

Advancing >>> YOUR business™

with Kent Covington

Premiering August, 2009

Advancing Your Business is a 3-hour weekly business call-in radio program hosted by veteran radio host and entrepreneur, Kent Covington. The program will premier online August, 2009, with national terrestrial radio syndication beginning October, 2009.

Audience: The program is targeted to business owners and managers, aspiring entrepreneurs, as well as sales and marketing professionals. A recent Inuit study conducted by an independent research firm revealed that 72% of Americans are either self-employed or aspire to start their own business. The Small Business Administration has also reported similar findings. The audience for this programming is broad and far reaching.

Approach: Advancing Your Business features interviews with business leaders and authors, as well as listener call-in and email questions. While the value of the content is paramount, a very high priority is placed on the production and entertainment value of the show, which is best described as an "infotainment" business call-in program.

The Host: Kent Covington is a 15-year veteran radio host and entrepreneur. He started his first business at age 21, which he built and sold a few years later. He has been providing radio and marketing consulting services to various organizations ever since. He currently serves as President of Embark Business Advancement, a company that provides guidance and marketing services to small and midsize businesses.



In addition to his years spent in front of the microphone, Kent has written and produced radio features and program segments for multiple nationally syndicated programs including 'The Dave Ramsey Show' and 'Money Matters' with Howard Dayton. He has also written hundreds of commercials and planned advertising campaigns for organizations large and small.

Kent is married to his wife of 11 years, Kimberly, and has two young children, Kent (III) and Savannah.