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# Intelligence For Your Life

Meet the woman behind John Tesh's show

**B**etsy Chase has always been a big fan of radio. "I have been enamored of radio ever since I was a kid," she says. "I would race home from church on Sundays to hear Casey Kasem's countdown. When I was 16 I went over to KROQ, which, at that time, was in Pasadena, CA, and asked for a job. They gave it to me."

It's no wonder, then, that Chase ended up as Executive Producer of the insanely successful syndicated *The John Tesh Radio Show: Intelligence for Your Life*, which is known for providing hungry listeners with helpful "Hints From Heloise"-like tips for the 21st century.

The show has 176 affiliates, and PDs from across the country are marveling at their soaring night numbers. It's simple: Tesh listeners are addicted to the show because it relates to them on a human level. That's because Chase and her team of writers and researchers understand the importance of making a connection with the audience.

"My favorite e-mails and calls are from listeners who say they feel like John is their friend," Chase says. "He's their companion, always there when they turn on the radio for the long drive home, while they're fixing dinner with the kids or while they're sitting on the front porch with their husbands."

"John is blessed with a voice that makes you feel comforted and relaxed. We also gear

the show so that it sounds like he's speaking just to you."

## Getting Hooked

I have been a big fan of the show since I first heard it over a year ago. In fact, I have the week-end-edition CDs sent to me because the show isn't being carried in Los Angeles. I admit that I am addicted to the show, because I am always yearning for more information — and I'm not the only one.

"I can understand why the listeners say they're addicted," says Chase. "The show is always the same yet constantly changing. The sameness is what makes them relax — John's voice and the familiar music. The constant change is the 'Intelligence for Your Life' angle, and that's why they can't tune away. They might miss something."

When choosing content for the show, Tesh's research team thinks about information that would be useful to them. "John has done a great job of surrounding himself with normal people," Chase says. "By that I mean that his office is filled with people who are just like the people we're trying to reach."

"We have spouses, kids, pets, jobs that stress us out, family pressures and chores. We hooked the AC audience by understanding them. We



**Betsy Chase**



**LONGEVITY PAYS OFF** KOIT/San Francisco honored Tom Saunders, whose 43 consecutive years on the air make him the longest-running Bay Area radio personality, by christening the new KOIT-AM Tom Saunders Studio. Seen here at Saunders' reception (l-r) are Bonneville Sr. Regional VP and KDFC, KOIT & KZBR/San Francisco GM Chuck Tweedle; Saunders; and Bonneville/San Francisco VP/Programming and KOIT Station Manager Bill Conway.

## Healthy Tips

Many listeners are hooked on *The John Tesh Radio Show* because of the usable, relevant information it provides about, well, everything. The creators of the show call these tips "Intelligence for Your Life," and here are a few that Tesh Executive Producer Betsy Chase would like to share on living a healthier life.

### Boost Your Brain Power

All you need is 30 minutes of walking three times a week to increase blood flow to your brain. That'll improve its overall function. Here are four other ways to boost your brainpower:

- **Eat apples.** An apple a day keeps the neurologist away. A chemical in apples, called quercetin, protects against free radicals, and free radicals are what are killing your brain. That's according to the food science department at Cornell University. One apple a day is enough to help combat neurodegenerative diseases like Alzheimers.
- **Make your desktop wallpaper a painting by an abstract artist.** It's like 10 pushups for your brain every time you look at it. Why? Because looking at abstract things that your brain has to try to make sense of slows down its deterioration.
- **Take up Spanish or any other language that's foreign to you.** A recent study from University College London found that people who are multilingual have more gray matter than monolinguals. Even people who picked up a second language at age 35 saw an increase in brain density.
- **Get to the mall.** In a recent study of 1,000 75-year-olds, the women maintained better brain function than the men. Why? Because they shopped! It requires physical and mental activity, as opposed to watching golf on TV. Deciding what to buy, dealing with a budget and looking at new and interesting things all engage your mental muscle.

### Fight Food Temptation

Here are tips from Stephan Gullo, a New York-based weight-loss specialist, for fighting off those cravings.

- **Avoid eye contact with the doughnut.** Looking at food produces a neurochemical change in your brain that makes you hungry for that food.
- **Block your nose.** Scent causes cravings. Pop one of those breath strips or a eucalyptus cough drop. You could be in a room full of pizza and not smell it.
- **Plan ahead.** Stress causes cravings. If you know you're going to have a particularly stressful day, bring healthy snacks along. You make better decisions when you're anticipating anxiety than when you're feeling it. It's like knowing where the fire exits are in your building: If you do, when the alarm goes off, you know which way to walk.
- **Get busy.** Food cravings are as much about the hands as they are the mouth, just like smoking. Cravings only last between four and 12 minutes, so keep your hands busy and your mouth empty.

know what information they are looking for to live a better, happier and healthier life because we need it too."

### Try This At Home

*The John Tesh Radio Show* team practices what they preach by employing many of the tips featured on the show. "John swigs vinegar every day to slow the aging process and pops fish oil capsules to boost his brainpower — both tips from the show," Chase says. "I've dropped 25 pounds in the last six months, thanks to the 'Supermarket Diet,' another piece featured on the show."

"Scotty Meyers, Director/Affiliate Relations, started doing the 'Tesh Fitness' regime. In addition to his karate training, he now does 100 push-ups, 100 sit-ups and 20 minutes of running every day. So far he's lost 10 pounds and two inches from his waist."

"We all use the relationship advice to connect with our loved ones. I've learned not to use the words *always* and *never* when arguing with my husband. They just fuel the argument. Instead, I've learned from the show to pepper any heated conversations with pet names and affectionate gestures and not to dredge up the past."

In closing, Chase shares more e-mails: "We just got an e-mail today from a woman named

Debra, who said, 'Your tips on de-stressing reminded me of all the things I enjoy doing for myself but forget to take time to do for one reason or another. I'm off to take a long, hot bubble bath — candles and all — while continuing to enjoy the rest of your show.'

"Another, from a man named Dylan, said, 'Hey, John, I lost 24 pounds because of your awesome information. Now every morning and afternoon I'm jogging.' Here's another, from a woman named Shana, who said, 'Your tips on health and well-being are inspirational and help me to remember that my troubles are not a forever thing. I can overcome any hardship.' And those are just from today."

"We get constant, positive, amazing, uplifting feedback, and we send that good feeling right back out again to our audience. It's a symbiotic relationship. We're nothing without each other, and I know that the ratings reflect that."

Hot AC KPLZ/Seattle PD Kent Phillips recently told me that the newly added *John Tesh Radio Show* boosted KPLZ's ratings tremendously in the spring '05 book. Nights rose from 2.6 to 6.6 (+154%) among women 25-34, from 1.7-4.9 (+188%) with women 18-34 and from 0.6 to 2.4 (+317%) with men 25-34. Looks like Seattle listeners are becoming addicted as well.