



NAME: JOHN TESH

TITLE: Host

STATIONS: THE JOHN TESH RADIO SHOW: "Music and Intelligence for Your Life"

MARKET: Nationally Syndicated

COMPANY: TESH MEDIA GROUP

BORN: July 9, 1952 in NY

RAISED: GARDEN CITY, NY

1) What was your first job in radio? Early influences?

My first radio job was at WKIX in RALEIGH, NC - which is where Rick Dees started. I did the weekend news and played the religious tapes on Sunday. I used to listen to Paul Harvey and did a bad imitation of him on the air.

2) What led you to a career in radio? Was there a defining moment, which made you realize "this is it"?

When I was a kid I was always putting on fake radio programs for the kids in the neighborhood. And although my parents wanted me to be a doctor and it was my area of study in college, I eventually switched majors because I missed the excitement of creating radio programs.

3) What makes your PROGRAM unique? How does this compare to other stations you have worked at?

The "INTELLIGENCE FOR YOUR LIFE" idea grew out of a need that we found mostly in women, where they were way too busy to read all the magazines they wanted to read, watch all the television news programs they want to watch, and basically get all the info they need to protect and enrich their families. One of our mottos is "You may not have time to read all the magazines and surf all the internet sites, but we do. Let us do the heavy lifting for you."

5) Besides your own, what is your favorite radio format?

I really love Country radio. I'm a big fan of impact songs. And I think that Country artists write songs that are changing people's lives.

6) What's the best concert you've been to so far this year and why?

I'm a big Mercy Me fan. Bart Millard has such an amazing voice in an environment where everybody's fixing the vocal, this guy is the real deal. Plus I love the way he engages the audience.

7) What was the biggest gaffe you've made on air? (dead air ... forget a mic was still on ... etc.)

In the early 70's, I called President Richard Nixon "Tricky Dick" on the air and I was suspended for a week. Needless to say, that wouldn't even be a good bit today.

8) How are you using new music technologies to work with the music you program on your station, in production, and in your personal life?

We use the Prophet Automation System and it allows us to not only syndicate our show into a 134 markets but also we are able to offer a voice-track version of the program using the Prophet which allows us to cross formats. For example, we're on two Christian stations as well as Hot AC, Rock AC and Smooth Jazz, in addition to our core AC format. The good news for us is that whether you're listening to Boney James, Shania Twain or Savage Garden, the "Intelligence For Your Life" ends up being the star of the show.

9) In today's world of multi-tasking and wearing many hats, how do you find time to show prep and what sources do you use?

90% of our resources go into show preparation, which means we have seven full time researchers who create what I believe to be the most useful information that's on the radio today. Producer Betsy Chase and her crew have a unique ability to get inside the heads of our female listeners, P1 males, and 5th graders looking for help with their homework.

10) Have you listened to Sirius or XM yet? How does it compare to what we're doing on the commercial side?

I've listened to both satellite stations and I think they're wonderful but I'm sure terrestrial radio is here to stay. You have to think of it as the difference between the USA Today Newspaper and the Omaha Herald. People are always going to want a connection to their parochial media. Satellite radio can't do that.

BONUS QUESTION:

Who is your favorite air personality not on your staff?

I love Kevin and Bean on KROQ. They consistently make nothing very funny.

Best piece of advice:

- A. Never make a decision based money.
- B. Never mix wine with beer

How did you get your on-air name?

My on air name is John Tesh but in Jr high and high school I was known as "Yuck, Tesh."

In your opinion, what is the greatest song ever that never made it as a hit?

King Crimson's "21st Century Schizoid Man."

How much dayparting do you do:

I really don't know but it sounds like fun. Maybe next year!

[Click here to see previous articles](#)



