



Need More Listeners?

Democrats vs. Republicans. Industry vs. environmentalists. HMOs vs. doctors. Your audience wants to know who's winning today's headline battles.

Where can you turn to find a source with the ability to inform your listeners in a clear yet concise manner? We have your answer: Dial Ed Barks at (540) 955-0600.

Ed is the author of *The Truth About Public Speaking: The Three Keys to Great Presentations*[™]. He is also founder and President of Barks Communications, a Washington, D.C., area firm that specializes in teaching business, government, and non-profit leaders how to work with reporters, speak in public, and testify before Congress.

Here are just a few of the ways Ed can benefit you by reaching out to grab your listeners by the ears:

- **Succinct 15 second actuality:** Which side is winning the battle for the public's hearts and minds in the hot debate raging in your community?
- **Five minute talk show appearance via telephone:** Will the governor's inflammatory quote in today's headlines send his popularity soaring to new heights or plummeting to unheard of depths?
- **Half-hour in-studio interview:** Did the President score a touchdown or fumble the ball during the State of the Union speech?
- **Regular talk show guest:** Who gets an A and who gets an F for their performances in this week's top stories?

Radio is in Ed's blood. He knows the industry firsthand, having spent over ten years as a radio broadcaster and journalist. What's more, he also brings to your listeners the sizzle that only more than a decade of public relations expertise in the rough and tumble atmosphere of Washington, D.C., can provide.

Ed not only delivers keen insights that can poke holes in what newsmakers say; he takes things to a level others don't even consider. Does the message match the audience? Did the subjects use words to maximum effectiveness or muddle through with bland phrases? Did their tenor of voice or body language give away anything unintentionally?

Your search for a colorful voice to help your listeners make sense of today's headlines is over. Just pick up the phone and call Ed Barks at (540) 955-0600. Or you can e-mail him [here](#). Give your listeners a treat today!