to pitches. And Janeane Garafalo does a lot of pop culture, a lot of politics, a lot of issues.

Our network tries, while it is from a "liberal" perspective, we cover all kinds of issues, we have all kinds of guests and we're happy to entertain whatever pitches you want. I brought Terry Keaney who is the head of our booking department, her email is tkeaney@airamericaradio.com.

You know, I said to you two years ago when I was doing "American Morning" "Here's what not to do," I'm just going to tell you the same thing about Air America, which I'm sure you already know, and that is listen to it. Know who you're pitching to. Sometimes I'll get a pitch for a chocolate show or something, which really at Air America is just not the right thing. It makes you know that the people who decided it was a good idea had no idea who they were calling or why.

But other than being a little bit put off by completely inappropriate pitches for what we do, we're really open to hearing almost everything. We do a lot of entertainment, a lot of humor – that's what makes us stand out from other talk radio. We give guests a good hunk of time, other than the morning drive show which, because it's morning, moves faster. Sam and Janeane will talk to a guest sometimes for half an hour or more as will some of our other shows. We offer a lot of time, which is obviously a good thing from your perspective. We like our

guests in New York, if at all possible, if you have somebody doing a publicity tour or a book tour and they going to be in New York that's certainly going to be our preference. Our studios are on 34th and Park

And, what else can I tell you... I guess that's it till the questions. Thanks.

The morning show is called "Morning Sediton". No, they don't like that at NPR, but what can I say.

And it's tkeaney – that's Terry. Stand up, Terry. She's great, Terry's got a long background, MSNBC, all over the place. New to radio also, as many of our people were. And it's tkeaney@airamerica.com. If you just do 'airamerica' it's a paintball company or something. Anyway, it will not get to us so if you get no answer, that's why.

Thanks.