

## Weekly Radio Talk Show Features Top Assn Execs

By Alexis Gray

The creators of radio's "Association Nation" hope to offer a unique perspective of the association community through this weekly one-hour show that features interviews with some of the community's top executives.

"Association Nation" is an hour-long program featuring several short interviews with association executives. Currently, the program is running on a 13-week trial basis, but the show's creators hope this timeframe will be extended.

A main force behind the program is Association Internet Radio (AIR), a company founded by Kevin Murphy, which focuses on Internet broadcasts for and about as-

sociations.

The show is broadcasted Sundays at 10 a.m. on WMET 1160 AM and also through the Association Internet Radio (AIR) Web site. The show's availability online, said Murphy, allows listeners to pick and choose what they want to hear.

"I'm hoping the idea will catch on because it's a great opportunity to add a new form of education to what is currently being offered to association members," said Murphy. Eventually, Murphy hopes individual associations will seek programming similar to "Association Nation," but specific to their own organizations.

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# NEWS

## Assn Nation

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Jim Hatch, WMET sales manager, said he was also excited about "Association Nation."

"WMET is a fairly new, lifestyle-oriented talk station. We're always looking for ways to be unique. We want to build this program because, especially in the Capital area, there is a large market for it," said Hatch.

Eventually, plans for the show include a live format. Currently, shows are taped in advance, but Murphy said the ideal format is a roundtable-type discussion with call-ins from listeners.

"If we promote it right, we'll have people calling in, with roundtable discussions about the association community and other global issues. We'll see if we can get legitimate phone-ins, and then maybe we can expand the show to a 2-hour program or even build an association program day," said Murphy.

"We bring a different kind of audio, the whole idea is to create a new communication tool from which members can receive information in a completely

different way," said Murphy.

For each broadcast, Murphy introduces the segment hosts who discuss the different topics and perform the interviews.

The segment hosts include Elissa Myers, an entrepreneurial association executive; Jeff De Cagna, chief strategist and founder of Principled Innovation LLC; Amy Smith, president and chief learning officer of Amy Smith Consulting LLC; Al Rickard, CAE, president of Association Vision and Jack Cox, CAE, who has more than two decades of executive experience in association management.

"We are way out there," said Murphy. "Some associations are only on their second generation of building their Web sites."

During a recent broadcast of "Association Nation," Peter J. O'Neil, CAE, assistant executive director, American Industrial Hygiene Association (AIHA) spoke about his experiences with the association and within the community. Other guests have included John H. Graham, IV, CAE, American Society of Association Executives president and CEO.

The show's name derives from the statistically high number of Americans belonging to associations. Approximately 9 out of 10 Americans belong to an association, making the United States an "Association Nation."



Al Rickard, CAE, president of Association Vision, recently interviewed Peter J. O'Neil, CAE, assistant executive director, American Industrial Hygiene Association for "Association Nation," an hour-long radio program on WMET 1160 AM. The weekly show features topics pertaining to the association community and is currently on a 13-week trial basis.