

## RADIO NEWSLETTER SPRING 2009 ISSUE

Welcome to the K2 Radio Newsletter! Every month we strive to be a valuable resource to you providing you with experts that can discuss the latest trends, breaking news, entertainment, informational and educational stories.

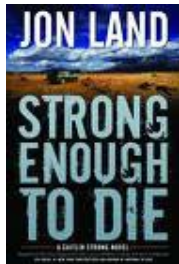
This NEW and IMPROVED newsletter is created for YOU and we want to hear how best to provide you with what you need.

The goal for us is to add value to you by providing you with rich content that will inspire and inform your listeners. If you have any friends or coworkers who might benefit from this resource please feel free to forward this newsletter. Here are some of the leading experts and topics available in April and May:

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### \*NEW TO THE BOOKSHELF\*



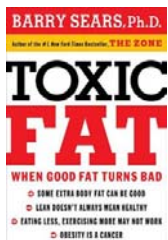
#### What do government-sanctioned torture, the degradation of civil rights, and the legendary Texas Rangers have in common?

Read **Jon Land's** latest thriller **STRONG ENOUGH TO DIE** (Forge; May 12, 2009) and find out! Best-selling author Jon Land likes to make people think. A man who is as passionate about the issues that affect our world as he is about writing great stories, he never shies away from controversy. In **STRONG ENOUGH TO DIE** he plumbs the depths of government corruption and society's—voluntary or involuntary—loss of privacy and control over their lives in the name of our country's security. To schedule an interview on **May 12<sup>th</sup>**, please contact Christianna Capra at [ccapra@kruppnyc.com](mailto:ccapra@kruppnyc.com) or 212-886-6709.



#### Political Thriller from Karna Small Bodman – Secrets Inside the White House Walls

**FINAL FINESSE** (Forge Hardcover; May 2009), is a thrilling cautionary story from former White House official, **Karna Small Bodman**. At the time she left her position as a Senior Director for the National Security Council, Karna Small Bodman was the highest ranking woman in the Reagan White House. This insider knowledge of politics and Washington D.C. is the inspiration behind her political thrillers, first, *Checkmate* and *Gambit*, and now, **FINAL FINESSE**. To schedule an interview on **May 14<sup>th</sup>**, please contact Christianna Capra at [ccapra@kruppnyc.com](mailto:ccapra@kruppnyc.com) or 212-886-6709.



#### Toxic Fat is Killing America

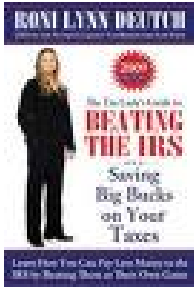
Toxic fat is the driving force behind the inflammation that is underlying cause of chronic diseases ranging from obesity, diabetes, heart disease, cancer, and Alzheimer's. If you balance your plate, you balance your hormones. With that hormonal re-balancing comes the reduction of toxic fat. To schedule an interview on **June 3<sup>rd</sup> or 4<sup>th</sup>**, please contact Christianna Capra at [ccapra@kruppnyc.com](mailto:ccapra@kruppnyc.com) or 212-886-6704.



#### Get A Life Tuneup

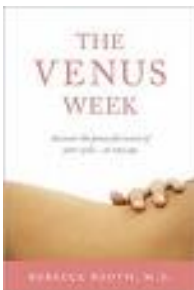
In **LIFE TUNEUPS**, **Loren Slocum** empowers and reminds all women—single, married, working, with or without kids—to recognize their unique gifts, celebrate their inner beauty, and take care of themselves as they juggle the myriad facets of their lives. To schedule an interview on **May 7<sup>th</sup>**, please contact Christianna Capra at [ccapra@kruppnyc.com](mailto:ccapra@kruppnyc.com) or 212-886-6704.

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### The Tax Lady's Simple Secrets to Planning Your Taxes Year Round

Roni Deutch, tax expert and author of *The Tax Lady's Guide to Beating the IRS: And Saving Big Bucks on Your Taxes* has simple secrets to help you save money on your taxes and throughout the year. *The Tax Lady's Guide to Beating the IRS* goes in-depth to cover *everything* you need to know—including an eye-opening history of the Internal Revenue Service. Every step of the way, The Tax Lady's approach is 100% jargon-free, making it easy to savor the rewards of being a savvy taxpayer. Roni Deutch is available for interviews in May. For additional information, please contact: Shay Pantano at [spantano@kruppnyc.com](mailto:spantano@kruppnyc.com) or 212-886-6707.



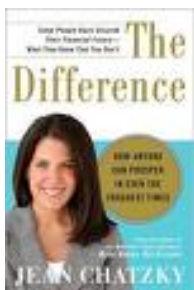
### Embrace Your Hormones – Tap Into Your Venus Week

Dr. Rebecca Booth explains hormonal changes in a way that empowers women and supplies them with knowledge about their bodies they can use at all stages of their menstrual cycle. From your first period all the way to menopause, hormones have been explained and discussed in a negative way, which can make experiencing menopause more difficult. In her book, *THE VENUS WEEK: Discover the Powerful Secret of Your Cycle...At Any Age*, Booth provides simple, specific modifications to diet, health and beauty regimens, women can enhance and maximize the Venus Effect so that you can have this feeling for more than a week. For more information, visit <http://www.thevenusweek.com>. Contact: Rebecca Silver@ [rsilver@kruppnyc.com](mailto:rsilver@kruppnyc.com) or 212-886-6705.



### Suffering from Personal Bail Out? You're Spent!

Feeling depressed from headlines about the growing government deficit? Concerned about how to pay off your own debt? None of *those* problems will be solved here, but Dr. Frank Lipman can make sure you have the energy, drive and momentum to face each day. A pioneering New York physician dedicated to helping his patients combat anxiety, realign body rhythms and restore energy, Dr. Lipman's latest book, *SPENT: End Exhaustion and Feel Great Again* (Fireside, 2009), is designed to help you feel your best, listen to your body and kick that SPENT feeling. The SPENT program incorporates budget-friendly ideas that are easy to incorporate into your daily routine. For more information, visit <http://www.spentmd.com>. Dr. Lipman is available for interviews in January. For additional information, please contact: Rebecca Silver at [rsilver@kruppnyc.com](mailto:rsilver@kruppnyc.com) or 212-886-6705.



### Survive and Thrive In Any Economy! Find The Difference Within YOU

How can YOU find The Difference? Award-winning journalist, bestselling author, and sought-after motivational speaker Jean Chatzky answers just that in her newest book, *The Difference: How Anyone Can Prosper in Even the Toughest Times*. Within *The Difference*, Chatzky reveals the results of a groundbreaking study, showing everyone how to be successful and remain resilient in both good times and bad. This antidote is for those who are fearful of what their financial future holds—whether it be holding on to one's job, reducing debt or preserving (or rebuilding) a hard earned nest egg. You don't have to be born rich to get the difference. Contact Shannon Koenig@[skoenig@kruppnyc.com](mailto:skoenig@kruppnyc.com) or 212-886-6710.

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**\*HEALTH, WELLNESS & WELL-BEING\***



**Walk Your Way to Your First 5K: New Gov't Guidelines Emphasize Moving**

If your diet has hit a plateau or you're just looking to add a little spring to your step, now is the perfect time to learn how easy it is to get moving. The Weight Watchers "**Momentum Walk-It Challenge**" is an easy-to-follow program that is taking the U.S. by storm to get people from their couch to their first 5k event in just 8 weeks. Partnering with The Active Network, a leading online community that promotes exercise, Weight Watchers developed a special online walking program that includes tips from trainer **Jenny Hadfield** – who knows full-well that walking is the perfect way to get moving, burn calories and tone muscles. Jenny once was barely able to run from her house to the end of her street. Step by step, she trained and now completes marathons and endurance races, training others to help reach their health and fitness goals. Contact: Christianna Capra at [ccapra@kruppnyc.com](mailto:ccapra@kruppnyc.com) or 212- 886-6709.



Dr. Leslie Seppinni

**Coping with the Current Economy**

From Wall Street to Main Street, the economic recession has become the great equalizer. Regardless of initial socioeconomic status, people are losing their homes and savings, and families are feeling the psychological effects brought on by stress, fear, and uncertainty of what the future holds. **Dr. Leslie Seppinni**, a Doctor of Clinical Psychology and Licensed Marriage Family Therapist with over 18 years of experience in cognitive behavioral therapy, can speak to the psychological effects of the recession on individuals and families, and how people can cope with those effects. Dr. Leslie is available for interviews. For more information on Dr. Leslie, please visit [www.DrLeslieToday.com](http://www.DrLeslieToday.com) or contact Marissa Hermo at [mhermo@kruppnyc.com](mailto:mhermo@kruppnyc.com) or 212-886-6711.



**Mari Winsor and the Benefits of Pilates (including better sex!)**

The leading authority on Pilates and developer of more than 30 fitness videos, Mari Winsor is speaking up about the benefits of Pilates. Pilates is no longer just for women; this physical fitness system tones and strengthens, improves posture and increases endurance and flexibility. Pilates also strengthens the core which can lead to heightened performance in the bedroom. Mari's new DVD distributed by Gaiam, Inc., **Mari Winsor Pilates**, features two workouts: an in-depth classic Pilates mat workout ideal for beginners and an express workout for those preferring a quick mat workout. Mari Winsor is available for interviews. Please contact Shannon Koenig at [skoenig@kruppnyc.com](mailto:skoenig@kruppnyc.com) or 212-886-6710.



**KRUPP**KOMMUNICATIONS

## **RADIO NEWSLETTER** **SPRING 2009 ISSUE**

### **\*LIFESTYLE\***



#### **Octomom Fires Her CareGivers! Have No Fear Sittercity is Here**

In need of work? Looking for a babysitter so you can go out and interview? Or do you need a sitter for your beloved pet? Now you have a solution! Sittercity ([www.Sittercity.com](http://www.Sittercity.com)) is America's first and largest network, connecting caregivers and care seekers across the country. With over one million caregiver profiles nationwide in the areas of childcare, pet care, senior care, and home care and tutoring, Sittercity provides a platform for care seekers find the person they're looking for and caregivers to obtain employment. **Genevieve Thiers**, founder and CEO of Sittercity created this safe and reliable internet platform to aide people from coast to coast. Thiers is available for interviews upon request. Contact Kimberly Metzger at [kmetzger@kruppnyc.com](mailto:kmetzger@kruppnyc.com) or 212-886-6704.

#### **Inspire Awareness & Appreciation for the Environment this Earth Day with Gaiam**



Gaiam, Inc. is a lifestyle and media company dedicated to making a difference in the world by educating people about lifestyle choices that affect health, wellness and sustainability. Gaiam recently paired up with Planet Green, the first and only 24-hour television network exclusively dedicated to environmentally conscious lifestyle, to introduce a new line of DVD's about green living topics. The DVDs offer fresh advice from experts like Sara Snow, Steve Thomas and Danny Seo, and celebrity activists including Leonardo DiCaprio and Adrian Grenier. The topics range from raising children in a sustainable environment, greening your home, and rebuilding your community in an eco-friendly way. The new line of DVDs includes the following titles: *Growing Green Babies*, *Simple Steps to a Greener Home*, *Greensburg: A Story of Community Rebuilding*, *Alter Eco and Renovation Nation*. Make a statement with Gaiam's eco-conscious 100% recyclable Stainless Steel Water Bottles. The BPA-free water bottles are Earth friendly and come in four designs that convey messages of eco-living and world peace. For more information, please contact: Shannon Koenig at [skoening@kruppnyc.com](mailto:skoening@kruppnyc.com) or 212-886-6710.

#### **Turn That Pink Slip Into a Paycheck**

Scrunched that pink slip in a ball by the wireless mouse? Many talented techies are using their suddenly free time power leveling through World of Warcraft or tweeting about the latest episode of *Battlestar Galactica*. Instead of those fun but not quite lucrative activities, techies can now put their skills to use by giving expert advice through LivePerson ([www.LivePerson.com](http://www.LivePerson.com)) on topics like HTML, java, networking, cloud computing and everything in between. It's simple—they already have the knowledge and skills, so they might as well get paid for it. Whereas Faceless Conglomerate may have decided it no longer needs a third of its tech force, plenty of small businesses and individuals still have Web sites to be developed, databases to build and basic computer problems to troubleshoot. LivePerson bridges the gap between the skilled experts who have knowledge to share and the people who need personalized help. LivePerson has thousands of experts in more than 600 categories including Computer Programming, Counseling, Spirituality, Health and Finance. For more information, please contact [Marissa Hermo](mailto:Marissa Hermo) at [mhermo@kruppnyc.com](mailto:mhermo@kruppnyc.com) or 212-886-6711.



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**\*FOOD\***



**SPRING INTO HEALTH: Color Coordinate Your Plate for Better Nutrition**

Healthy eating is made simple thanks to Taste of Home's April/May issue of *Healthy Cooking* magazine. Everyone knows fresh fruits and vegetables are full of nutrients and vitamins, but the color of food tells exactly the health benefits. Taste of Home's *Healthy Cooking* Magazine breaks foods down according to color to simplify making healthy choices. So, color your plate with vibrant red (cherries or tomatoes) and eat your way to a healthy heart. Or splash purple (eggplant) and green (spinach) on your plate for better vision and to fight cancer. Taste of Home's *Healthy Cooking* Magazine has recipes in every color like scrumptious orange Fruit and Carrot Cake to boost your immune system or purpley Blueberry Walnut Bars for antioxidants. Not only is every recipe delicious, but the dishes are easy to make, budget friendly and keep your diet on track –just pick a color! Diane Werner, RD and Food Director of Taste of Home, is available for an in studio to show how to color your plate for health and demonstrate the easy recipes that make healthy eating effortless. To learn more about *Healthy Cooking* and to find more healthy recipes visit [www.tasteofhome.com/healthy](http://www.tasteofhome.com/healthy) and to schedule an interview with Diane Werner please contact Kimberly Metzger@ [kmetzger@kruppnyc.com](mailto:kmetzger@kruppnyc.com) or 212-886-6704.



PHIL LEMPERT  
**SUPERMARKET GURU**

**Save Money, Time and Mistakes: Food Shopping Made Easy Lessons from the Supermarket Guru**

The Supermarket Guru Phil Lempert has been predicting the future of food for over 25 years. Being an expert analyst on consumer behavior, marketing trends, new products and the changing retail landscape, Phil cuts through the food clutter explaining trends to consumers and businesses in a way we can all understand. Lempert is a consumerologist and can provide commentary and expert analysis on current and future food trends, out-breaks, hits and misses of our favorite food products, environmentally friendly and sustainable eating and more. Contact Shay Pantano@[spantano@kruppnyc.com](mailto:spantano@kruppnyc.com) or 212-886-6707.



**Over-Crowded Restaurants with Expensive Menus Don't Say "I CARE MOM"**

Forgo the hassle and expense of restaurants and show Mom she is appreciated this Mother's Day with the ultimate breakfast in bed. *Taste of Home*, the # 1 cooking magazine, features decadent brunch recipes that will make Mom think you hired a chef. Wowing Mom couldn't be easier with recipes that come from real people –no complicated techniques or hard to find ingredients and each recipe has been tested in the Taste of Home kitchen to ensure it will work in any kitchen. So, surprise Mom with hot of the griddle Blueberry Cheesecake Flapjacks or golden flaky Ham & Cheese Breakfast Strudels filled with fluffy eggs, smoky ham and creamy cheese. Wake her up this Mother's Day with fresh ooey, gooey cappuccino cinnamon rolls that are chocked full of rich coffee flavor. **Catherine Cassidy**, Editor-in-Chief, is available for an in-studio demo of these and other recipes that will make Mom know just how much she is loved. For more Mother's Day recipes and ideas go to [www.TasteofHome.com](http://www.TasteofHome.com). For additional information and to arrange a segment with Catherine Cassidy, please contact Kaymi Malave at [kmalave@kruppnyc.com](mailto:kmalave@kruppnyc.com) or 212-886-6708.

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### **\*POLITICAL\***



Rabbi Irwin Kula

#### **No religion? No problem: From None to One!**

Americans claiming no religion has increased to 15 percent according to a study released by the Program on Public Values at Trinity College. There are less Catholics, Protestants, Baptists and Jews, as more and more people are choosing to self identify and explore less structured spiritual frontiers—or have fallen off the faith map entirely. Those who do not practice organized religion must find a way to balance their own personal beliefs and practices with those of their families, friends, neighbors and co-workers. It can be a complex matter, and critically acclaimed author **Rabbi Irwin Kula** is available to discuss how applying a method of Global Wisdom can ameliorate an emotionally complicated set of circumstances. Helping the nonbelievers swim among a sea of believers gives everyone's lives greater depth, improved clarity, more meaning and deeper purpose. Visit [www.clal.org](http://www.clal.org) for more information about Global Wisdom. Contact Rebecca Silver at [rsilver@kruppnyc.com](mailto:rsilver@kruppnyc.com) or 212-886-6705.

### **\*SOCIAL ACTIVISM\***

#### **SPEAK UP and Prevent School Shootings: A Columbine Survivor Shares Her Story**



April 20th marks the 10 year anniversary of the tragic shootings at Columbine High School. A government study conducted shortly after Columbine showed that in 81% of school shootings, the attackers revealed their plans to other students beforehand. To combat school violence, **PAX/Real Solutions to Gun Violence** launched SPEAK UP, the first and only anonymous national hotline for students to report weapon threats. In seven years the hotline has received more than 30,000 calls, preventing hundreds of potential tragedies. Recognizing the popularity of text messaging and the ease in which students communicate electronically, the national education and awareness campaign is now introducing text messaging capabilities to provide an additional way students can keep their schools and communities safe. Columbine survivor Crystal Miller is available to discuss SPEAK UP and the powerful effect one student can have. To anonymously phone in a threat, call 1-866-SPEAK-UP. Contact Rebecca Silver at [rsilver@kruppnyc.com](mailto:rsilver@kruppnyc.com) or 212-886-6705.