



**FOR IMMEDIATE RELEASE**

## **The Michael Baisden Show Raises Awareness for Rape Victims**

### *Special Feature Results in Dramatic Call Volume Increase For National Hotline*

DALLAS – (May 11, 2009) – From April through June, *The Michael Baisden Show* is offering listeners a weekly feature geared to raise awareness of domestic violence issues across the country. When the Tuesday feature was first announced on the air, call volume at the Rape, Abuse and Incest National Network (RAINN) hotline in Washington, DC increased by 60 times its volume for the prior week. That trend has continued as the program enters its second month of helping give voice to the efforts of the nation's largest anti-sexual assault organization.

According to Lynn Parrish, Vice President of Communications for RAINN, afternoon calls to the National Sexual Assault Hotline on April 28 while *The Michael Baisden Show* was on the air increased 206 percent and were up 91 percent for the full day compared with Tuesday call volume in the month of March. Call volume again spiked on May 5 as Michael Baisden spoke about the importance of reporting rape to police with the hotline realizing a 167 percent increase during the show and a 61 percent increase for the full day.

“The opportunity to help victims of injustice has long been a cornerstone of our program,” said Michael Baisden. “I’m pleased to know that so many people who need the assistance of a group like RAINN are now reaching out and receiving help in their own time of crisis because our show may have helped point them in that direction. Sixty percent of rape cases go unreported each year. I’m proud to be working with RAINN to help lower that percentage.”

*The Michael Baisden Show* is hosted by *New York Times* best-selling author Michael Baisden. The entertaining four-hour afternoon radio program airs Monday - Friday from 3-7 p.m. ET and combines the best in music, comedy and social commentary to inspire real change across America. Heard in 22 of the top 25 Urban radio markets, *The Michael Baisden Show* reaches more than 4.6 million listeners each week and is syndicated by Citadel Media.

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### **About RAINN**

RAINN (Rape, Abuse & Incest National Network) is the nation's largest anti-sexual assault organization and was named one of "America's 100 Best Charities" by Worth magazine. RAINN created and operates the National Sexual Assault Hotlines (800.656.HOPE and rainn.org) in partnership with over 1,100 local rape crisis centers across the country. The hotlines have helped more than 1.2 million people since 1994. RAINN also carries out programs to prevent sexual assault, help victims and ensure that rapists are brought to justice. For more information about RAINN, please visit [rainn.org](http://rainn.org).

### **About Citadel Media**

Citadel Media has 4,400 affiliate radio stations reaching more than 110 million listeners in the 12+ demographic each week. Programs and services include ABC News Radio, *The Mark Levin Show*, *The Michael Baisden Show*, *The Huckabee Report*, *Radio Perez* with Perez Hilton, *The Joe Scarborough Show*, *The Tom Joyner Morning Show*, *Imus in the Morning*, *Big Boy's Neighborhood*, *The Ride with Doug and DeDe*, *Kidd Kraddick in the Morning*, *MoneyTalk with Bob Brinker*, *The Ric Edelman Show*, *Rick Dees Weekly Top 40*, *Tom Kent*, *The Brian McKnight Show* and *American Country Countdown with Kix Brooks*. Other Citadel Media services include advanced digital media platforms with online interactive advertising, streaming audio and podcasts, ABC Sports Radio, syndicated music and talk programs including Flashback, format-specific ePREP, production libraries, nine 24-Hour Formats, including Scott Shannon's True Oldies Channel and ESPN Radio. Citadel Media en Español includes leading Spanish-language programming such as *Conexión Thalía*, *Tu Vida Es Mi Vida con María Marín*, *Celebrating the Healthy Life with María Celeste*, and ESPN Deportes Radio.