

# The **JOHN FREDERICKS** SHOW

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The John Fredericks Morning Radio Show Expands in Hampton Roads

Tidewater based conservative radio talk show host John Fredericks will broadcast 6-10 AM starting September 9 on WHKT AM 1650.

**Chesapeake, Virginia, September 6, 2013** -- The John Fredericks Morning radio show, Common Sense for the Commonwealth, heard locally in Hampton Roads on WHKT AM 1650 since its debut in January 2012 is adding one hour per day to its live programming schedule starting September 9.

Fredericks' show, which has gained both national and statewide attention with its daily mix of high stakes newsmaker and news-breaker interviews will broadcast live from 6:00 a.m. to 10:00 a.m. on its Norfolk flagship, WHKT AM 1650, owned by Chesapeake-Portsmouth Broadcasting Corporation.

"Expanding to 10:00 a.m. positions us very well in the marketplace," said Fredericks, a former editor and major daily newspaper executive. "We can continue to grow our ever increasing audience base while providing our valued sponsors with increased listeners to insure an even greater return on their advertising investment."

Fredericks says the additional hour of live and local broadcasting will enable him to better engage his listeners and expand his impressive list of national, state and local guests who appear on his show on a regular basis.

"Our mission from the inception of our show has not wavered," Fredericks said. "Our daily goal is to provide our listeners with highly relevant local, state and national news in a straight-up unfettered fashion, and to bring the very people that make the news right when it happens into our listeners' homes, cars and digital devices. We dial our audience into the news as it formulates so they can experience it live and unplugged."

The radio talk show host, a print media veteran, says he doesn't compete in the politically polarized talking head arena. "My analysis is based on fact -- not fiction, partisan bias or rote talking point

downloads,” Fredericks says. “I call like I see it, not how I’d like it to be, or what is the politically popular opinion de jure. I’m an independent voice and a clean broker for the truth - not beholden to any faction, political agenda, strident ideology or issue-driven conglomerate. I give it to my listeners straight, with no gibberish, no nonsense and no bells and whistles. What sets us apart is our daily dose of high-octane relevant and candid guest interviews we serve up to our listeners each and every day.”

Fredericks shared that a key component of his affiliates’ strategy in expanding to 10:00 a.m. was to establish an even playing field with the primary competition in the Hampton Roads morning news-talk marketplace. “It’s essential that in a top 40 U.S. market like Hampton Roads that listeners have a viable alternative. Options make everyone better. Our objective is to keep building our audience and sponsors by delivering a superior morning news talk product that is scintillating, informative, engaging and crisp.”

Nationally syndicated show host Laura Ingraham will continue to follow Fredericks at 10:00 a.m. on WHKT AM 1650, followed by syndicated hosts Dennis Prager, Glenn Beck, Mark Levin and Mike Huckabee. WHKT also serves as the live broadcast flagship for North Carolina Tar Heel Football and the NASCAR-Sprint Cup series.

“Now we have more time for John Fredericks’ signature Virginia political analysis,” said Ken Johnson, station operations manager and the morning show producer. “It’s perfect timing for our Road to Richmond daily series.”

Henry Hoot, Regional Vice President and General Manager of Chesapeake-Portsmouth Broadcasting, who made the decision to extend the morning show on WHKT, said Fredericks’ show has grown significantly in listeners and prominence since it’s initial afternoon launch 18 months ago. “John is unique in his ability to ask the right questions to the right people at the right time and let his guests talk,” Hoot offered. “He has made both national and statewide headlines on numerous occasions. John is our anchor on WHKT. We are excited to continue to carry his morning show and his coverage and knowledge of Virginia politics is second to none. His show is now bigger and better than ever.”

Andy Villarraga, Vice President/Sales for The John Fredericks Show: “The extra hour gives us the flexibility to cover a broader range of subjects and discussion. It better updates our listeners for any breaking news stories and provides a more diverse audience for our sponsors.”

## **Testimonials**

U.S. Rep. Randy Forbes (R-VA/4<sup>th</sup>), a frequent guest on Fredericks' show who will kick off the new Monday 9:00 a.m. hour, hailed him as the “premier conservative voice in Hampton Roads.”

U.S. Rep. C. “Bobby” Scott (D-VA/3rd) joins U.S. Rep. Forbes in headlining the new 9:00 to 10:00 a.m. show extension launch on September 9. Scott says he always enjoys his time on Fredericks' show and with his listeners.

U.S. Sen. Tim Kaine (D-VA) – another regular show guest – said he was looking forward to it. “I’m glad John is expanding to 10:00 a.m. I always enjoy coming on his show for some good conversation and now I can sleep an hour later!”

Virginia 2nd District Congressman (R) Scott Rigell, a frequent contributor called Fredericks a breath of fresh air. “John's respect for facts, his guests and his audience is uncommon. That's why I always enjoy and appreciate the opportunity to be on his show. I often say we need an informed electorate and every one of John's shows advances that cause.”

U.S. Rep. Rob Wittman (R-VA/1st), a regular contributor who also guests hosts the show on occasion was bullish on the expansion: "I'm excited about your show and your additional hour and I know your listeners are too," commented Wittman. "I appreciate how hard you work to keep your audience up to date and informed on the big issues facing us every day...keep up the great work, John"

Virginia businessman and entrepreneur Pete Snyder, a 2013 GOP candidate for Va. Lt. Gov., who often tangles on issues with Fredericks over the airwaves, welcomed the addition. "Hands down, The John Fredericks Show is 'must listen to' radio for anyone who cares about politics and policy in The Commonwealth of Virginia. John's knowledgeable, witty, and even though he can be wrong from time to time on the issues — his show is a blast."

From Va. Delegate Mike Watson (R-Newport News): “An extra hour of honest and in-depth discussion on the issues that affect Virginia and the nation, how great is that! There is no better strategy for reforming government than an informed electorate. Congratulations John!”

U.S. Rep. Jack Kingston (R-GA/1<sup>st</sup>) says he listens to Fredericks on his mobile device in D.C. and in Georgia. “John Fredericks covers more material in one day than most other show hosts cover in a week or even a month.”

“I always enjoy being on John’s show – he knows the issues that are important to his listeners and asks the tough questions,” added U.S. Rep. Tom Marino (R-PA/10<sup>th</sup>).

Phil Cox, Executive Director of the Republican Governor’s Association called Fredericks show “must listen radio.”

"More often than not, John Fredericks' analysis of Virginia politics is right on the money. He's a must listen in the Commonwealth," commented Va. Lieutenant Governor Bill Bolling (R). “The additional time will be a benefit to his legions of new listeners.”

### **About John Fredericks:**

John Fredericks is a senior media executive with over 25 years experience. Fredericks has served as a large market newspaper editor, TV host, radio host, commentator and columnist. He has covered local, regional and national news events that include government, business, economics and politics.

John Fredericks is known for combining tough investigative reporting with in-depth news analysis. John Fredericks leverages his extensive contacts, sterling reputation and experience to bring the biggest names and most informed experts to his show, to give listeners the information they need to make decisions about the issues facing our region, state and country.

On The John Fredericks Show, Fredericks serves as an honest broker, working to present all sides of every issue in a civil and respectful environment. Fredericks is also a columnist for the Evening Pilot, The Virginia Pilot's new tabloid edition.

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### **About The John Fredericks Show:**

The John Fredericks Show -- Common Sense for the Commonwealth--is the only morning political news-talk show focused on local issues that impact the daily lives of Virginia residents. The John Fredericks Show broadcasts live Weekdays 6-10 am on News Talk WHKT 1650AM, serving Hampton Roads and streams live at <http://thejohnfredricksshow.com>.

The John Fredericks Show believes there is a hunger among the populace for a forum where issues can be discussed intelligently and respectfully and firmly believes that Americans are eager to work together to find common ground among our diversity and differences.

The John Fredericks Show exists to give Virginia constituents access to information they need to begin the dialogue that can ultimately lead to working together, getting results and improving the Commonwealth and country. John Fredericks can be reached at [john@jfradioshow.com](mailto:john@jfradioshow.com).