



# news release

*for immediate release*

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## **WAHM Talk Radio Enlists Local Mompreneur as Regular Presenter** *Online Radio Show for WAHMS Offers Tips, Wisdom, and Expertise*

Albany, NY (10/26/06) – WAHM Talk Radio ([www.wahmtalkradio.com](http://www.wahmtalkradio.com)) will be featuring Shannon Cherry, APR, MA as a resident advisor and presenter on the program. Cherry of Albany, NY will offer segments on publicity, public relations and media relations tips and techniques to help women who work at home to get more customers by making them the recognized expert.

“WAHM Talk Radio provides moms working from their homes the outlet that they’ve been looking for in talk radio,” says Cherry, a mom of twin baby girls. “I am thrilled to be a part of this exciting project to help other moms realize their dream of running a successful business while being at home with their children”

Research has shown that women are not satisfied with the talk, news or information currently available on radio. In a survey of more than 1,000 women, only 43 percent said they listen regularly or occasionally to talk radio today, whereas 74 percent said they would listen regularly to talk radio for women.

“Shannon adds the right balance to our current programming line-up, which includes advice on how to find jobs that allow you to work at home, information on direct sales, and much more,” says Kelly McCausey, founder and host of WAHM Talk Radio. “Her insights are right on talk and I’m sure will help our listeners gain the skills to help them promote their businesses.”

The show airs weekly and is available for download twenty four hours a day, seven days a week at [www.WAHMTalkRadio.com](http://www.WAHMTalkRadio.com).

Cherry is the owner of Be Heard Solutions ([www.beheardsolutions.com](http://www.beheardsolutions.com)), a Tech Valley-based strategic communications firm that works with small businesses and nonprofits all over the country to develop results-oriented marketing and public relations programs. A former TV and newspaper journalist, Cherry has aggressively designed and developed dozens of innovative public relations strategies through various press conferences, trade shows, and news releases. She is also the co-author of the books, *Become Your Own Great & Powerful: A Woman’s Guide to Leading Your Real, Big Life* and *Parenting Beyond Belief*, as well as the creator of Mommy-Inc.com.

For more information about WAHM Talk Radio, go to [www.WAHMTalkRadio.com](http://www.WAHMTalkRadio.com).

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