

# RadioSyndication Talk

Thursday, March 20, 2008

## The World According to Tesh

There is an 800 pound gorilla in the room that unless you live in the world of Adult Contemporary radio you may not know about, his name is **John Tesh**. The former



Entertainment Tonight host, author, musician and all around renaissance man has quietly built a multimedia empire that is second to none. His daily radio show, "Intelligence for Your Life" that combines soft AC music and informative tidbits meant to uplift, is airing on at least 410 stations across the US and Canada (it took about 15 minutes to count the list) , including the weekend version of the show and the one minute "Intelligence For Your Life" vignettes. Add to that the sold out concerts, the Cd's and the web presence that integrates all things Tesh, and you've got a case study on how to extend your brand. Oh by the way, Tesh's new book, "Intelligence For Your Life", (detect a theme here?) is number nine on the New York Times Bestseller list.

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