

Dr. Hastings On Sexuality

Terry Kellogg Interview

April / May 1991
Double Issue!

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Lifestyles in Recovery
Vol. 2
April/May 1991

HERE COMES "STRAIGHT TALK"

RECOVERY RADIO SHOW DEBUTS IN NORTHWEST!

KEZX Launches "Straight Talk"

**EXPERIENCE, STRENGTH,
HOPE AND CELEBRITIES
HEADLINE MON - FRI SHOW**

The next voice you hear may be on a radio talk show and the subject may be alcoholism or drugs or obsessive behavior . . . but the payoff is bound to be recovery if "Straight Talk" has anything to say about it. That's the name of the newest talk show entry in the Northwest and it starts on Seattle's KEZX / 1150 AM on May 20, 1991.

Jerauld D. "Jerry" Miller, founding publisher of *Alcoholism & Addiction Magazine*, a Seattle-based national publication for professionals, has been working on the broadcast concept for five years. "I got so used to being politely dismissed by broadcast executives that I thought the idea would never fly," Miller admitted. But earlier this year he dusted off his plans and started making the rounds again only this time the response was anything but cool.

One station in particular, KEZX, was

anxious to explore the concept and a deal was made at the very first meeting. Peg Dempsey, KEZX General Manager, thought that Straight Talk's large potential listenership could help build a night-time audience. Miller agreed and the National Foundation for Alcoholism and Addiction Communications, which he represents, will produce the program five nights a week, commencing next month.

CELEBRITY INTERVIEWS

Each edition of Straight Talk will open with a celebrity interview followed with open phone questions to the guest regarding his/her recovery or other personal involvement in addiction issues. The two hour magazine format will be punctuated with news and feature reports about local self-help and recovery program activities, counseling tips and other resources, and the main conversation flow will be from incoming phone calls from recovering people anxious to share their experience, strength

and hope with others, as well as family members and friends seeking help for their still-suffering, addicted loved ones.

Stephanie Abbott, President of the NFAC, the sponsoring foundation, and a local family and codependency counselor, will co-host the program with Miller. She is an instructor with Seattle University's Alcohol Studies Program, manager of the NFAC's National Speakers Bureau, and an author, lecturer and columnist.

Neil Scott, former West Coast Director for the National Council on Alcoholism and a former California radio and television personality, is a free-lance journalist and announcer. He will conduct most of the celebrity interviews and will anchor the program from the Seattle studios of KEZX.

"INVISIBLE AUDIENCE"

Professional broadcasters unfamiliar with the strength and determination of the Twelve Step community, consider this to be an "invisible audience", yet an esti-

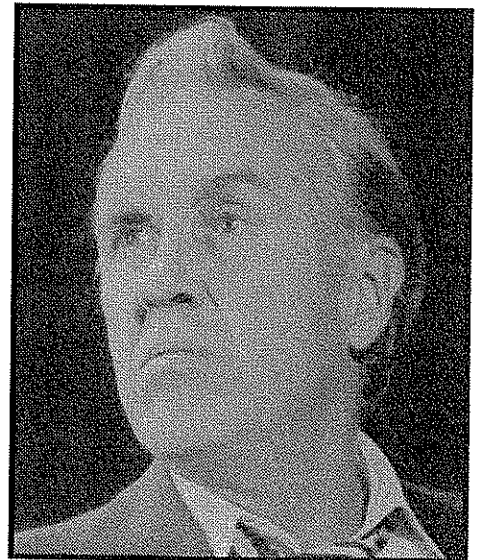
WHAT ARE NICE PEOPLE LIKE THESE DOING



**HILL STREET'S
DAN TRAVANTI —
Outspoken about his recovery**



**KNOTS LANDING'S
MICHELLE LEE —
Hollywood recovery booster**



**STAGE & SCREEN'S
JASON ROBARDS —
TV spokesman for the NCA**

mated 160,000 recovering listeners is the prospective Straight Talk market in the Greater Seattle area. Most marketers don't realize that with over 1,200 meetings of Alcoholics Anonymous, Seattle hosts more Twelve Step weekly groups per capita than any other city in the world.

Newsweek estimates that more than 15 million Americans attend self-help meetings each week, and millions more are "codependent" family members, parents, spouses or "significant others".

BIG, VOCAL AUDIENCE

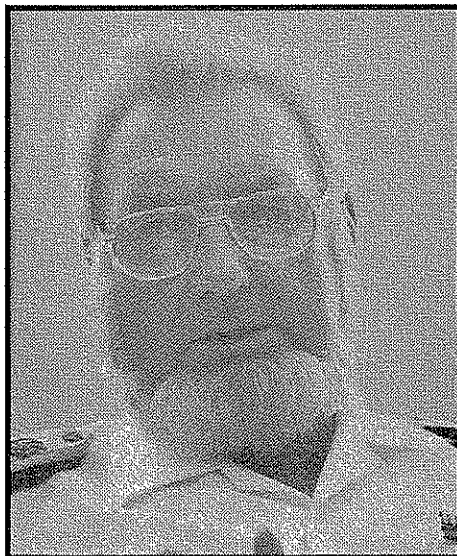
"The recovering audience is big, vocal and loyal," Miller said. "It will build broadcast ratings and the number and intensity of incoming phone calls will surprise a lot of experts," he predicted. "These people want to know about the availability of books and tapes and recovery support materials. They attend sober dances and concerts and—most important—they will recommend Straight Talk to friends who need to know more about the disease we share."

One type of listener that no rating service will ever be able to identify is the still practicing alcoholic or other chemical dependent. Denial is a major symptom of all addictions and most compulsive disorders, and, as AA observes, "Alcoholism is a disease that tells you that you don't have a disease."

ON A RADIO SHOW LIKE THIS?



**FORMER FIRST LADY
BETTY CARTER —**
Changed America's thinking



**FORMER SURGEON GENERAL
C. EVERETT KOOP —**
Opened government's eyes

ANONYMOUS RADIO

Those in denial will not voluntarily say that they have a problem, nor will they write or phone for information if they have to identify themselves. But radio is a "no-fault" medium, according to Miller. No one needs to know what station the addicted person is tuned to, or what the format is. Information is frequently sought in this kind of "anonymous environment" and those with a secretly guarded need-to-know can listen in the privacy of their own homes, cars or headsets.

Family members and friends of afflicted, still-practicing addicts will also be significant in the Straight Talk audience mix. These are the parents, siblings, employers and loved ones who are most apt to actively seek help and information on someone else's behalf. The fact that one in every three households is impacted by the actions and influence of an alcoholic or addict further expands the program's audience reach.

RADIO HOT LINE

Straight Talk will have a special radio hot line for those who want to converse with or ask questions of the celebrity guests or show hosts, but the phones will first be answered by trained volunteers who will screen for crisis cases, or those seeking

(Continued next page)

HOPELESS

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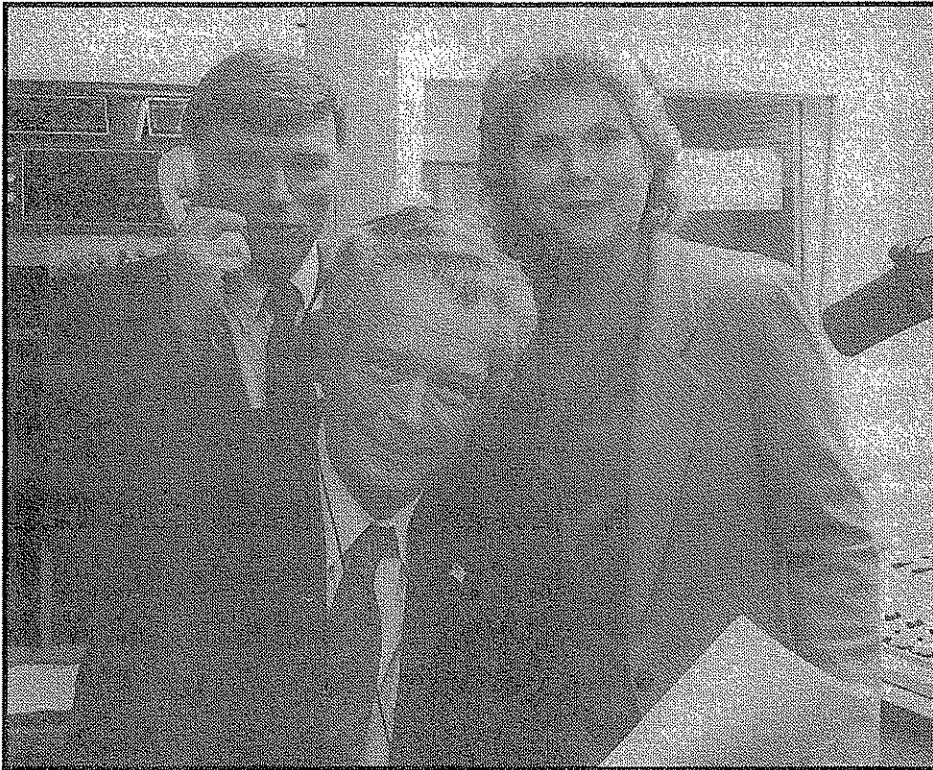
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Program**



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THREE TO GET READY — Debuting in May, KEZX' Recovery Radio will be hosted by Jerauld D. "Jerry" Miller (front), Straight Talk creator and former publisher of Alcoholism & Addiction Magazine. Neil Scott, program director and former editor of Recovery Life and A&A Magazine, will anchor the show and conduct celebrity interviews. Stephanie Abbott, President of the National Foundation for Alcoholism Communications, producer of Straight Talk, and professional family counselor, will co-host, offering advice, resources and guidance.

Photo by Alison Leary Estep.

information without wishing to be on the air. This will be a vital public service aspect of the program and is the major mission of the non-profit NFAC, producers of the show.

The program is not allied with AA or any other Twelve Step or self-help program, though it will draw on the wisdom and experience of those organizations. Anonymity of the callers and any other program members associated with the show will be carefully protected. The Eleventh Tradition of AA makes it clear that it is the membership in that organization that is to be treated anonymously and such affiliations by hosts, guests or callers will be safeguarded.

NIGHT TIME COMMUTE

The selection of the 10:00 pm to midnight time slot was not accidental, though some coincidence was involved. Straight Talk creator, Miller, had targeted that time frame because nearly half of Seattle's 1,200 plus Twelve Step meetings adjourn in the 9:30 to 10:00 pm range, providing the program with a built-in "commute" audience driving home.

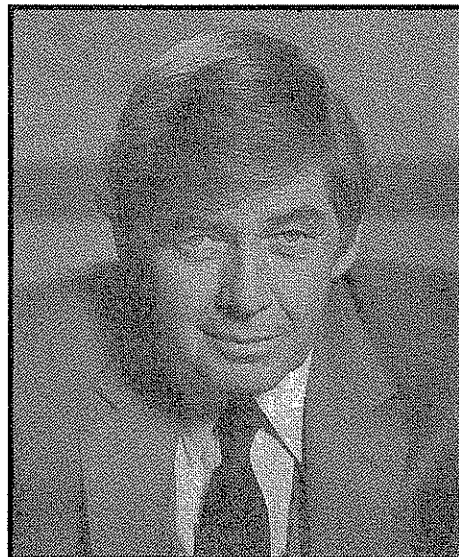
It is also a time for introspection and reflection, and at a time when many spouses or others are worried about the absence and/or erratic behavior of their mates.

And as clouded or fuzzed as a drink-

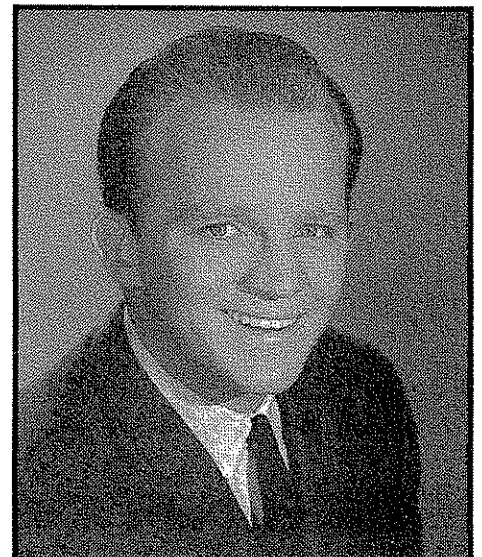
INTERVIEWS SPARK "STRAIGHT TALK"



MIKE HAMMER'S STACEY KEACH —
British bust, American example



THE WALTONS' RALPH WAITE —
Recovery is a way of life



FAMOUS FATHER'S FAMOUS SON —
Gary Crosby one day at a time

ing or drugging reveler may be, thoughts often turn to the mess they are in and where they might look for solace and solutions. Straight Talk could be an information haven for someone driving home who shouldn't really be driving at all.

COMPETITIVE FORMAT

KEZX General Manager Peg Dempsey was also eyeing the 10:00 pm to midnight slot for a programming upgrade. She sees Straight Talk as a competitive audience format in a time segment already responsive to talk radio. Prior to Straight Talk, KEZX programmed a sport talk show in direct competition to a similar feature on KJR. All the other AM stations in the middle of the dial: KIRO, KOMO, KING, KGNW and KBLE, follow the talk show format.

Straight Talk is expected to hew out an audience of its own, building on the base of the known 160,000 recovering listeners in the Greater Seattle area.

NATIONAL NETWORK?

Subheadlined, "Recovery Radio for the Northwest," the show has already attracted the attention of a Portland station, one with a satellite uplink capability. And KEZX is affiliated with a newly emerging business network with more than eighty stations and adding new ones every month.

Straight Talk is tailored to the specifications of national networking in anticipation of becoming the first coast-to-coast program of its kind. As previously mentioned, the radio show is not affiliated with any of the Twelve Step programs. Even so, the show's concluding signature could well be

To carry this message to those who still suffer, and to help other alcoholics and addicts achieve sobriety.



Information and photographs provided by Straight Talk Radio.

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