

I Can't Believe I Ate the Whole Thing!

Richard Simmons,
"Farewell to Fat"

A seven-minute interview with fitness guru Richard Simmons can encompass seven separate facets of his life ˆ from oldie sweating to meal dealing; Slimmons to Dream Makers ; cookbooks to dolls. Meg McAllister has masterminded no less than three separate tours of "brand identity" duty for this energizer bunny of promotion, and ambassador of good health and goodwill.

{tab=Print Placements}

Print Placements

Cookbook Digest

Cooking Light

Modern Grocer

Cleveland Plain Dealer

Amber Gazette (PA)

Springfield Sun (PA)

Posey County News (IN)

Cleveland Daily Banner (TN)

Family Circle (October Issue)

Star Magazine

(2 articles - 10/22 & 11/5 issues)

Star Magazine

(2 articles - 10/22 & 11/5 issues)

Woman's World

(October 1st Issue)

Healthwise Magazine

(November/December Issue)

Complete Woman (interview 10/15)

New Orleans Times Picayune (10/31)

Morning Journal (10/23)

Buffalo News (10/31)

St. Petersburg Times (10/24)

St. Paul Pioneer Press (10/20)

Queens Tribune (10/24)

Clarion Ledger (MS) (10/23)

Sunday Exponent Telegram (WV) (10/27)

Summerville Journal Scene (SC) (11/1)

Daily Oklahoman (11/10)

Nashville Tennessean

The Globe

Detroit News Herald (10/20)

Brownstown/Woodhaven Heritage (MI)

Trenton Heritage (MI)

Taylor/Romulus Heritage (MI)

Wyandotte Heritage (MI)

Allen Park/Melvindale Heritage (MI)

Southgate Heritage (MI)

Linclon Park Heritage (MI)

Riverview Heritage (MI)

Huron Valley Heritage (MI)

Memphis Commercial Appeal (10/16)

Hammond Times (IN)

Alton Telegraph (IL)
Lansing Times (IL)
Calumet Times (IL)
Kingston Free Press (NC)
Island Packet (SC)
Vidette Times (IN)
Salisbury Post (NC)
Nevada Appeal
Mobile Register
Stuart News (FL)
Contra Costa Times (10/22)
Valley Times (CA)
West County Times (CA)
Orange County Register (10/17)
Times News (ID)
Ft. Wayne News Sentinel
Augusta Chronicle
Janesville Gazette
Daily Record (NJ)
Harrisburg Evening News
Harrisburg Patriot News
Biloxi Sun Herald
Valley Morning Star (TX)
Mississippi Daily Journal
Leader- Telegram (WI)
Anniston Star (AL)
Denver Post
Detroit Free Press
(2 articles 10/30 & 11/6)
Atlanta Journal & Constitution
Beaver County Times
Cedar Rapids Gazette
Philadelphia Inquirer

Idaho Post Register

Roanoke Times

USA Today(2 articles - 10/16 & 10/29)

Hartford Courant

Portland Oregonian

Leader Telegram

Buffalo News

Elmira Star Gazette

Newark Star Ledger

Dubuque Telegraph Herald

West County Times (CA)

Watertown Daily Times (NY)

Times Herald (MI)

Utica Observer Dispatch

Tampa Tribune & Times

Contra Costa Times

Ft. Worth Star Telegram

Denver Post

Cincinnati Enquirer

The Record (NJ)

Aberdeen American News (SD)

Spokane Spokesman Review

Daily Mail (MD)

Sacramento Bee

Valley Times (CA)

Kentucky Enquirer

Philadelphia Inquirer

Bellingham Herald (WA)

L.A. Daily News

Honolulu Advertiser

San Antonio Express News

Tribune Democrat (PA)

Danville Commercial News

Reno Gazette JournalGreat Falls Tribune (MT)

Lansdale Reporter (PA)

Battle Creek Enquirer

Marin Independent Journal

Courier Post (NJ)

Rockland Journal News (NY)

Daily Times (NY)

Standard Star (NY)

Jackson Sun (TN)

Cincinnati Enquirer (9/23)

Kentucky Enquirer

Danville Commercial News

Daily Journal (NJ)

Public Opinion (PA)

Norwich Bulletin

Leaf Chronicle (TN)

Scottsdale Progress Tribune

Wilmington News Journal

St. Cloud Times

Idaho Statesman

Bridgewater Courier News

Peekskill Star

White Plains Reporter Dispatch

New Rochelle Standard Star

Mount Vernon Argus

Herald Statesman (NY)

Utica Observer Dispatch 51,000

Valley News Dispatch (PA)

Olympian (WA)

Daily Phoenix & Times Democrat (OK)

Des Moines Register

Montgomery Advertiser

Greenville News (SC)

Burlington Free Press (UT)

Times Herald (MI)

Gannett News Service

Shreveport Times

Leaf Chronicle (TN)

Norwich Bulletin

Better Nutrition For Today's Living

Fitness

Health & You

Let's Live

Your Health

Let's Live

Your Health

Walking Magazine

Cosmopolitan (December Issue)

Publishers Weekly (September 2nd Issue)

Los Angeles Times

Bon Appetit (January Issue)

Woman's Day (October Issue)

USA Weekend (12/1)

Bridgewater Courier News

Richmond Times Dispatch

Minneapolis Star Tribune (10/27)

Non - Foods Merchandising (October Issue)

Atlanta Journal & Constitution (11/13)

San Gabriel Valley Tribune

Pasadena Star News

Whittier Daily News (CA)
Canarsie Courier (NY)
Orange County Register
Calhoun Times (GA)
Daily Collegian (PA)
Ripley Bee (OH)
Atlanta Journal & Constitution
Union Leader (NJ)
Kenilworth Leader (NJ)
Daily Clintonian (IN)
Arkansas Democrat Gazette
Chicago Daily Herald
Memphis Commercial Appeal
Allentown Morning Call
Contra Costa Times
San Antonio Express News
Daily Oklahoman
Connecticut Post
Buffalo News
St. Petersburg Times
Orange County Register
St. Paul Pioneer Press
Detroit News Herald
Queens Tribune
Cooking Light Magazine

{tab=Broadcast Placements}

National Broadcast Media

EXTRA

Rosie O'Donnell Show (2 shows)

Day & Date

David Letterman Show (2 shows)

Tonight Show with Jay Leno

USA Live (USA Cable)

Live with Regis & Kathie Lee

Hard Copy

Cooking Live (TV Food Network)

Ricki Lake Show

Fox After Breakfast (FOX-TV)

Rolanda

E! Entertainment News

Turner Entertainment Report

Access Hollywood

Our Home (Lifetime Television)

Scoop with Sam & Dorothy

Carol & Marilyn, Real Friends (ABC-TV)

Pat Bullard Show

FOX News Channel

Crook & Chase

New York City

WKTU-FM

ABC-TV

WOR-AM

National

USA
Cable

Food Network

WNYW-TV

National

National

CBS-TV

Los Angeles Radio Satellite Tour

Market Station

Show Host(s)

CHICAGO

WJMK-FM /

"John Landecker"

SAN FRANCISCO

KMEL-FM / "Sway"

PHILADELPHIA

WYXR-FM / "Gary
& Brian"

WASH., DC

WRQX-FM /

"Jack, Barbara, & Dave"

HOUSTON

KHMX-FM / "Larry & Shelby"

MIAMI

WPLL-FM / "Liz Wilde"

NASSAU/SUFFOLK

WBLI-FM / "Steve Harper"

ST. LOUIS

WIBV-AM / "John Carney"

BALTIMORE

WWMX-FM / "Jo Jo & Kenny"

PHOENIX

KKFR-FM / "Bruce & Christi"

RIVERSIDE

KGGI-FM / "Woody, Dr. George & Samantha"

PROVIDENCE

WSNE-FM / "Joans & Joan"

COLUMBUS

WCOL-FM / "Dixie & Skip"

SAN DIEGO

KSON-AM&FM/ "Tony & Chris"

KANSAS CITY

KCMO-AM/ "Wendy, Jon & Rick"

MINNEAPOLIS

KQRS-AM&FM/ "Tom Bernard"

ORTLAND

KXL-FM/ "Scotty & Marie"

HARTFORD

WTIC-FM/ "Gary,
John & Christine"

PITTSBURGH

WWSW-FM/ "Jim & Steve"

SALT LAKE
CITY

KISN-FM/ "Fisher, Todd & Eric"

NEW ORLEANS

WLTS-FM/ "Bo Walker"

Cleveland

WDOK-FM

WMJI-FM

WMMS-FM

WLTF-FM

WEWS-TV

Scene Magazine

WKYC-TV

Sun Newspapers

WJW-TV

Minneapolis

KSTP-FM

KSTP-TV

KQQL-FM

KDWB-FM

KARE-TV

WCCO-TV

Minneapolis
Star Tribune

KARE-TV

WCCO-TV

KMSP-TV

WCCO-AM

St. Paul
Pioneer Press

Seattle

KISW-FM

KPLZ-FM

KVI-AM

KOMO-AM

KMPS-FM

KIRO-TV

KYCW-FM

KSTW-TV

KOMO-TV

Los Angeles

KABC-AM

ABC-TV

KTLA-TV

National

Los Angeles Satellite TV Tour

Market

Station

Affiliate

TAMPA

WTVT-TV

FOX

PHOENIX

KTVK-TV

IND

SACRAMENTO

KCRA-TV

NBC

HARTFORD

WTNH-TV

ABC

MEMPHIS

WMC-TV

NBC

BUFFALO

WKBW-TV

ABC

WASHINGTON,
D.C

WJLA-TV

ABC

HOUSTON

KPRC-TV

NBC

BIRMINGHAM

WBRC-TV

FOX

SAN DIEGO

KGTV-TV

ABC

DECATUR

WAND-TV

ABC

MOBILE

WKRG-TV

CBS

NEW ORLEANS

WWL-TV

CBS

MILWAUKEE

WTMJ-TV

NBC

INDIANAPOLIS

WTHR-TV

NBC

MIAMI

WSVN-TV

FOX

PORTLAND

KOIN-TV

CBS

PITTSBURGH

KDKA-TV

CBS

CHARLESTON

WCHS-TV

ABC

CHICAGO

CHICAGOLAND TELEVISION

USA Weekend

Crown Bookstore Book Signing

Los Angeles

KCBS-TV

Action News This Morning

New York City WalMart appearances radio satellite tour:

Market

Station/ Show Host(s)

SUMMERVILLE, SC

WXLV-FM/ "Buzz Bowman"

ROME, GA

WKCV-FM / "Tom Barclay"

GRAND RAPIDS

WLHT-FM / "Dave & Geri"

DALTON, GA

WQMT-FM / "Tom Phillips"

ROME, GA

WTSH-FM/ "Jerry & Kenzie"

ALTOONA, PA

WFBG-AM/ "Bob Taylor"

CALHOUN, GA

WEBS-AM/ "Ken Paine"

STATE COLLEGE, PA

WRSC-AM/ "Scott Geesey"

STATE COLLEGE, PA

WGMR-FM/ "Frank Mancini"

STATE COLLEGE, PA

WGMR-FM/ "Frank Mancini"

CHARLESTON, SC

WSSX-FM / "Ryan, Mary & Rick"

Atlanta

WFOX-FM

WNNX-FM

WSB-FM

WCNN-AM

WAGA-TV

WKLS-FM

WKHX-FM

WXIA-TV

WSB-TV

3:00 - 4:00PM

Atlanta Journal & Constitution

Atlanta Business Chronicle

Atlanta Sports & Fitness
Magazine

Insite Magazine

WGNX-TV (CBS)

WAGA-TV (FOX)

WSB-TV (ABC)

WGST-AM

WSB-TV

Los Angeles

Market

Station/ Show Host(s)

CINCINNATI

WCKY-AM / "Everybody's Cooking"

NATIONAL

America
On Line

NATIONAL

Complete Woman Magazine

Boston

WXKS-FM

WROR-AM

WBMX-FM

WRKO-AM

Boston
Herald

WCVB-TV

Nashville

WKDF-FM

WRVW-FM

National Crook & Chase

WTVF-TV

WTVF-TV

Dallas

KDMX-FM

KYNG-FM

WFAA-TV

KLIF-AM

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