

FOR IMMEDIATE RELEASE**Media Contact:**

Keith R. Pillow, APR, MBA
Caddy Marketing and Communications, Inc.
On Behalf of Coach Ron Tunick
(805) 389-1815
keith@caddymarketingonline.com

Ventura County Radio Personality Coach Ron Tunick Launches Nationwide *Patriot Talking 100* to Address Nation's Most Pressing Economic, Social Problems

***Well-Known On-Air Talent, Executive Producer to Recruit 100 Other Talk Radio Hosts
Around Country to Begin Civil Dialogue with Listeners about Practical, Non-Partisan
Solutions to Major Financial and Societal Issues Impacting Millions***

NEWBURY PARK, Calif. — March 8, 2011 — Coach Ron Tunick, a Newbury Park, Calif.-based business executive, published author, motivational speaker, and talk radio show host and executive producer, today announced the launch of the *Patriot Talking 100*, a new grassroots initiative designed to unite radio listeners from around the country, regardless of their political affiliation, under the banner of patriotism to respectfully propose and discuss practical solutions to the nation's most pressing problems.

Personally designed and coordinated by Tunick, the program seeks to recruit the involvement of 100 other prominent talk radio show hosts from major markets throughout the country, and to secure their individual

The logo for "Patriot Talking 100" is displayed in a blue, rounded rectangular banner with a white border. The text "Patriot Talking 100" is written in a white, serif font, with the number "100" being significantly larger than the words "Patriot Talking". To the right of the number "100" are two white stars.

commitments to establish candid, but courteous, dialogues with their respective listeners about sensible answers to today's major economic and social issues. In addition to interacting with and discussing these matters live with their favorite on-air personalities, listeners may also join the *Patriot Talking 100* community online at <http://www.patriottalking100.com> to share their views and insights with others about inflation, unemployment, the rising prices of consumer goods, costly health insurance premiums, and countless other concerns to millions of Americans.



Coach Ron Tunick hosting his flagship program,
"The Business of Life," airing locally
on Gold Coast Broadcasting's 1400 KKZZ-AM

"As many of my listeners know, and as I discuss frequently on the air and in my travels, I consider myself to be a patriot: an individual who loves, supports, and defends his country," said Tunick. "It's my personal and professional experience that millions of other Americans — from all walks of life, ethnic backgrounds, and political affiliations — feel the exact same way I do; they're patriots as well, and they deeply believe in the promise and opportunity that this country offers to all Americans. However, like me, they are equally as frustrated with our government's failure to put aside the partisanship, finger-pointing, and name-calling that interferes with its ability to develop badly-needed answers to our country's most serious problems. This situation has become much more alarming in recent months as some issues, such as unemployment, job creation, and healthcare reform, have gone largely unresolved by our state legislative and congressional representatives.

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"The *Patriot Talking 100* is a concentrated, nationwide, and apolitical effort designed to mobilize concerned citizens under their mutual love of America and its freedoms, and to encourage constructive discussion, moderated by the 100 selected radio hosts, that produces pragmatic solutions, not hackneyed, poorly-designed schemes that raise more questions than answers. By enlisting the assistance of other on-air personalities throughout the country, and by stimulating intelligent, well-meaning debate, the *Patriot Talking 100* will generate solutions all Americans need and want, and serve as a positive, powerful voice that our lawmakers simply cannot ignore."

As part of the initiative, Tunick will feature a different member of the *Patriot Talking 100* every Wednesday on his flagship program, "The Business of Life[®]," which airs locally every weekday from 4:00 – 6:00 p.m. on 1400 KKZZ-AM, a Gold Coast Broadcasting-owned station. In each radio host profile, dubbed "The Patriot Minute," Tunick will discuss how that personality is utilizing the airwaves to emphasize the value of and need for patriotism; to engage listeners in civil discussion about the problems of the day; and to review potential solutions to these crises. Also nationally syndicated on dozens of affiliates around the country, "The Business of Life" is a positive, informative, and entertaining program which seeks a greater understanding of, and appreciation for, the many issues that simultaneously impact the ever-converging worlds of life and business.

None of the participants in the *Patriot Talking 100* is paid or compensated in any way, and involvement in the group is completely voluntary. All members of the list are personally recruited and vetted by Tunick based on their common philosophy and mutual interest in developing solutions among their respective listeners to matters of great concern to a majority of the American public. Tunick expects to fill all available spots on the *Patriot Talking 100* by the end of May 2011.

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Note to Editors: High-resolution images of Coach Ron Tunick are available upon request by contacting Keith R. Pillow of Caddy Marketing and Communications, Inc. at (805) 389-1815, or by e-mail at keith@caddymarketingonline.com.

About Coach Ron Tunick

Coach Ron Tunick is a successful, well-respected entrepreneur, senior executive, business coach, motivational speaker, published author, and talk radio host and producer. He is the founder, president and chief executive officer of Newbury Park, Calif.-based Nations Transaction Services, Inc., which creates and delivers technology-based services, software, and solutions to merchants to accept and process non-cash electronic payments. Drawing from nearly four decades of proven experience in finance, banking, sales, and management, Tunick helps companies grow and thrive through positive business practices which he discusses as a sought-after speaker and in his book, *The Thinking Room: A New System for Success*. For more information, please visit <http://www.am1400coach.com> and <http://www.coachrontunick.com>.

About CRT Broadcasting, Inc.

Founded by Coach Ron Tunick, and based in Newbury Park, Calif., CRT Broadcasting, Inc. is a privately held company specializing in the development, production, sales, marketing, and distribution of local, regional, and nationally-syndicated talk radio content. Its flagship show, "The Business of Life[®]," airs locally in Ventura County every weekday from 4:00 – 6:00 p.m. on 1400 KKZZ-AM, owned by a Gold Coast Broadcasting, LLC, and nationwide on dozens of affiliate stations. Additionally, CRT Broadcasting also produces other popular programs heard on KKZZ-AM and its sister station KVTA-AM 1520: "Connect," featuring life coach Kimberly Reid discussing ways to optimize one's wellness, health, relationships, money, career, and life balance; and "What's The Real Story?," a show hosted by Tunick dealing with the issues, concerns, and challenges of life.