

## Holland Preps "Face to Face" For National Syndication

In a move expected since the March launch of the program, veteran talker Brian Holland announced today that he was prepping his "Face to Face" program for a national launch. The program, which airs from 9 until 11 pm Eastern time, Monday through Friday, is interview intense, and highly interactive.

"I've had to make some tough decisions, and we have certainly had some lean times here at the show", Holland stated. "We have a solid home station here at K Talk (WHKT 1650 in Norfolk, VA), and we've developed a strong internet and local following. Some of the changes we've experimented with along the way haven't worked, and some have. Radio is a fickle business; you just roll with the changes."

Perhaps the biggest of those changes came on March 17 when Holland welcomed a co-host to the program. This was just Holland's third co-host in his 24 year career. "I've never shared the show well with others", he laughs about his personal view of co-hosts. "I lucked out in '99 when I was paired at the network (the now defunct Liberty Works Radio out of Maryland), and then I had two different partners when I worked Alabama. Other than that, it's always been me and the listeners."

Holland's most recent co-host, a rookie intern turned broadcaster, departed the program this morning. Brian remarked "Certainly I'll miss working with him, and sure, I think he was good at what he was doing here, but I have the show to worry about, and the show, after all, is a baby I've been nursing for 24 years. As the song says, my heart will go on, I'm quite sure." Face to Face has featured guests from all walks of life. So far, in it's short on air life, Brian has been joined by Peter Tork of the Monkees, Mary McDonough of The Waltons; Little House on the Prairie's Alison Arngim; star of ET, The Howling, and Cujo, Dee Wallace; TV star Matt Iseman of Clean House; Hall of Fame song writer Charles Fox, the genius behind "Killing Me Softly"; and so many more.

While Brian insists he couldn't do the show any other way, WHKT's Operations Manager, Rodney Suiter, disagrees. "The show," Suiter said today, "is Brian. He is one of those personalities that exist on its own. Is he the best in the business? No, but who can say who is? Is he great at what he does? Yes, that is a resounding yes. Brian's interview skills and easy on air manner with guests and callers alike is a rarity today."

While he has yet to announce a delivery system or syndication deal, Holland has said that "There are three deals on the table, and we know that we need to choose wisely for the long haul. Two are established networks, and one is a sports network that wants to try its hand at talk. Whoever we go with, they'll get everything I have to offer."

There is also, according to insiders working with Holland, a strong possibility of self-syndication. One such insider commented, "Brian wants to have as much control over the program as possible, so the thought of him producing and delivering the program himself wouldn't shock me in the slightest".

Holland has been syndicated nationally on two other occasions. In 1999, he hosted "AM America" on the now defunct Liberty Works Radio Network; and last year he was carried on HBN-USA, which went dark after the death of its founder and chairman, Jim Harris.

FOR IMMEDIATE RELEASE

For more information, contact Brian at 757-488-1010.