



## **The Michael Baisden Show Hits 75 Affiliates**

### ***Seattle, Las Vegas and Des Moines are Most Recent Additions To Growing Station List***

DALLAS (June 7, 2010) – *The Michael Baisden Show* has added Seattle, Las Vegas and Des Moines to its rapidly expanding station list. With the three new affiliates, the popular program hosted by acclaimed radio personality Michael Baisden is now heard on 75 stations across the country. Joining the Baisden lineup are KYIZ - Seattle, KCEP - Las Vegas and KJMC - Des Moines.

“We’ve already received fantastic feedback from our listeners who tell us they appreciate the dialogue of the show and are using what they’ve heard to initiate conversations on the same topics with their family members at home,” said Craig Knight, General Manager of KCEP in Las Vegas. “Michael is a rare talent and his perspective on the issues facing our community has been a welcome breath of fresh air for our station.”

In February, Baisden launched the One Million Mentors Tour and has been on a 72-city trek delivering his message on the need for mentors in local communities. In each market along the tour, local and national mentoring organizations have seen significant increases in registrations for mentors. Known for his activism on a range of issues from literacy to unequal justice, Baisden is also credited with leading the Jena Six March in Louisiana in 2007 and is a highly-regarded leader in the African American community.

“Bringing *The Michael Baisden Show* to these three stations is a tremendous opportunity for Michael to connect with their audiences as he shares his unique brand of entertainment and discussion on the issues they care about most,” said Mike Love, Senior Director of Urban Programming and Distribution for Citadel Media. “We’re proud to have the programming and management teams at KYIZ, KCEP and KJMC in the Baisden family.”

The program remains the top-rated afternoon show (Adults 25-54) in Miami, Charlotte, Baltimore, Cleveland and Orlando. Recent PPM figures also indicate strong audience gains in New York, Philadelphia, Atlanta and Washington, DC.

*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 5 million listeners each week and is syndicated by Citadel Media.

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### **About Citadel Media**

Citadel Media has 4,200 affiliate radio stations reaching more than 106 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, *Imus in the Morning*, *Kidd Kraddick in the Morning*, *MoneyTalk with Bob Brinker*, *Rick Dees Weekly Top 40*, *Tom Kent* 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, eight 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*, and ESPN Deportes Radio. The network also has a digital partnership with Terra, a leader in Hispanic digital content.