



DR. RONALD HOFFMAN

Intelligent Living

Show Summary

A modern-day look at conventional & alternative medicine & nutrition by a practicing physician.

- Advice on general medicine & nutrition
- Discussion of topical subjects with guests
- Medicine in the news

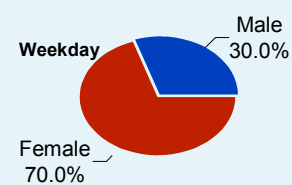
Total Affiliates

Approx. 80

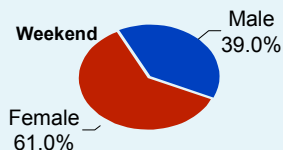
Leading Affiliates

WOR-AM, (New York)
 KKOL-AM (Seattle)
 WDNC-AM (Raleigh)
 WFBL-AM (Syracuse)
 WDRC-AM (Hartford)

National 12+ Distribution



% U.S. Coverage: 22.6%



% U.S. Coverage: 28%

Perfect Remedy For Ailing Ad Sales

- Open whole categories of new business: health/fitness clubs, organic foods markets, wellness remedies
- A perfect balance between traditional and alternative medicine
- Attract unique advertisers
- Versatile, single-hour, for strategic placement
- Unique, counter-program to evening sports

A Qualified Voice

- Graduate, Albert Einstein College of Medicine
- Practicing physician and principal in The Hoffman Clinic in New York City
- Accomplished radio host, on the air for over 15 years
- President, American College for Advancement in Medicine
- Protégé of Carlton Fredericks
- Former "Ginsana Man"

Network Feed Times: GE8, Starguide

	Eastern	Central	Mountain	Pacific	Channel
Live	M-F, 9p-10p	M-F, 8p-9p	M-F, 7p-8p	M-F, 6p-7p	WOR1
Refeed	M-F, 10p-11p	M-F, 9p-10p	M-F, 8p-9p	M-F, 7p-8p	WOR1
Live	Sa, 12n-2p	Sa, 11a-1p	Sa, 10a-12n	Sa, 9a-11a	WOR2

Permitted Clearance Times: Monday-Friday, 6a-10p

Terms: Barter, 4 min. per hour

Producer: Laurie Cowan, (212) 779-1744 ext. 100

Affiliations: (212) 642-4533

