



Best Guest Digest

The Best Source for Radio and TV Interviews

PREMIERE ISSUE

October 2007

AFFAIR PROOF ANY RELATIONSHIP

This guest will reveal the telltale signs of infidelity . . . p.19

KEEPING TEENS SAFE ON THE ROAD

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HOW TO SPOT A LIAR

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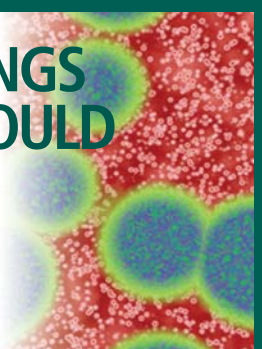
SAY "NO" AND GET WHAT YOU WANT

... p.2



TEN THINGS YOU SHOULD NEVER TOUCH

... back cover



We All Negotiate Every Day

- With the boss
- With family & friends
- With customers
- With car salesmen

*And most of us
are terrible at it!*

*Jim Camp will improve your negotiating skills with one simple word: **NO!***

As a negotiation coach, **Jim Camp** counsels people everyday on how to close multi-million dollar deals.

And he tells every client in every negotiation to simply say, “no.”

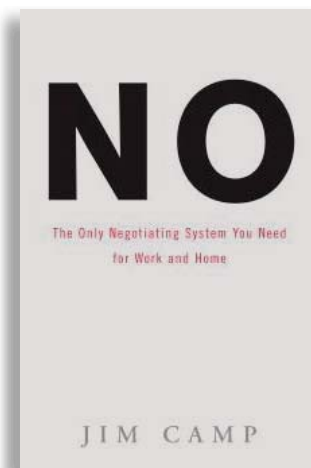
You may think that saying “no” is just being hard-nosed and difficult; that saying “no” stops the momentum and angers the other side. Jim will convince you otherwise. He’ll also convince you that:

- **Win-win negotiations are usually lose-lose**
- **Saying “yes” and “maybe” in a negotiation are the 2 worst things you can say**
- **Good negotiation is really about asking the right questions.**

You are guaranteed a lively discussion when you book Jim Camp on your show.

You and/or your callers will enjoy trying to argue that saying no in a negotiation is destructive, divisive and contrary to the spirit of a good negotiation. See if Jim Camp doesn’t change your mind – and in the process make you a much better negotiator.

Jim Camp is president and founder of The Camp Group, a negotiation training and management firm. His clients have included Motorola, Intel, Honda, Texas Instruments, Merrill Lynch, & IBM. He is also the author of 2 best selling books: “Start With No” & “NO: The Only Negotiating System You Need for Work and Home”.



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Welcome to the Premiere Issue of Best Guest Digest

As the host and producer of the nationally syndicated radio program “Something You Should Know,” I know it isn’t always easy to find good guests. This is why I have created *Best Guest Digest*.

BGD is a monthly magazine designed with one purpose in mind – to be an easy-to-use, easy-to-read resource to help you find and book quality guests on your program. Whereas press releases and other directories tend to promote guests merely as authors of books, we’ll tell you why each of our listed guests will make a great show for your audience. We’re “by broadcasters, for broadcasters.”

We will soon be offering a free online, searchable database of guests as well as an email version of the magazine. We welcome your comments and suggestions to make our magazine better and more useful to you.

One last thing . . . please help us ensure that this magazine is addressed to the correct person – or let us know of additional people who should be receiving their own copies. **Please complete and fax back the form on page 25, or send us an email to subscriptions@bestguestdigest.com or visit www.bestguestdigest.com/subscriptions.**

We look forward to developing a long and rewarding relationship with you as we strive to bring you interesting, unique and exciting people who are available to be guests on your program.

Sincerely,

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Best Guests by Topic

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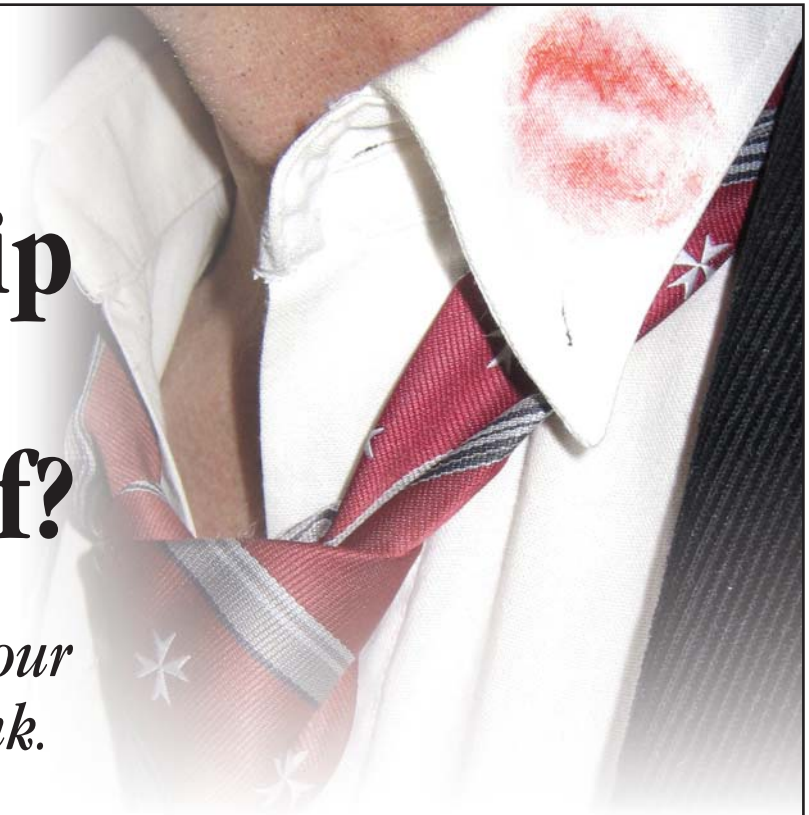
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Is Your Relationship Really Affair-Proof?

That topic will make your audience stop and think.

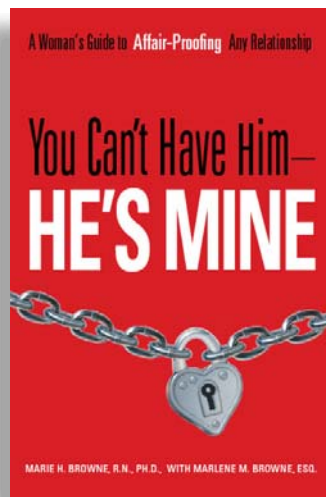


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Infidelity statistics are alarming. Perhaps as many as 60% of husbands cheat on their wives. Marriage and family therapist **Marie Browne, PhD** and her daughter, family law attorney **Marlene Browne** have seen the devastation that affairs have on marriage. Now they want to come on your show and help women protect their relationship from “the other woman.”

Marie and Marlene can discuss:

- **The telltale signs of an affair**
- **Why other women find your man so attractive**
- **Why men wander**
- **How to stop an affair before it happens**

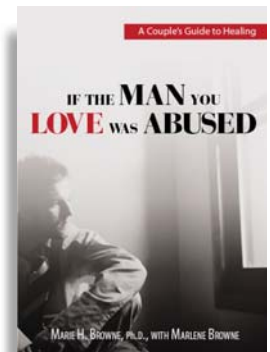


- **Can you save a marriage after an affair.**

Marlene & Marie can also share their views on some of the public infidelities including: Bill Clinton, Rudy Giuliani, L. A. mayor Villaraigosa, CNN's Paula Zahn and others. They are available together or individually and are both lively guests.

Marlene & Marie Browne co-wrote “You Can't Have Him – He's Mine” as well as “If The Man You

Love Was Abused.” In addition, Marlene has also written, “The Boomer's Guide To Divorce.”





Quick Solution To the Most Awkward Situations You'll Ever Face At Work

- You walk in 15 minutes late to a meeting
- You accidentally send an email no one was supposed to see
- You see someone you know – but you can't remember her name.



For any awkward situation, **Ann Marie Sabath** has a quick solution. Ann Marie has written eight books on the subject of business etiquette including her latest, "One Minute Manners." She can discuss a wide variety of business situations that make most of us uncomfortable, including:

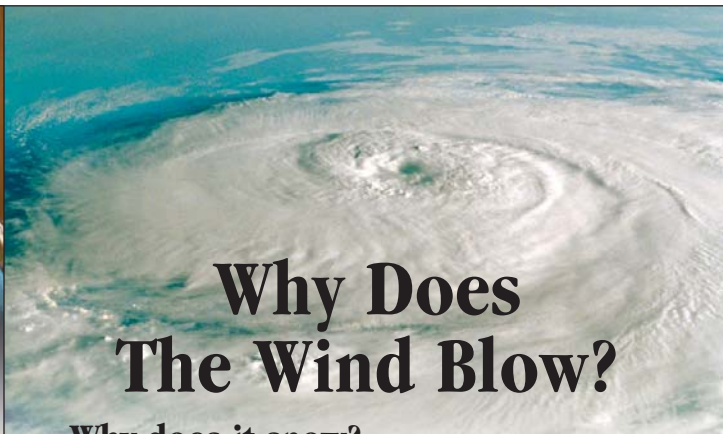
- **Office Politics**
- **Travel Etiquette**
- **Business Meals**
- **Business Attire**

Book Ann Marie on your show and discover how manners really do make a difference to your success.

Ann Marie Sabath is President of At Ease, Inc. a corporate etiquette training firm. She is a radio and TV guest

veteran and has been profiled in numerous publications including the *Wall Street Journal*, *Forbes* and *USA Today*.

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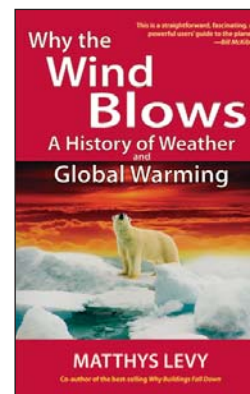
Why Does The Wind Blow?

- Why does it snow?
- How does a storm become a hurricane?

Everyone likes to talk about the weather. But few of us really understand how it works. **Matthys Levy** will entertain your audience with simple explanations of why weather does what it does. In addition, he will recount fascinating stories of major weather events that altered the course of history.

Matthys will reveal:

- **The origins of clouds, blizzards, tornadoes and thunderstorms**
- **What El Niños are**
- **How icebergs form**
- **How we can combat global warming.**



As your guest, Matthys Levy will fascinate your audience with exciting stories that reveal the awesome power of weather.

Matthys Levy is author of the book "Why the Wind Blows – A History of Weather and Global Warming". He is an engineer and has also co-authored the best selling books "Why Buildings Fall Down" and "Why the Earth Quakes". He was the principal investigator of the most complete study of the World Trade Center collapse.

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More than 90% of your audience considers themselves shy

— Shyness Clinic/Stanford University



Susan RoAne is changing all that

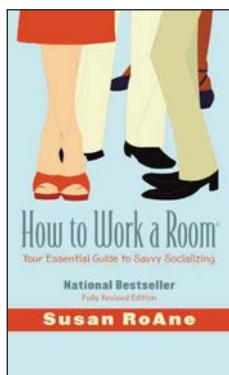
Technology has isolated us. We communicate with email, text messages and online chat – instead of face to face. As a result we become increasingly uncomfortable in social situations and even put our health at risk. Yes, isolation is a serious health risk!

At work, you **must** be willing to socialize and meet new people who can help you get ahead. If you avoid those situations or appear shy and anxious, you sabotage your own career!

As a guest, **Susan RoAne** will explain some simple techniques that will help people feel comfortable socializing. For example:

- **Go early. It's easier than walking into a room full of people**
- **Act like the host instead of a guest**
- **Realize that 90% of the people in the room feel the same way you do.**

Susan RoAne is a dynamic speaker and author of 6 books including “How To Work A Room”. She is bright, funny and will connect with your audience.



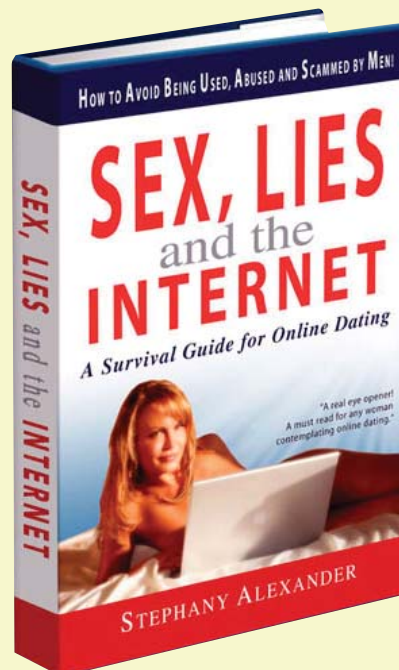
Check out Susan's video at www.susanroane.com/videos.html

Contact:
Susan RoAne (San Francisco)
415-239-2224
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www.susanroane.com

WINNER, LOSER OR PSYCHO?? Women Keep a “Little Black Book” of 30,000+ Men NOT to Date on the Internet - IS YOUR DATE IN IT?

Stephany will light up your phones with men & women talking the 3 things they care about most

Sex, Lies & the Internet



Stephany reveals the secrets to finding love online without getting scammed!

WomanSavers.com

- ★ 1 million+ hits per month
- ★ Top 5% most popular women's sites
- ★ Ranked #1 Women's Forum & Chat
- ★ **30,000+ men** in a ground breaking woman-to-woman referral system
- ★ Relationship polls of 300,000+ women!
- ★ Author of “Sex, Lies and the Internet”
- ★ Author of 50+ relationships articles

Stephany Alexander
Author, Online Dating Expert, CEO
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womansavers@womansavers.com



Booking This Guest Could Save a Life

Car crashes are the # 1 concern of parents of teenagers – and rightfully so. Car crashes kill or injure more teens than guns, drugs, suicide and alcohol combined. **Timothy Smith**, co-founder of the Teen Driving Academy and the father of three teenagers, can provide parents with vital information and effective techniques to help keep teens safe while driving.

The statistics tell the story of how teen drivers are arguably the worst drivers on the road:

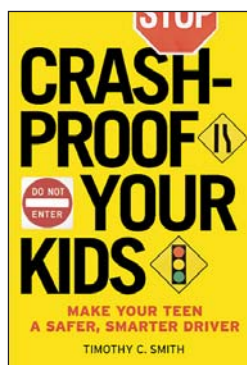
- **Nearly 80 out of 100 new drivers get into a crash within the first three years of learning to drive**
- **16-year-olds are 20 times more likely than an adult to die in an automobile crash**
- **For every million miles driven, teens are involved in four times as many wrecks as all other drivers combined.**

Timothy Smith is author of “Crash-Proof your Kids.”

He is a licensed SCCA racer. He is a veteran of dozens of media interviews.



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www.crashproofyourkids.com



What's the Magic Formula For Success?



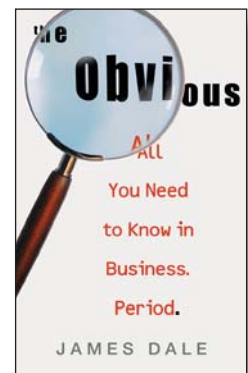
There isn't one.

The true secret to success is *obvious*, not magical. **Jim Dale**, author of “The Obvious: All You Need to Know in Business. Period”, reveals a few simple principles and insights that will yield consistent, effective results for anyone:

- **Honesty is the most powerful weapon in business**
- **Listen more than you talk**
- **Every job is sales**
- **Work is a verb – get to it.**

Jim will grab and hold your audience as he illustrates why **simple is better than complicated** and why **success is almost always a group effort**.

Jim Dale is co-founder of the business consulting firm Richlin/Dale and the co-author of numerous books including “The Power of Nice” and “Bullies, Tyrants and Impossible People”.

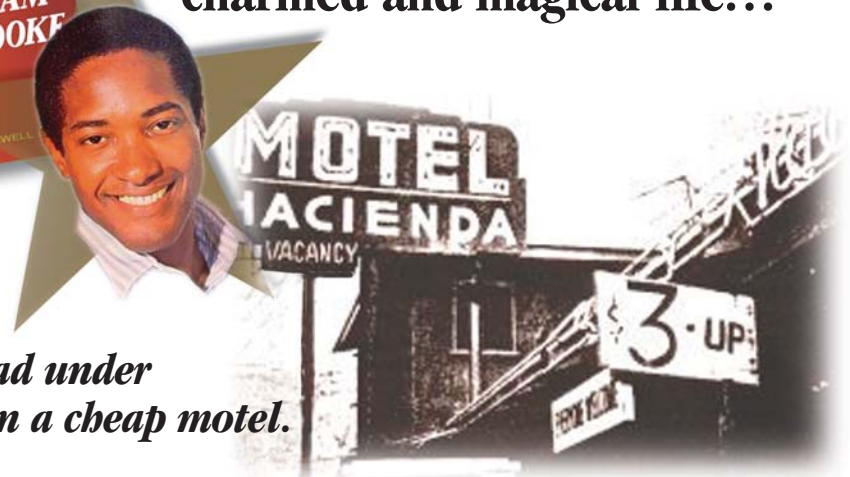
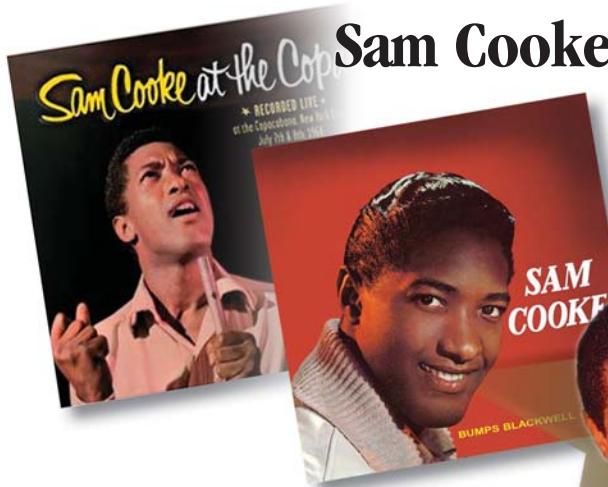


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Sam Cooke was a music legend & pioneer

with movie star good looks,

and he seemed to lead a charmed and magical life...



Then, at 33, he was shot dead under mysterious circumstances in a cheap motel.



Erik has a short, musical, mini documentary you can use to open the program to get your audience up to speed on Sam Cooke. It is available professionally voiced or you may voice it. Hear it at www.bestguestdigest.com/samcooke

Erik Greene – Sam Cooke’s great nephew – has painstakingly researched the REAL story of Sam Cooke’s life for his book, “*Our Uncle Sam*.”

Why is Sam Cooke still so relevant 43 years after his death? Erik can discuss how:

- **Sam Cooke singlehandedly changed the music business**
- **He was one of the first artists to intentionally release a song to “cross-over” to the pop charts (You Send Me)**
- **He was the first major artist to refuse to sing to segregated audiences.**

Plus Erik can share:

- **Personal and touching stories as told by his closest family members**
- **Evidence which disputes the “official version” of his death**
- **Stories about all of those incredible songs...You Send Me**
 - Wonderful World - Chain Gang
 - Cupid - Twistin’ the Night Away
 - Having a Party - A Change is Gonna Come.

THE GUEST: Erik Greene is the grandson of Sam Cooke’s eldest sister, Mary. He is a veteran of countless radio interviews including appearances on WLW/Cincinnati and WGN/Chicago.



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OUR UNCLE SAM

The Sam Cooke Story
From His Family’s Perspective

ERIK GREENE

Preschool Now is Cheaper than Prison Later

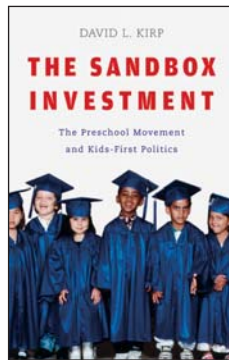


The Perry Preschool Study followed a group of kids for 40 years and showed that going to preschool can be a positive, life-changing experience.

David L. Kirp, Professor of Public Policy at the University of California at Berkeley is an advocate for quality preschool education.

Have him on your show to discuss:

- **The emotional, intellectual and financial rewards of preschool**
- **What makes a good (and bad) preschool**
- **How governments are finally realizing the benefits of early education.**



“Making a serious commitment to children from the time they’re born until they’re ready for school means that, down the road, they’ll be better equipped to do the ‘knowledge work’ that the global economy demands,” says David.

As a guest, Professor Kirp will also reveal the practical, political and financial implications of making preschool a national priority.

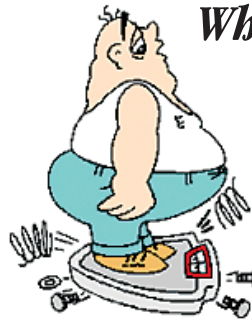


Professor David L. Kirp, is author of “The Sandbox Investment: The Preschool Movement and Kids-First Politics”.

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The Earth Is 4 Tons Lighter Thanks to This Woman

What A Great Story!



In one small community,

- **1,058 overweight people**
- **lost 4 tons of excess weight**
- **in 8 weeks!**

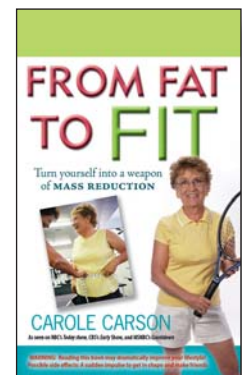
Carole Carson got on the scale one morning and it broke. That was it! She decided to lose weight and invited members of her community to join her. Now she is fit, active and spreading the word that fitness is fun. And when it’s fun – it’s easy.

Carole has appeared on the *Today Show*, the *CBS Morning News*, MSNBC’s *Countdown* and many other TV and radio programs. Now you can have her on your show!

Carole will discuss:

- **Why effective weight loss must be fun, not drudgery – and making it fun is easy**
- **Why support from others is absolutely critical**
- **The science behind her methods.**

With two-thirds of Americans overweight, your audience needs to hear her inspiring message of hope. Call today and book Carole Carson.



Carole Carson is the author of “From Fat To Fit: Turn Yourself into a Weapon of Mass Reduction.”

Contact:
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sizzle@san.rr.com



When You “Go With Your Gut”

There’s a good chance you’ll go the wrong way



Gut-feelings & intuition often result in bad business decisions.

This notion that you should make important decisions based on your gut is ridiculous says marketing expert **Kevin Clancy**. It turns out that gut decisions – at least in business – have a terrible success rate.

Did you know that:

- **Probability of success for new products & services is less than 10%**
- **93% of all advertising is ineffective**
- **Most marketing execs believe instinct is a good way to make decisions – even though they are dead wrong.**

Invite Kevin Clancy to discuss what really DOES work in making good decisions. He has some great stories of both successful decision making and – better yet – some great stories of real bone-head decision making.

He will make your audience re-think how they make important decisions.

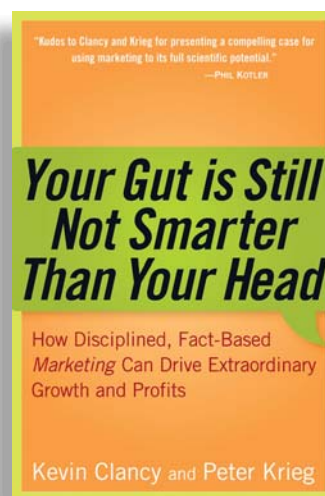
Kevin Clancy is an internationally

sought after teacher, speaker and consultant. He is co-author of the book “Your Gut Is Still Not Smarter Than Your Head” and is a partner in Copernicus Marketing Consulting. He is an experienced guest with dozens of media interviews to his credit.



**Contact:
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Ever Want to Kill Your Neighbor?

Man out on bond in shooting case



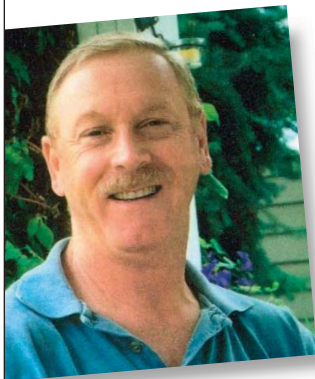
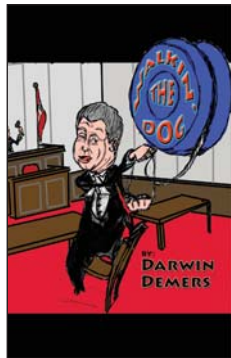
We've all heard about the Hatfields and the McCoy's, but today instances of violence between neighbors are actually quite common.

Darwin Demers knows this first hand. After years of threats, intimidation and harassment against his family by a new neighbor, he finally took matters into his own hands – with a shotgun.

His story will not only captivate you, but can also serve as a springboard for your audience to call-in and share their own experiences. Darwin will educate your audience on how to handle neighbor disputes, including:

- **What to expect from law enforcement when reporting disputes**
- **Available resources for resolving disputes**
- **Steps for resolving neighbor disputes peacefully.**

Darwin is retired from the British Columbia Telephone Company. He chronicled his experiences in a book entitled "Walkin' the Dog". (Ebook available at iuniverse.com)



Contact:
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Over 90% of your audience is worried about the environment.



But what can any one person do to make a difference?

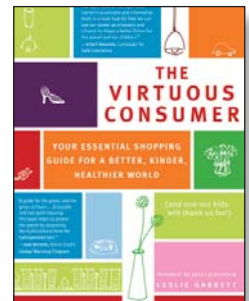
Award-winning journalist & author **Leslie Garrett** says there's plenty. And it all starts with making smart consumer decisions.

Leslie will share simple "green options" for everyday purchases such as food, clothing, furniture, appliances – even jewelry. And it turns out, what's good for Mother Earth is also good for our personal health.

With Leslie as your guest, you and your audience will learn planet-friendly practices such as:

- **How to recycle or reuse almost anything**
- **The best ways to reduce home energy consumption**
- **How to clean your home with safe, toxic-free products.**

Leslie Garrett is the author of the syndicated column and book entitled "The Virtuous Consumer."



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monique@newworldlibrary.com



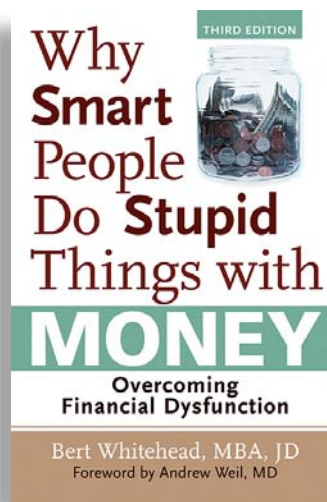
Stupid Things Smart People Do With Money

- *Pay off their mortgage early*
- *Use life insurance as an investment*
- *Fail to save money for emergencies*
- *Buy life insurance on their kids*

Financial advisor **Bert Whitehead** has been named one of the top financial advisors in the U.S. by *Worth* magazine for the last fourteen years. Have Bert on your show and he will change the way your audience thinks about money.

In addition to offering sound basic rules about money and investing, Bert will explain:

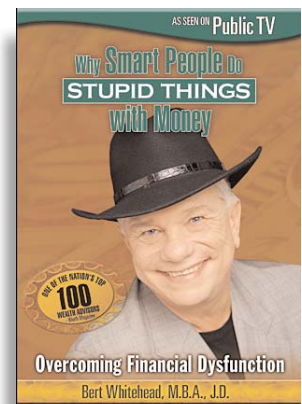
- **Why you should be wary of advice from stockbrokers**
- **How to find a fee-only financial planner**
- **Why buying individual stocks is seldom smart**
- **How to best manage your debt.**



Bert welcomes the opportunity to field questions from your audience about their own financial situations.

Bert is a frequent guest on radio and television. He is host of the PBS television series and author of the book titled “Why Smart People Do Stupid Things with Money”.

Bert is a tax attorney and fee-only financial planner. You will see him frequently quoted in the *New York Times*, *Wall Street Journal*, *Newsweek* and *Consumer Reports*.



DVD from PBS series



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Guests At A Glance

We search and sift through the marketplace of personalities currently offering themselves for interviews to present interesting guest possibilities for your program.

Money & Finance



Who Gets Your Stuff When You Die? If you don't decide what happens to your assets when you die, someone else will. And that's where things can get really ugly. **David Phillips**, CEO of Estate Planning Specialists and author of "Estate Planning Made Easy," will get your audience thinking hard about "getting their affairs in order." He will also give every member of your audience who requests it, a free copy of "The 10 Most Common Estate Planning Mistakes." **Contact: David Phillips or LeeAnn Moore 888-892-1102.**

What Really Triggers an IRS Audit? No one knows better about IRS audits than former IRS attorney **Sandy Botkin**, author of "Lower Your Taxes Big Time." Let Sandy explain to your audience how to stop worrying about audits and start slashing the amount of taxes they pay. **Contact: Marsha Dolinsky 301-972-3600.**



Family Issues



Extreme Parenting Every parent wants what's best for their children. But when they protect their kids from ever making mistakes and bail them out of every problem, they create young adults who are not ready for the real world. Psychologist **Ann Dunnewold**, author of "Even June Cleaver Would Forget the Juice Box," offers great insight into this modern day phenomenon. **Contact: Ann Dunnewold 214-343-1353 Ext. 2. adunnewold@yahoo.com**

Careers

Who Will You Call the Next Time You Need A Job? Eighty percent of jobs are filled through networking. But how do you call someone for help finding a job when you haven't spoken to him for three years?!? Career coach **Cheryl Palmer, M.Ed.**, can share her 10 easy to follow tips for keeping your network alive and well throughout your work life, not just when you are looking for that next position. **Contact: Cheryl Palmer 443-200-2397. Cheryl.palmer@calltocareer.com**



Gender Differences At Work Women say men don't listen well. Men say women are too emotional. And that's just the tip of the iceberg when it comes to male/female communication problems in the workplace. Gender diversity expert **Connie Glaser**, author of "Gender Talk Works," can help your audience navigate these differences so men and women can work together more productively. **Contact: Connie Glaser 770-804-9290. connieglaser@aol.com**

The Power of a Good Story Cognitive scientists remind us that human beings are wired to tell, understand, remember and retell stories. **Jack E Rossin** believes if you use powerful stories, you can convey powerful messages. Jack is a presentation skill trainer and the author of "The Pawnshop Chronicles: Street Wisdom for the Business World." He will entertain your audience with great stories and explain how you can use stories to get your message across. **Contact: Jack E Rossin 617-527-0265. jack@jackerossin.com**



The Fear of Public Speaking – Get Over It! Why is speaking to a group of people so universally horrifying? **Larina Kase**, author of "The Confident Speaker," will explain the cause of that fear and dread and offer techniques to your audience on how to overcome it. She will reveal the secrets of great public speakers and explain how anyone can use them to become a better and more fearless public speaker. **Contact: Larina Kase 215-508-2304. larina@pascoaching.com**

Culture

Are We Experiencing A Cultural Renaissance? Enrollments in art schools are way up. Attendance at museums and historical sites is up. 63% of Americans say reading for pleasure is their number 1 leisure activity. What is going on here? **Patricia Martin**, author of "RenGen: Renaissance Generation," can discuss this fascinating phenomenon – why it is happening and what it means to individuals and businesses. **Contact: Diane Nine 202-328-6861. ninespeakers@usa.net**



Health



Take A Hard Look At the Food You Are Eating Admit it. When you eat processed food you don't really know what's in it. **Nancy Deville**, author of "Death By Supermarket," will explain how "factory foods" are made with things we have no business eating – and how to avoid them. She can talk about how many of these foods are wreaking havoc on our health and contributing to the increase in diet related disease and obesity. **Contact: Joanne McCall 503-642-4191. Joanne@teleport.com**

Don't Spend Another Penny Trying to Lose Weight **Craig Pepin-Donat** has been called the Ralph Nader of the health and fitness industry. As a guest he will expose the scams and frauds that cost people millions of dollars. He will also explain how your audience can really get in shape and feel great. Craig is author of "The Big Fat Health and Fitness Lie." He will provide a thought-provoking, no-holds-barred examination of the multi-billion dollar health and fitness industry and arm you and your audience with the real facts. **Contact Craig Pepin-Donat 904-330-6395. media@fitadvocate.com**



Why You Need to See Your Medical Records Physician **Laura Nathanson's** husband died unnecessarily because his illness was misdiagnosed. Now she wants others to learn from her tragedy by showing them how to avoid the many pitfalls that can lead to improper medical treatment in the hospital. **Contact: Laura Nathanson, M.D. 854-481-6955. cnathan1@san.rr.com**

What to Say to Someone Who Is Seriously Ill Virtually every member of your audience has been in that awkward situation of not knowing what to say to someone who is suffering a serious illness. **Dr. Michael Stein**, Professor of Medicine at Brown University and author of "The Lonely Patient," will offer a unique perspective on what it is like to be sick or in the hospital. He can share touching stories and great advice on what all of us can do to ease the pain and eliminate the awkwardness when someone we know is ill. **Contact: Michael Stein, M.D. 401-444-8732. mstein@lifespan.org**



How Fit is Your Fat? More evidence is emerging about the positive and vital role of fat in general, and the key hormone "leptin" specifically, in promoting optimum health. **Byron J. Richards**, a Board-Certified Clinical Nutritionist and author of "Mastering Leptin" and "The Leptin Diet," can discuss the role leptin plays in maintaining your overall health and vitality. **Contact: Brad Butler 323-461-3921. brad@promotioninmotion.net**

Human Interest

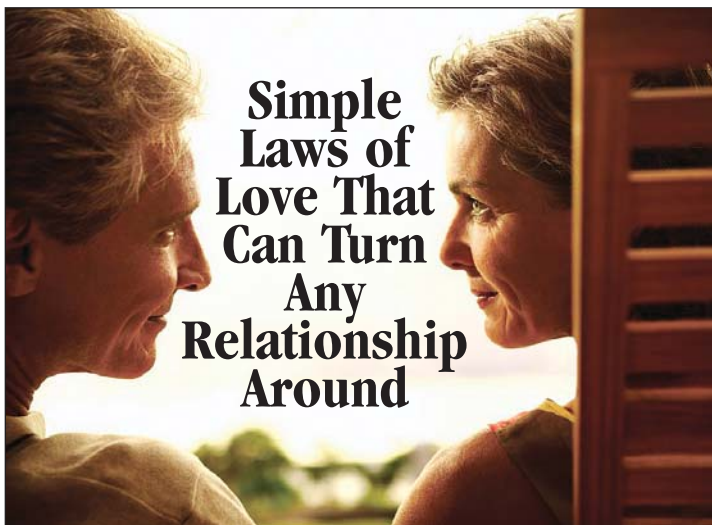
Ever Get a Song Stuck In Your Head? **Dan Levitin** knows why that happens. Dan is Professor of Psychology, Neuroscience and Music at McGill University and author of "This Your Brain on Music." He can discuss all things music. For example: Why we like the music we like. Why some songs make us cry. Will there ever be another musical force like the Beatles? Why certain songs trigger old memories. What makes a hit song? From Bach to hip-hop, Dan will entertain your audience with his knowledge and insight into the world of music and how it affects us all. **Contact: Mary Pomponio 212-366-2218. mary.pomponio@us.penguin.com**



What A Jokester! **Alan Abel** plays hoaxes that get attention. He campaigned to clothe naked animals for the sake of decency. He filed a taxpayer lawsuit to audit the IRS. He even played a practical joke on Donald Trump when Trump delayed paying him \$900 (he quickly got the money). Alan has been the subject of a film (*Abel Raises Cain*) and has been featured on television radio and newspapers all over the world. He'll be a fun, funny and colorful guest. **Contact: Bruce Spencer 203-226-5596. spencerprods@yahoo.com**

Does This Make Scents? Men – drive women wild with the scent of cucumber and Good 'N Plenty candy combined. Ladies – if you smell like lavender and pumpkin pie, men will find you irresistible. That's according to **Dr. Alan Hirsch**, Neurological Director of the Smell and Taste Treatment and Research Foundation and author of the book, "What's Your Food Sign." Dr. Hirsch can discuss all aspects of taste and smell – from the serious to the whimsical. **Contact: Alan Hirsch, M.D. 312-938-1047. dr.hirsch@sbcglobal.net**





Simple Laws of Love That Can Turn Any Relationship Around

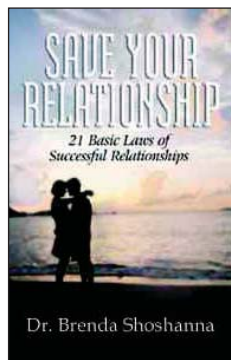
Psychologist and author **Dr. Brenda Shoshanna** will share the most common mistakes people make in relationships and how to easily set them straight using her “21 Laws of Successful Relationships”.

Your audience will discover new ways of dealing with old trouble spots – from miscommunication, insecurity and boredom to jealousy, betrayal and rejection.

She will also get your audience members to ask themselves:

- **Does my relationship give me the love and support I desire?**
- **Do my relationships start beautifully and then fall apart?**
- **Am I dealing with secrets or lies?**
- **Am I with someone who expects me to read her mind?**

Brenda Shoshanna is a relationship expert and author of several books on the subject. Her most recent is “Save Your Relationship.” She is a regular media guest and has appeared on hundreds of radio shows as well as *Geraldo*, *Fox-TV*, *CBS-TV*, *ABC-TV* & *MSNBC*.



Contact:
Caroline O’Connell
818-506-1775
oconnellpr@sbcglobal.net



20% of Us are Chronically Late

and 80% of Us Sit Around Waiting for Them

Most people who are chronically late don’t do it intentionally. They honestly cannot figure out how to be on time. **Diana Delonzor** will offer practical suggestions for those who can’t seem to be timely as well as for those of us who are frustrated with waiting around for them. Diana will reveal:

- **The 7 secrets to effective time management**
- **How being tardy can kill your career and cost you friends**
- **How to deal with the chronically late people in your life.**



Chronic lateness has little to do with wanting attention or not valuing others’ time. Diana will explain that repetitive lateness is more often related to personality characteristics such as anxiety or a penchant for thrill-seeking. Now there is a cure.

Diana Delonzor is author of “Never Be Late Again: 7 Cures for the Punctually Challenged.” Her clients include Fortune 500 companies, government agencies and non-profit organizations. She is a media savvy expert, including appearances on the *Today Show* and *Good Morning America*.

Contact:
Diana Delonzor
415-407-7237
ddelonzor@postmadison.com
www.neverbelateagain.com





The Cocktail is Back!

Sales of distilled spirits are up 60% in the last 10 years.

Journalist **Noah Rothbaum** will fascinate your audience with stories of how clever marketing and pioneering distillers have reinvented the way people drink. Noah can discuss how:

- **Absolut Vodka started the renewed cocktail craze**
- **James Bond gave a big boost to U.S. vodka sales**
- **George Washington was the 1st famous U.S. distiller**
- **Tiny brands became liquor industry icons.**

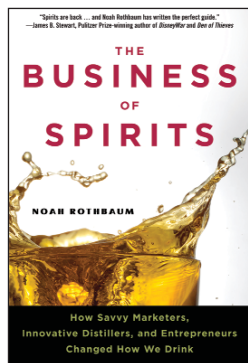
Americans love their cocktails. Let Noah reveal the fascinating tales and characters behind their favorite drinks.

Noah Rothbaum is author of "The Business of Spirits." He was a writer for *SmartMoney* magazine for over 5 years. His work has appeared in the *New York Times*,

The Wall Street Journal, *Food & Wine*, *O The Oprah Magazine*, *Esquire & Life*.



Contact:
Yvette Romero
212-618-2432
Yvette.romero@kaplan.com

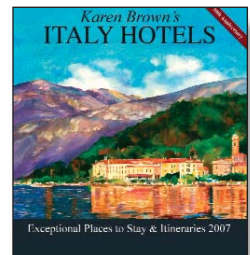


What Makes A Great Vacation?

Karen Brown knows!

Travel expert and author **Karen Brown** has spent 30 years traveling the globe and dispensing to travelers her expert advice in her "Karen Brown Guides." Have her share with your audience how to make travel fun and relaxing. She can talk about:

- **Common mistakes travelers make**
- **Travel safety tips**
- **Unusual destinations for the adventurous traveler**
- **The best romantic destinations**
- **The best family-friendly destinations**
- **Criteria to use in choosing accommodations**



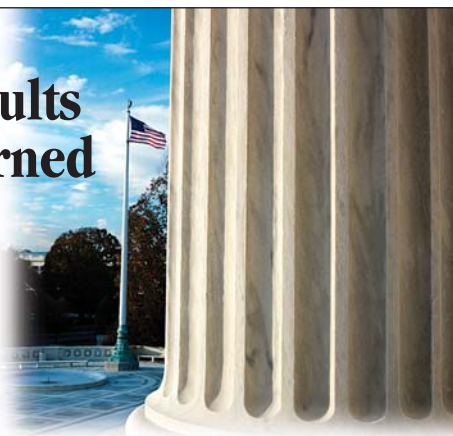
Karen Brown is a media veteran who can address all facets of travel. She is passionate about encouraging Americans to travel – both in the U.S. and abroad. While sharing fun, funny and touching stories of her world-wide travels Karen will gladly take questions from your audience.

There are 17 "Karen Brown Guides" covering destinations in Europe, The United States and Mexico. When you book Karen on your show you will receive any one of the 17 guides – your choice.



Contact:
Caroline O'Connell
818-506 1775
oconnellpr@sbcglobal.net

83% of adults are concerned about moral decay in the U.S.



Yet the problem is only getting worse!

Character and morality are essential to preserving our society. However, all indications are that morality and character continue on the decline.

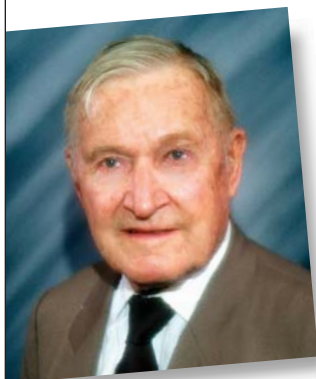
Alex J. Stuart, President of The National Character Laboratory, Inc., can discuss why moral standards are so important and what forces are at work that are trying to tear down our national character.

He will speak passionately to your audience about:

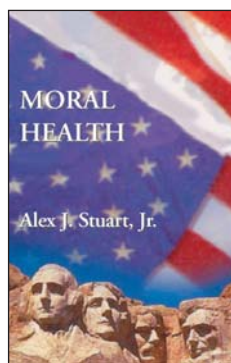
- **The causes of moral decline and how we can and must reverse them**
- **How psychiatry and academia have abandoned morality**
- **Fascinating research on moral health that has been ignored by the liberal media.**

Alex has practical ideas for improving our moral fiber. Get Alex to appear on your show and you'll enjoy a lively debate about this very important subject.

Alex Stuart is a retired Colonel in the U.S. Army, and author of the book "Moral Health". He is dedicated to improving moral health nationally and globally through the use of modern character theory.



Contact:
Alex J. Stuart
915-562-5046
ajstuartjr@aol.com



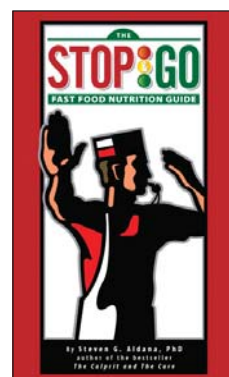
Eat Fast Food and Be Healthy – Really!

Did you know that almost *half* of America's food dollars are spent on fast food? It's no wonder that Americans have more body fat now than any other population – ever. While nutrition experts may bemoan these facts, fast food is here to stay.

Steven Aldana, PhD, government health consultant and professor of lifestyle medicine, appreciates the lure of fast food and tackles the issue head on. With Dr. Aldana as your guest, your audience will discover:

- **Three simple rules for making healthy fast food choices**
- **The must-avoid ingredients in fast food**
- **How to uncover and avoid fast food marketing tricks**
- **Which fast food eateries consistently include unhealthy trans fats**

Dr. Aldana is an articulate, passionate and lively media personality with extensive media experience. He is a frequent keynote speaker at health and medical conferences worldwide. Dr. Aldana's latest book is *The Stop & Go Fast Food Nutrition Guide*, a pocket-sized, easy to use guide for fast food.



Contact:
Steve Aldana (Utah)
801-864-7625
steve@wellsteps.com





Never Get Fooled Again!



Contact:
Sheila Kant
 Based in New Jersey
 (732) 691-5207
 davidjay@aol.com

All relationships boil down to trust. Psychologist **David J. Lieberman, Ph.D.**, author of “You Can Read Anyone”, will teach your audience to see through any lie so that they are never taken advantage of again.

With audience challenges and amazing demonstrations, David will show you:

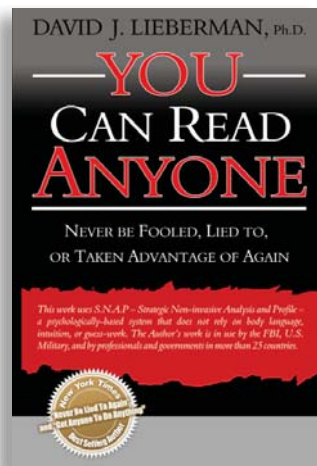
- **How to know if you are being manipulated**
- **How to tell if you are negotiating with someone dishonest**
- **How to see through even the slickest con**
- **How to read someone’s true intentions**

• **How to know if some one is bluffing at the poker table**

An interview with David Lieberman is a crash-course in social self-defense that will give your audience the upper hand in any situation. His techniques and methods

are used by the FBI and law enforcement agencies worldwide.

Dr. Lieberman has appeared as a guest on more than two hundred programs including *The Today Show*, *Fox & Friends*, *The Montel Williams Show* and *The View*.

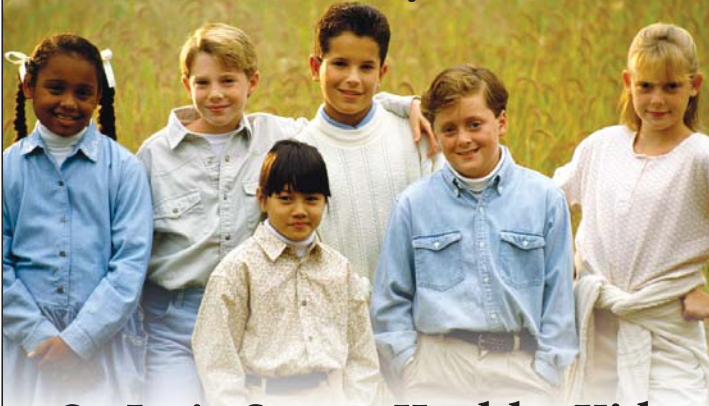


“It’s simply amazing...he was never wrong!”
 – *Jeff Rosen, Fox News*

“Don’t lie to David Lieberman!”
 – *NY Times*

“In my more than 20 years of law enforcement, I’ve never seen any lie-detecting techniques so uncannily accurate.” – *Sheriff Richard Mack*

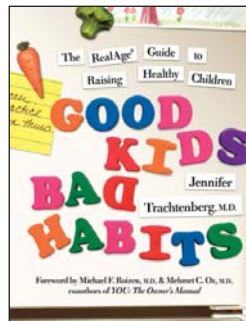
Healthy Kids Turn into Healthy Adults



So Let's Create Healthy Kids

As parents we can tell our children what to do. But so often it seems they just aren't listening. Pediatrician **Jennifer Trachtenberg, M.D.**, will explain how parents can overcome the communication barrier and instill life-enhancing habits in our children.

As your guest, Dr. Trachtenberg will outline simple, easy steps every parent can take to help set their children on the course to healthier, happier adulthood:



- **Eat Up.** Healthy food habits
- **Shape Up.** Fun activities (other than video games)
- **Spiff Up.** Personal hygiene — teeth to toes
- **Smarten Up.** Good homework habits
- **Chin Up.** Routines to build a child's self-esteem
- **Gear Up.** Basic safety rules.

Dr. Trachtenberg is a board-certified pediatrician, an attending physician at the Mount Sinai Medical Center in NYC, and a member of the RealAge Scientific Advisory

Board. She has appeared on numerous radio and television programs, including NBC's *Today Show*.



Contact:
Shelby Meizlik
 Shelby.meizlik@harpercollins.com

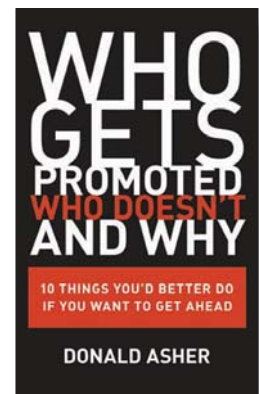
Want to Get Promoted?



Timing is more important than talent.

Donald Asher can explain to your audience how just doing your job well is no guarantee of getting a promotion. You have to understand how and why employers give promotions. He'll discuss:

- **Why a promotion isn't a reward for past performance; it is an investment in the future**
- **Common career mistakes most people don't even know they are making**
- **The most proven strategies for advancement regardless of industry**
- **Why you should never be irreplaceable.**



Let Donald Asher share the benefit of his 20 years of research and experience to help your audience members get on the fast track to success.

Donald Asher is the author of 10 books including "Who Gets Promoted, Who Doesn't And Why." As an experienced speaker and media guest, Donald does over 150 interviews and presentations each year.



Contact:
Kara Van de Water
 510-559-1600 x3054
 kara@tenspeed.com

Listeners Want To Know....

Is It Toxic Or Not?

Here's an objective authority who knows.



Contact:
Dr. Gary Ginsberg
Based in Hartford, CT
(860) 637-2676
www.whatstoxic.com

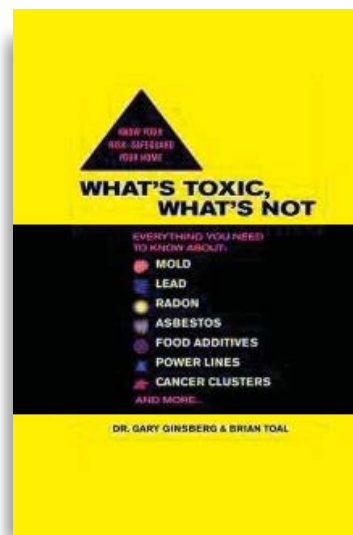
Dr. Gary Ginsberg is a Senior Toxicologist for the Connecticut Department of Health and author of the book, "What's Toxic, What's Not?" Dr. Ginsberg can discuss with you and your listeners:

- **Toxins in household products we assume are safe**
- **How a long-banned toxin still poisons 300,000 children a year**
- **How you may be exposed to the 2nd leading cause of lung cancer and not know it**
- **Why mold is not the health danger people think it is**

- **How to reduce your exposure to everyday toxins**

Dr. Ginsberg is a faculty member at the Yale and University of Connecticut medical schools as well as a member of the National Academy of Science panel on human biomonitoring. He has done

dozens of media interviews and he speaks in easy, practical and understandable language. He is up-to-date on all the latest research and can help your audience sift through the truth and fiction about toxic dangers in the environment.

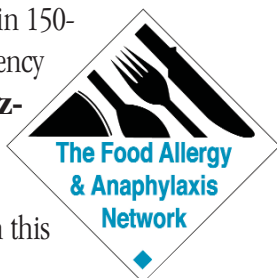




The Incidence of Food Allergies Has Doubled in the Last 10 Years...

And Scientists Don't Know Why!

Over 12 million Americans – 1 in 25 people – suffer from food allergies, resulting in 150-200 deaths and over 30,000 emergency room visits annually. **Anne Muñoz-Furlong**, founder and CEO of The Food Allergy & Anaphylaxis Network, is getting the word out on this growing public health concern.



Anne can share important information such as:

- Which eight foods cause 90% of food allergic reactions
- Which food allergies kids grow out of
- How to recognize an allergic reaction to food
- What to do in the event of an allergic reaction.

Anne can also discuss the theories of how this health problem will likely grow in the future.

Anne Muñoz-Furlong has done hundreds of radio and television interviews. She has appeared on the *Today Show*, *Good Morning America*, *CNN*, *CBS-TV* and *NPR*.



Contact:
Dan Sperling
703-563-3052
dsperling@foodallergy.org

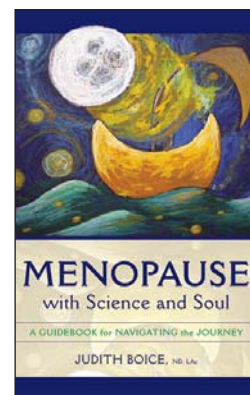
As many as 80 million women in North America are currently experiencing menopause



is the average age women confront menopause.

Symptoms include:

- Night sweats
- Irritability
- Thinning Hair
- Insomnia
- Memory Loss
- Migraines



With a background in both naturopathic as well as conventional medicine, **Judith Boice**

can discuss this important and often difficult milestone in every woman's life. Offering a positive and hopeful perspective, she will help women understand, cope and embrace the physiological, mental and emotional changes that occur.

Judith can also explain the implications of hormone replacement therapy, phytoestrogens, herbal remedies, bone health, nutrition and exercise.

For an informative program on this very important topic, call today and schedule Dr. Judith Boice.

Judith Boice is a naturopathic doctor (ND) and author of the book "Menopause with Science & Soul".

Contact:
Anita Halton
949-376-5780
ahapub@aol.com



Lost Another Sale?



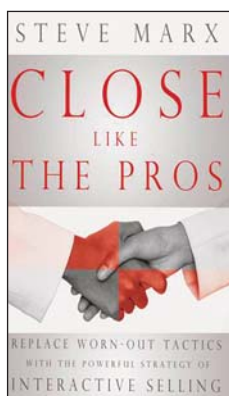
- *He was a great prospect.*
- *He was a key decision maker.*
- *Your proposal was perfect.*
- *So what went wrong?*

Probably all kinds of things, according to sales consultant **Steve Marx**, CEO of the Center for Sales Strategy.

As your guest, Steve will describe the pitfalls of traditional sales approaches and offer a more effective sales strategy for today's business world – Interactive Selling.

Have Steve explain Interactive Selling and you and your audience will discover:

- **Why the “two-call close” is an illusion**
- **How to sell the way people actually buy – one step at a time**
- **Why delivering the proposal quickly makes it less likely you'll get the order**
- **How to get the prospect to help you write the proposal**
- **How to tell which sales prospects are likely to close and deserve more of your time-and which ought to be dropped like a hot potato.**



Steve is the author of “Close Like the Pros”. His company's clients include Time Warner, Comcast, Cox, Media General and Hearst-Argyle.

Contact:
Steve Marx
813-254-2222
SteveMarx@csscenter.com

Most American Households Have at Least One Pet



And pet owners *always* have questions.

For many people, the household pet is an important member of the family. But few of us are experts on what is right or normal for our animals.

Veterinarian **Dr. Richard Woerpel** can answer just about any question from you or your audience about pets:

- **Behavior problems**
- **What foods to feed them**
- **Health questions**
- **Is it normal when my pet does this....?**
- **Can I spoil my pet?**

With 27 years as a practicing veterinarian, Dr. Woerpel is not only an expert on dogs and cats but is also a leading authority on exotic animals, birds, reptiles, horses, rabbits, pocket pets (hamsters, rats & guinea pigs), turtles... You name it, Dr. Woerpel has seen it and knows about it.

Dr. Richard Woerpel has interview experience doing long and short-form interviews. He is a fun and friendly guest with a passion for animals.



Contact:
Dr. Richard Woerpel
(Southern California)
805-279-5654
doodyvilleranch@aol.com

Best Strategies for Safe and Successful Online Job Hunting!



Online job-search sites offer easy access to a bustling marketplace of employment opportunities, but many pitfalls and hazards abound.

Susan Joyce of Job-Hunt.org will provide your audience with the most effective techniques for finding a job online, including:

- How to protect against identity theft
- The “Dirty Dozen” online job search mistakes
- Keeping your current boss from discovering you’re looking for a new job

- How to choose the best web site for your line of work

In addition, Susan can also offer advice on a wide range of general job search issues such as:

- Writing an effective resume & cover letter
- Targeting companies likely to hire you
- Challenges for job seekers over 40
- Coping with a job layoff

Susan is the founder of Job-Hunt.Org, a Forbes and PC Magazine “Best of the Web” pick and US News & World Report “Top Site for Finding Jobs.”



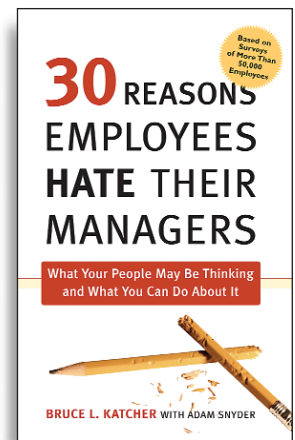
Contact:
Susan Joyce
 Based in Massachusetts
 (508) 624-6261
 sjoyce@netability.com



“My Boss Is A Jerk!”

Why is that such a common sentiment? **Bruce Katcher**, author of “30 Reasons Employees Hate Their Managers” did some research. He asked 50,000 workers what they think of their employers. You’ll love what they said.

Book Bruce for your show and he can explain:



- Why the employer/employee relationship is often so difficult
- How employees add to the problem and how to fix it
- The 7 major complaints of employees
- The difference between managing and just telling people what to do

Dr. Bruce Katcher is an industrial/organizational psychologist with over 2 decades of experience dealing with workplace issues. Based in Massachusetts, Bruce is a professional speaker and experienced guest.



Contact:
Irene Majuk
 (212) 903-8087
 imajuk@amanet.org

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The Answers Are As Strange As The Questions!

- Who put the butter in butterfly?
- If it's square – why is it a boxing “ring”?
- Why do slot machines use fruit symbols?

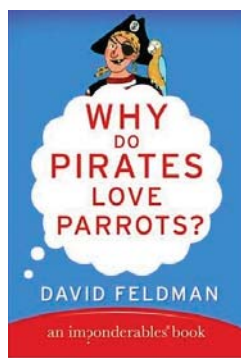


Thank heaven someone researches this stuff. His name is **David Feldman** and he has written a series of books uncovering

the answers to these “imponderables” including his latest, “Why Do Pirates Love Parrots?”.

You'll have a lot of fun talking with David as he answers those nagging little questions you and your audience have often wondered about but never knew where to find the answers.

Contact David:
feldman@imponderables.com



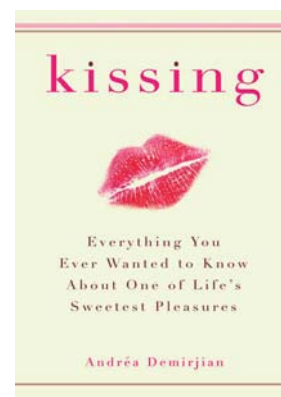
What's So French About French Kissing?



Absolutely nothing! That's one of the many fascinating facts about kissing that you can discuss with **Andréa Demirjian** author of the book “Kissing”. Andréa can answer just about any question when it comes to smooching, including:

- When did kissing begin and why
- Why people in some cultures don't kiss
- Why almost everyone remembers their first kiss
- What do people in France call French kissing?

Contact: Andréa Demirjian
917-929-9336
andrea@kissingbook.com



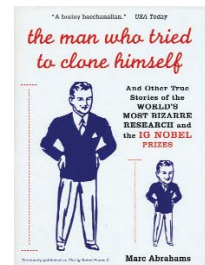
Scientists Have Actually Studied:

- If chickens prefer attractive humans to ugly ones
- If the 5 second (food on the floor) rule is valid
- The relationship between facial hair and presidential elections



Interview **Marc Abrahams** and you will be amazed by what turns up in scientific research. Marc is the author of “The Man Who Tried To Clone Himself” and has endless examples of fascinating and funny (if not useless) research. He will make your audience laugh as well as think. He can also discuss:

- The Norwegian research team that documented the impact of wearing wet underwear in the cold.
- Why the entire nation of Liechtenstein is available for rent for weddings and bar mitzvahs.
- The psychology of seat selection in Bulgarian movie theaters.



Marc's website is www.improbable.com
Contact Marc: 617-491-4437 marca@improbable.com

What's A Toilet Snorkel? (Or a Dimple Drill or Human Car Wash?)



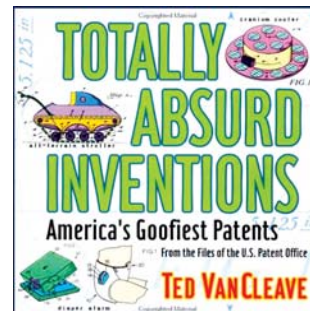
They are just 3 of the many unusual inventions that have been issued patents by the U.S. Patent office.

Ted VanCleave, author of “Totally Absurd Inventions”, will have your audience in hysterics when he discusses some of the strange, weird and downright goofy inventions that have patent protection.

Let Ted explain:

- The Pants Pointer
- Banana Suitcase
- Table Top Golf
...and dozens more!

A veteran guest, Ted has been on The Today Show, Rosie O'Donnell & ABC World News. **Contact Ted VanCleave:** 800-856-9025
ted@totallyabsurd.com



The Secret to Success Is to Know How to Fail

*And No One Knows
Failure Better
Than “Herman”*



Contact:

**“Herman” (Maryland)
John L. Herman, Jr.
410-453-0280**

**herman@hsbpress.com
www.hermanisms.com**

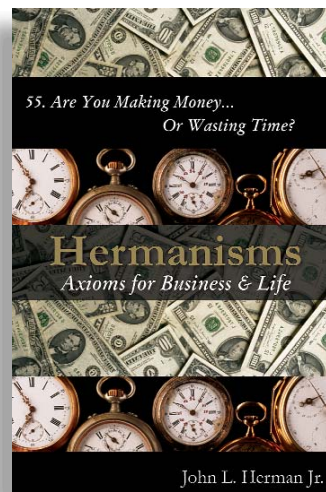
“Herman”, as he is known, would like to come on your show and discuss failure and why learning to “fail successfully” will bring you happiness and wealth. Sounds weird – right? But the fact is that we all fail a lot more often than we succeed. And knowing HOW to fail – and not being afraid to fail – will prepare you for great success. Consider that:

- **A .300 hitter in baseball fails 70% of the time**
- **Milton Hershey failed 5 times in the candy business before he came up with the Hershey Bar**
- **60% of all companies fail to make a profit.**

Herman has owned 20 companies – some of which failed.

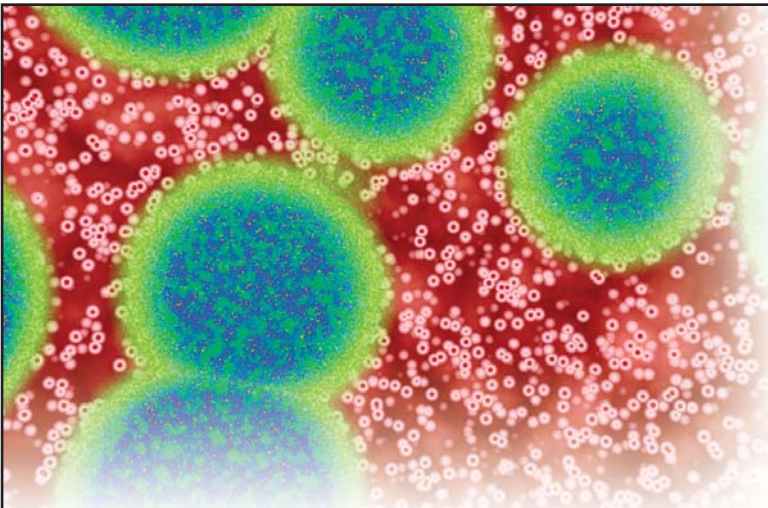
He has consulted more than 1,000 failing companies. He will inspire your audience to embrace failure as a good thing. He can discuss why:

- **Failure isn’t fatal**
- **Experience always costs you something – and it’s always worth the cost**
- **Knowing how hard it is to make money makes it easier to make money.**

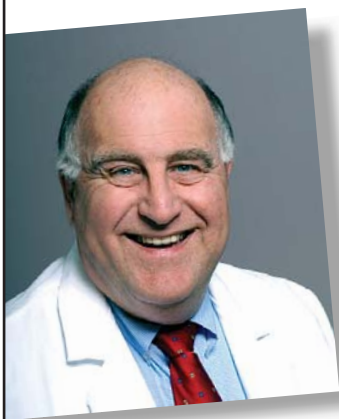


Author of “The Innkeeper Tales” and “Hermanisms,” Herman is a veteran guest with more than 50 local and national appearances to his credit.

Have Herman appear once – and like most shows – you’ll ask him back again.



GERMS — What You Don't Know Can Make You Sick, or *Worse!*



Contact:
Dr. Bob Bogosian
800-755-8420
drbob@globalbio.com
www.neinstitute.com

Germs cause death, disease and infections. And they are everywhere. With flu season just around the corner, **Dr. Bob Bogosian**, Medical Director of The New England Institute for Infection and Immunity, is the perfect guest to help your audience stay healthy. If it involves germs, he can discuss it!

Dr. Bob's stories, such as "The Toilet Volcano and the Toothbrush" and "STD's and the Laundromat," will shock and inform your audience about how germs are spread. Dr. Bob will also provide facts your audience can use to protect themselves, such as:

- **The top 10 things you should never touch**

- **Why people get sick when they fly**
- **What you'll find on your ATM keypad**
- **Why hotels are hazardous to your health**
- **The dirtiest places in your house.**

Dr. Bob is a noted microbiologist, epidemiologist, immunologist and one of the nation's foremost experts on the spread of disease. Dr. Bob has been a guest on over 1,400 radio and television shows and can gear his discussion for any audience from the morning zoo to serious health shows.



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