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HOST SANDI KLEIN'S PODCAST THE 51%: CONVERSATIONS WITH CREATIVE WOMEN BROADCAST ON WFDU FM RADIO

Teaneck, NJ (April 16, 2014) – Host Sandi Klein had been in radio news for more than thirty years, twenty as an anchor at 1010WINS, the most listened to all news radio station in the country.

In June 2012 Klein decided it was time to move on and strike out on her own. A year later, she conducted the first interview for “**The 51%: Conversations with Creative Women**,” and a podcast was born. It features interviews women who are making and shaping the world. The program has been up and running at <http://www.51percentconversations.com> and the numbers have been growing steadily: to date, nearly 40,000 people have tuned in.

On April 6, 2014, “The 51%: Conversations with Creative Women,” was added to the WFU Sunday morning lineup airing at 8:30 on 89.1FM and online at <http://www.wfdu.fm/>. This station is managed by Fairleigh Dickinson University and based in Teaneck, New Jersey.

Klein said, “I am thrilled that the show will air on WFDU and I just want to say it's a perfect match.”

Always a superb interviewer, Klein hosted several public affairs programs including the popular WNYC series, “Arts Alive from the Algonquin,” which featured guests such as Kurt Vonnegut, Wendy Wasserstein, Colleen Dewhurst, Wynton Marsalis, Jules Feiffer, and many more.

Klein added, “The 51%” has been the perfect venue for joining together all of my professional and personal experiences.”

What differentiates “The 51%” is that the women Klein interviews are hugely successful in each of their fields yet they have remained largely “under the radar.” Each is a leader in her profession, in areas diverse as the arts, business, science, education, and on and on. Although they are not celebrities, they provide inspiration for others who may not have attained widespread recognition.

Klein's no-holds barred conversations are filled with honesty, humor, heart and soul. Thus far, her guests have included Emily Mann, one of only six female directors who has received Broadway's prestigious Tony Award. During her conversation with Valerie Steele (described as one of the fashion industry's most influential women), Klein learned that even though she was a high school dropout and runaway, Steele went on to graduate from Dartmouth and earned a PhD from Yale.

In creating “The 51%,” Klein faced some daunting statistics. According to “The Status of Women in the U.S.” report by Women in Media, women made up a mere 11.1 percent of the 117 general

news talk show broadcasters. Additionally, throughout 2012, Fairness and Accuracy in Reporting found that white men accounted for a whopping 86 percent of all one-on-one interviews. As of mid-February 2013, out of the top 100 podcasts on the phone app Stitcher, more than 70% are hosted by men and only 11% are hosted by women, of which three are just 60-second long podcasts. The statistics for iTunes results are similar.

“The 51%: Conversations with Creative Women,” is produced by Chad Dougatz, who brings to the show more than 20 years of radio and media experience. Chad was a Senior Producer on numerous nationally syndicated radio programs, including The Rosie O’Donnell Show, The Governor David Paterson Show, and Mornings on Air America. Chad owns The Hangar Studios, a Manhattan audio production company, where he provides multi-media marketing and production solutions for authors, small businesses, and entrepreneurs.

The 51%: Conversations with Creative Women captures the fire and energy, humor, heart, soul and impact of the female creative experience. It’s been a long time coming, but women finally comprise a large and important role in the creative landscape. They are powerful forces in theater, film, television - as performers, writers, directors - as musicians, composers, painters, sculptors, curators, fashion designers, as chef and restaurant owners, as businesswomen, scientists, educators, investors and on, and on, and on.



Sandi Klein