The author of *The Watchman's Rattle: Thinking Our Way Out of Extinction*, Rebecca Costa, will be hosting *The Costa Report* – one of the fastest growing talk shows in California – on two heritage radio stations beginning

March 11, 2011.

In 2010, the author agreed to produce a one-hour, weekly program called "Rattler Radio" on KNRY AM 1040 for four weeks. But following just two programs, advertising was sold out and requests to re-broadcast the program began flowing into the station. "We haven't experienced anything like this for a long time," commented station manager, Jim Vossen. "My guess is people are getting tired of the bullies who have taken over talk radio."

Station owner of KSCO 1080 AM, Michael Zwerling agrees. "Suddenly, we had loyal listeners writing in to tell us they were switching over to KNRY on Friday afternoons. So we had to take a look. I've been in radio for thirty years and while nobody can tell you exactly what the 'it' factor is – she's got it. Listeners love her enough to tune in every week."

Beginning March 11, 2011, what began as *Rattler Radio* will be renamed *The Costa Report*. The program will broadcast on both KNRY 1240 AM and KSCO 1080 AM - allowing it to reach almost half of the state of California. In addition, Costa is in discussions with two NPR affiliates which are interested in airing the program beginning in April.

This would make The Costa Report the first real "cross-over" program between commercial AM talk radio and NPR.

How does Costa feel about becoming the new face of talk radio? "I have to admit, I never thought the book would lead to a syndicated radio show," she said. "The truth is, I stopped listening to talk radio a long time ago – once rage-aholics began grabbing ratings and everyone jumped on that bandwagon, I turned my radio off. But maybe we can bring people like me back by mixing high-level NPR content with AM talk entertainment."

Michael Zwerling of KSCO has agreed to manage the national syndication of *The Costa Report* with an immediate expansion in Seattle, Phoenix, Albuquerque, Denver and Las Vegas in mind. In addition to the first hour of "listen" radio where Costa provides a 10-minute commentary on the week's top news story and in-depth interview with a world expert, the new format allows for a second hour for listeners to call into the program. Zwerling – long recognized as a pioneer in the radio industry – also plans on adding a third hour, called
The After Show
where Costa and colleagues will webcast a no- holdsbarred discussion in the KSCO "green room."
The After Show
will only be available via the internet.

About Rebecca D. Costa

Rebecca Costa is a sociobiologist who offers a genetic explanation for current events, emerging trends and individual behavior. A thought-leader and provocative new voice in the mold of Thomas Friedman, Malcolm Gladwell and Jared Diamond, Costa examines "the big picture"– tracing everything from terrorism, crime on Wall Street, epidemic obesity and upheaval in the Middle East to evolutionary forces. Retiring at the zenith of her executive career in Silicon Valley, Costa spent six years researching and writing *The Watchman's Rattle: Thinking Our Way Out of Extinction* . The success of Costa's book led to a weekly radio program in 2010 called Rattler Radio. In 2011 the program was renamed and syndicated as
The Costa Report
. A former CEO and founder of one of the largest marketing firms in Silicon Valley (sold in 1997 to J. Walter Thompson), Costa developed an extensive track record of introducing new technologies. Her clients included industry giants such as Hewlett-Packard, Apple Computer, Oracle Corporation, Seibel Systems, 3M, Amdahl, and General Electric Corporation.

About KSCO

KSCO has served the Central Coast of California since 1947 and remains one of the last independently owned and operated radio stations in the United States. The station broadcasts the top names in syndication as well as over 87 hours-per-week of locally originated newstalk which is syndicated to 100 radio stations throughout the country. In the early 1950's, due to its signal strength, KSCO was selected as the Emergency Broadcast System station for Central

California.

About KNRY

Operating since 1935, KNRY is the oldest radio station on the Central Coast of California. The station is located on historic Cannery Row in Monterey. KNRY is widely viewed as a "Community Radio" station offering a mix of syndicated and locally produced talk and music programming including *The Monterey Bay Morning Show, The Dr. Laura Show, The Ray Lucia Show, The Dennis Prager Show, The Ray Lucia Show* and programs from the *Busines s Talk Radio Network.*