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To Prospective Broadcasters Mentoring Group Participants:

A couple of years ago I turned a round number in age (I am getting substantially grayer and wider, so perhaps that clues you into the precise number), and was admittedly experiencing the mid-life crisis that so commonly takes up residence in men with similar “mileage”. A voice from within cried out that it was time to spend less of my days doing what I educated and trained to do, and more of my time pursuing my passion and my dream: a presence on major market radio.

I considered a few options. An evening masters degree program at any number of our terrific colleges and universities in Greater Boston held great appeal...and enormous sticker shock. A broadcasting school was less than a mile from my house, but then I read that it had recently emerged from bankruptcy.

I was out of realistic, safe options to chase my dream...or so I thought. Then, with a few lucky keystrokes, I happened upon Michael Madden and his Broadcasters Mentoring Group in an online search.

In reading about BMG’s business model, I thought it was nearly too good to be true: the idea of matching a mid-career professional with a broadcast industry professional in a one-to-one mentorship spoke directly to my needs and time limitations.

I called Mike and told him of my aspiration to be a legal analyst or talk show host. He asked who I wanted to work with in a mentorship, and I gave him my “short list”. Within 48 hours Mike was back in touch with me; he had arranged a “meet and greet” with Robin Young, a talk show host on Boston’s WBUR-FM, one of the nation’s premier public radio stations, whose show, “Here and Now”, appears on more than 180 stations throughout the country. Robin had been No. 1 on the list I’d given to Mike.

Robin and I hit it off and thus began a mentorship in which we regularly met at the WBUR studios, taped “mock” interviews, and ultimately critiqued broadcasts of the online call-in show that I started some six months after we first met. I was privileged to be in the company of a radio personality who has long been at the top of her game.

Once the mentorship was over, Robin wrote a terrific letter of recommendation, but Mike remained in touch and spent many an hour with me by phone, honing in on strategies to market myself as a legal analyst. Eventually Mike’s efforts led me to

Jordan Rich, a talk show host on WBZ, consistently among Boston's top-rated stations. Jordan was impressed with the "demo" of my work with Robin, and asked me to be the "in-house" legal expert for his show, which reaches 200,000-250,000 on any given night.

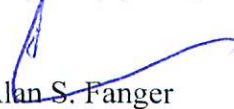
I have made two appearances on Jordan's show, discussing issues as far-reaching as the NFL head injury lawsuits to the Trayvon Martin shooting and the Supreme Court's consideration of the challenge to the health care reform law. When I'm in the studio talking with Jordan or taking calls from his listeners, I feel as if I'm beginning to live the dream that had been merely a distant aspiration just two years earlier.

None of it could have happened without Mike's support, encouragement and unflagging desire to see my dream fulfilled.

As Mike is always fond of saying, "I'm only a phone call away". It's not lip service. He offers a uniquely personal approach to broadcast training, one that isn't nearly as hard on the wallet as the other routes into the industry, but which is built on the firm foundation of mentorship and personalized career planning.

I am proud to recommend BMG and would be happy to discuss the program with you.

Very truly yours,



Alan S. Fanger