



*"We're talking about
taking back the country, folks."
—BARRY GORDON*



It's a Whole New Ballgame!

*"You're doing your part and I appreciate
that." —SEN. BARBARA BOXER*

*"Barry, you keep speaking your words,
speaking your mind, speaking your heart."
—BURT BACHARACH*

*"This 'Left Field' thing ... seems like a pretty
happy place." —LOU DOBBS*

BARRY GORDON—lifelong entertainer, longest-serving president of the Screen Actors Guild, and former candidate for Congress—will be talking politics, show business, and other hot topics from 8 to 9 a.m. Monday through Friday, on KCAA 1050 AM in Southern California, webcast and podcast worldwide on KCAARADIO.com and BarryTalk.com. With an "everyman" voice and persona people know and trust, Barry's takes on the political ballgame are smart and lively, filled with passion and humor.

Throughout 2006, Barry has fielded calls from listeners and interviewed some of the top guests on the air today:

- Such political insiders as Sen. Barbara Boxer, Sen. Byron Dorgan, Former Sen. Gary Hart, Rep. John Conyers Jr., Rep. Henry Waxman, and Mayor Jerry Brown.
- Such respected authors and analysts as Professor Noam Chomsky, Washington insider Craig Crawford, Court TV's Catherine Crier, Watergate's John Dean, CNN's Lou Dobbs, media guru Arianna Huffington, former U.N. weapons inspector Scott Ritter, "peace mom" Cindy Sheehan, SEIU President Andy Stern,

AFL-CIO President John Sweeney, dean of the White House press corps Helen Thomas, and legendary writer Gore Vidal.

- Such celebrated entertainment figures as actors Ed Asner and Ed Begley Jr., musicians Burt Bacharach and Lisa Loeb, comedians and impressionists Nora Dunn and Jim "Jibjab" Meskimen, film critics Kenneth Turan of the Los Angeles Times and Michael Wilmington of the Chicago Tribune, *and many more!*

Progressive talk radio reaches millions of listeners—generally younger, better informed, and with more disposable income than most—it is increasingly popular among the *majority* of talk radio listeners who do *not* march in lockstep with the rantmeisters of the Right.

BARRY GORDON FROM LEFT FIELD capitalizes not only on that growing phenomenon but also on Barry's friendly voice and personality, known to millions over the years from stage, screen, and TV, in everything from "Teenage Mutant Ninja Turtles" to "Archie Bunker's Place" and "Curb Your Enthusiasm."

Smart, funny, friendly, and passionate about the news and trends that affect us all—from war and peace overseas to bread-and-butter issues right here at home—Barry Gordon and his guests and callers nationwide aren't afraid to stand up to the powers that be and tell it like it is.

BARRY GORDON FROM LEFT FIELD ...
it's a whole new ballgame!



*"We're talking about
taking back the country, folks."
—BARRY GORDON*



Sponsorship Packages for "Major League" Brands

"THE SERIES"

- Four 60-Second OR Eight 30-Second Radio Spots Per Day, Five Days a Week
- Two 15-Second Tags Per Day
- \$1,250 Per Week / 4 Weeks Minimum
- \$5,000 Total

"THE HOMESTAND"

- Same Spots and Tags as in "The Series"
- \$1,000 Per Week / 13 Weeks Minimum
- \$13,000 Total

"THE ROAD TRIP"

- Same Spots and Tags as in "The Series"
- Plus Two Remote Programs with Barry Broadcasting/Webcasting from the Venue of Your Choice (within KCAA Coverage Area) — a \$2,500 Added Value
- \$1,000 Per Week / 26 Weeks Minimum
- \$26,000 Total

"THE SEASON"

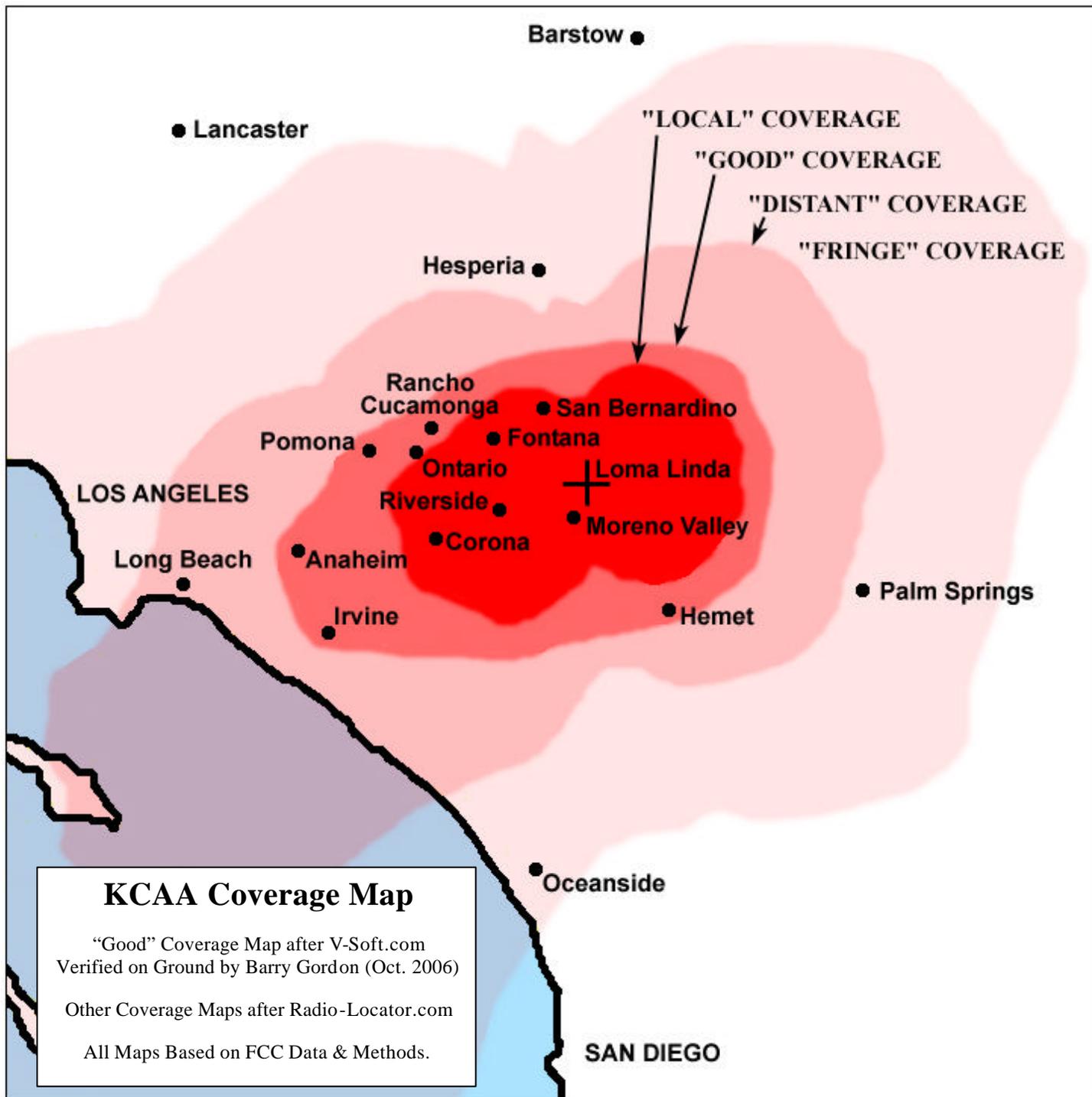
- Same Spots and Tags as in "The Series"
- Plus Four Remote Programs with Barry Broadcasting/Webcasting from the Venue of Your Choice (within KCAA Coverage Area) — a \$5,000 Added Value
- \$1,000 Per Week / 52 Weeks Minimum
- \$52,000 Total

ADDED VALUE FOR ALL SPONSORSHIP PACKAGES

- Barry's Live Reads of Your Ad Copy Plus Associated Production Costs
- Banners on Barry's Official Website, BarryTalk.com—Source of His Webcasts and Podcasts

THE KCAA ADVANTAGE

- **KCAA's signal reaches millions in the Inland Empire and beyond:** Listeners in Pomona and elsewhere in eastern Los Angeles County; Anaheim, Irvine, Yorba Linda, and elsewhere in Orange County; Riverside, Moreno Valley, Corona, Hemet, and elsewhere in Riverside County; and San Bernardino, Ontario, Fontana, Rancho Cucamonga, Rialto, Chino, Chino Hills, Redlands, Colton, and elsewhere in San Bernardino County—*one of the fastest-growing counties in the U.S.!*
- **KCAA is the best buy in morning drivetime talk radio in the Inland Empire!** In terms of the number of talk radio listeners in the Inland Empire whom you reach during morning drivetime with each of your ad dollars, KCAA is a 15% better bargain than conservative talk radio station KTIE; over a seven times better bargain than KFI, broadcast from L.A.; and over a ten times better bargain than comedic KLSX, out of L.A. and with a limited reach into the Inland Empire (*Comparisons based upon :60 spot rates and 6–10 a.m. AQH, age 25–54, for the Riverside / San Bernardino area reported by Solutions Broadcast Media Group*).



**Cities within "Good Coverage" Area
 With Population of 100,000+**

- | | |
|---------------|------------------|
| Anaheim | Ontario |
| Corona | Pomona |
| Fontana | Rancho Cucamonga |
| Irvine | Riverside |
| Moreno Valley | San Bernardino |

**Other Cities within "Good Coverage" Area
 With Population of 30,000+**

- | | | |
|-------------|-----------|-------------|
| Chino | Highland | Rialto |
| Chino Hills | Montclair | Yorba Linda |
| Colton | Perris | Yucaipa |
| Hemet | Redlands | |



*"We're talking about
taking back the country, folks."
—BARRY GORDON*



Why Sponsor Progressive Talk Radio in the Inland Empire?

Progressive talk radio listeners constitute an ideal market—younger, better educated, and more affluent than most other Americans—and most talk radio listeners are *not* Right-wingers. “Left-leaning talk programming leans toward a much younger demographic, a group that advertisers covet.” (Wikipedia) 49% of liberals are college graduates and 41% earn at least \$75,000 a year—only about a quarter of all Americans are that well educated or that well-to-do (Pew Research). *Most* regular talk radio listeners—55%—do *not* describe themselves as conservative: 37% are middle-of-the-road and 18% are decidedly liberal (Pew Research).

In the Inland Empire, most voters are *not* registered Republicans. In Riverside County, 53% of voters are *not* registered Republicans: 35% are Democrats and 18% are various independents (California Secretary of State). In San Bernardino County, there are about *equal* numbers of Democrats and Republicans: 39% are Democrats, 42% are Republicans, and 19% are various independents. **The single biggest market in the Inland Empire—the city of San Bernardino—is more Democratic than the state of California as a whole!** Other cities within the KCAA listening area with a Democratic majority include Ontario, Pomona, Moreno Valley, Fontana, Rialto, Colton, Perris, and Montclair. **There are over a half million registered Democrats in Riverside County and over three-quarters of a million in San Bernardino County.**

The Inland Empire represents a huge market—the fastest growing region of California—with a great deal of disposable

income. Home to nearly four million people, the Inland Empire is expected to add over a million more by 2010; the County of San Bernardino, in particular, is the fifth-fastest-growing county in the U.S. (InlandEmpire.us). New households in the city of Riverside have more disposable income—an average of \$27,000—than families in Los Angeles County and nearly as much as those in Orange and San Diego counties (InlandEmpire.us).

Inland Empire residents spend a lot of time driving, in vehicles with radios; and talk radio listeners keep listening. The average commute to work in Riverside and San Bernardino counties is over half an hour (City-Data.com). And listeners tend to stick with talk radio programs, unlike news stations, for long periods of time (Arbitron).

Progressive talk radio hosts are increasingly popular. Unabashedly liberal Ed Schultz is the 10th most listened-to talk radio personality in America; and other progressive hosts in the top 14 include Al Franken (now running for the U.S. Senate), Alan Colmes, Randi Rhodes, Lionel, and Stephanie Miller (talkers.com)—each with a minimum weekly cume of at least one million (unique listeners). Throughout the 1990s and as late as 2004, before the rise of Ed Schultz and the start of Air America Radio, only conservative talk radio hosts—part of the Right-wing “noise machine” (David Brock), supported by powerful special interests—enjoyed such popularity (Wikipedia); but as was the case with Right-wing hosts in the ‘90s, the success of pioneering Left-wing hosts has encouraged the support—by broadcasters, sponsors, and audiences—of still others.

Douglas Drenkow · Producer
Doug@BarryTalk.com · (562) 531-6643
5760 Main St. · South Gate, CA 90280

BarryTalk.com

printed on inkjet paper

IT'S A WHOLE NEW BALLGAME!



*"We're talking about
taking back the country, folks."
—BARRY GORDON*



Why Sponsor BARRY GORDON FROM LEFT FIELD?

Already the Number One progressive talk radio host in the Inland Empire, Barry is moving his show into morning drivetime, the top weekday slot. Attracting some of the top guests on the air today and a loyal following nationwide, BARRY GORDON FROM LEFT FIELD has far surpassed everyone's wildest expectations and simply grown too big for the Sunday afternoon slot Barry has occupied throughout 2006: Station management has offered him a coveted slot during morning drivetime, from 8 to 9 a.m., Monday through Friday.

Barry's voice, face, and persona are familiar to millions of Baby Boomers and young adults. The 35- to 60-year-old age group—with trillions in disposable income (MediaWorks)—grew up watching Barry Gordon on such hit TV series as "Archie Bunker's Place" and "Fish" and in countless other roles in movies and TV; they've heard him sing "Nuttin' for Christmas" since they were kids. Young people in the 18–34 age group—single, social, active, with readily influenced spending habits—know Barry as the Rabbi on "Curb Your Enthusiasm" and as the voice of Donatello in the hit animated TV series "Teenage Mutant Ninja Turtles."

BARRY GORDON FROM LEFT FIELD is entertaining. Having spent a lifetime in the entertainment industry, Barry is at ease on the air, with a remarkable gift for finding the right turn of phrase and for finding the humor in the

all-too-human foibles of politics and the culture at large. And Barry's "third hour guests" are usually from the world of entertainment: actors, musicians, comedians, and others who happily share their talents and intriguing behind-the-scenes stories.

Barry is a smart, likeable talk show host. In a genre that often brings out the worst in its hosts, Barry's guests and callers alike have complimented him not only on being able to ask tough, intelligent questions on practically any subject but also on being fair-minded, respectful, and truthful.

Barry is an independent, persuasive progressive—an "everyman" speaking up for "everyday" people. Not having to answer to media moguls, Barry addresses the everyday concerns of his listeners—from their struggles to make ends meet to their revulsion at needless wars. In real life as on TV, Barry Gordon is down-to-earth, with a friendly voice recognized by millions. Such grassroots appeal is key to the profitability of particularly progressive talk radio shows: Ed Schultz has become the #1 liberal talker by promoting himself as an "everyman" from the heartland; Barry is an "everyman" with more urban roots, which his listeners primarily in the suburbs and cities nationwide readily relate to. **As evidenced by his callers from across the political spectrum, Barry Gordon is someone listeners like, respect, and trust.**



*"We're talking about
taking back the country, folks."
—BARRY GORDON*



Barry Gordon Knows and Lives Politics and Entertainment.

Lifelong entertainer and former Screen Actors Guild president **BARRY GORDON** is taking on the rantmeisters of the Right with his popular new progressive talk radio show, **BARRY GORDON FROM LEFT FIELD**, broadcast in Southern California and webcast/podcast to a growing audience worldwide.

Barry Gordon began his professional life at age three, as a child singer and actor. He won second place on the **"Ted Mack Amateur Hour"** singing Johnnie Ray's **"Cry"** (He still knows the words). At six, Barry recorded **"Nuttin' for Christmas,"** still listed as one of the top ten best-selling Christmas records of all time.

When he was thirteen, Barry's Broadway debut, in Herb Gardner's **"A Thousand Clowns,"** earned him a Tony nomination for the role of Nick, a role he reprised in the successful film version.

Barry became a fixture as a character actor in feature films and television, most prominently as a co-star in the hit series **"Fish"** and playing opposite Carroll O'Connor as the lawyer Rabinowitz in **"Archie Bunker's Place."** Barry's voice has been heard for decades as the **Nestle Quik Bunny** and as **Donatello** in the original animated series **"Teenage Mutant Ninja Turtles."** Most recently, he has a recurring role as the Rabbi in HBO's **"Curb Your Enthusiasm."**

Outside of show business, Barry's interests moved into law and politics. In his mid-thirties, he returned to school; graduated

summa cum laude as a political science major from California State University—Los Angeles; and went on to **Loyola Law School**, receiving his J.D. in 1991.

Putting his love of show business and law together, Barry became **the longest-serving president of the Screen Actors Guild**, holding the office for seven years—one year longer than either Charlton Heston or Ronald Reagan.

In 1998, as a **Democratic nominee for Congress**, Barry stunned the political establishment by coming within three points of beating the popular Republican incumbent, Rep. James Rogan, who went on to become one of the House impeachment managers and subsequently lose his seat.

In addition to recently **teaching a course in politics and the media at the California State University—Los Angeles**, Barry can be heard in Southern California and across the Internet on his popular KCAA 1050 AM radio show, **BARRY GORDON FROM LEFT FIELD**, which has aired on Sunday afternoons from 1 to 4 p.m. Pacific Time and will soon be moving to Monday through Friday from 8 to 9 a.m. Pacific Time / 11 a.m. to noon Eastern Time. He also hosts a webcast TV talk show, **"NewsRap,"** airing weeknights from 9 to 10 p.m. Pacific Time on Pasadena Channel 56. And in **Barry's Blog**—which he calls "an occasionally fair and largely unbalanced look at politics and political media"—Barry invites you to talk back!



*"We're talking about
taking back the country, folks."
—BARRY GORDON*



The Most Influential and Progressive Guests on the Air Today!

POLITICAL LEADERS

SEN. BARBARA BOXER (D-Calif.)
SEN. BYRON DORGAN (D-N.D.)
REP. JOHN CONYERS JR. (D-Mich.)
REP. BRAD SHERMAN (D-Calif.)
REP. HENRY WAXMAN (D-Calif.)
ROCKY ANDERSON, Mayor of Salt Lake City
JERRY BROWN, Mayor of Oakland
BEV HARRIS, Founder of BlackBoxVoting.org
GARY HART, Former Sen. & Pres. Candidate
SWANEE HUNT, Former Ambassador/Austria
ROBERT REICH, Former Secretary of Labor
PAUL RIECKHOFF, Veterans Activist
SCOTT RITTER, Former U.N. Inspector
CINDY SHEEHAN, "Peace Mom"
ANDY STERN, President of the SEIU
JOHN SWEENEY, President of the AFL-CIO

RESPECTED AUTHORS & ANALYSTS

DR. HELEN CALDICOTT, Anti-Nuclear Activist
PROFESSOR NOAM CHOMSKY, Peace Advocate
CRAIG CRAWFORD, Washington Columnist
CATHERINE CRIER, Court TV Host & Author
JOHN DEAN, Watergate Insider & Author
LOU DOBBS, CNN Business/Financial Anchor
THOM HARTMANN, Radio Talk Show Host
ARIANNA HUFFINGTON, Commentator
PAUL KRUGMAN, N.Y. Times Columnist
MARKOS "KOS" MOULITSAS, Top Blogger
GREG PALAST, Investigative Journalist
WILLIAM RIVERS PITT, Bestselling Author
RON SUSKIND, Bestselling Author
HELEN THOMAS, White House Press Corps
GORE VIDAL, Iconic American Writer
JIM WALLIS, Progressive Christian Leader
LAWRENCE WRIGHT, Bestselling Author
HOWARD ZINN, Legendary Historian/Activist

REPRESENTATIVES OF INFLUENTIAL ORGANIZATIONS AND PUBLICATIONS

ACLU
AMNESTY INTERNATIONAL USA
CENTER FOR AMERICAN PROGRESS
CENTER FOR PUBLIC INTEGRITY
COMMON CAUSE
ECONOMIC POLICY INSTITUTE
FREE PRESS
MEDIA MATTERS FOR AMERICA
MS. MAGAZINE
NATIONAL JOURNAL'S HOTLINE
PLANNED PARENTHOOD
SIERRA CLUB
WAKEUPWALMART.COM

CELEBRATED ENTERTAINMENT FIGURES

ED ASNER, Barry's Fellow SAG President
BURT BACHARACH, Legendary Composer
ED BEGLEY JR., Actor/Environmentalist
TERENCE BLANCHARD, Grammy-Winner
CHRIS BLISS, Comedian/Juggler/Activist
ANDY BOROWITZ, Humorist
LYDIA CORNELL, Actress/Writer
SCOTT DIKKERS, Satirist ("The Onion")
NORA DUNN, "Saturday Night Live" Alum
ARGUS HAMILTON, Comedian/Columnist
LISA LOEB, Popular Singer/Songwriter
ROBERT LOGGIA, Veteran Actor
JIM MESKIMEN, Impersonator ("Jibjab")
CHEF HARRY (SCHWARTZ), TV Personality
KENNETH TURAN, L.A. Times Film Critic
BILLY WEST, Voice Artist ("Ren & Stimpy")
MICHAEL WILMINGTON, Chicago Film Critic

And Many More!



*"We're talking about
taking back the country, folks."
—BARRY GORDON*



Guests and Listeners Give Barry and the Show Rave Reviews!

*"You're doing your part and I appreciate
that."*

—SEN. BARBARA BOXER

*"Barry, you keep speaking your words,
speaking your mind, speaking your heart."*

—BURT BACHARACH

*"This 'Left Field' thing ... seems like a pretty
happy place."*

—LOU DOBBS

*"What you're doing on your show is setting
an example to others in the media—that you
don't have to be timid: You don't have to
swallow the propaganda of the
administration."*

—REP. JOHN CONYERS JR.

*"It's so important that we have people like
you—elements of the media that help get the
truth out."*

—HON. ROCKY ANDERSON,
Mayor of Salt Lake City

*"Barry's a voice for truth and justice in a field
where misinformation rules. His compassion
and integrity should ensure he has a place on
our airwaves for a long time."*

—SWANEE HUNT,
Former U.S. Ambassador to Austria

*"Amazing, and very encouraging, that there is
a show like that on the air."*

—PROFESSOR NOAM CHOMSKY

*"You're a real island of important
conversation out there."*

—JOHN NICHOLS, Washington, DC,
correspondent for "The Nation"
and co-founder of Free Press

*"Barry Gordon has the gift of breaking down
complex topics into comprehensible bites. Our
interview covered everything from nuclear
proliferation to the intricacies of foreign
policy, and Barry kept it entertaining and
'real' for his listeners the whole time."*

—HEATHER WOKUSCH, Journalist

"Great show!"

—JOAN BRUNWASSER,
Voting Integrity Editor, OpEdNews.com

*"I'm a number one fan. We're actually having
a party on Sunday: I've got a group of people
coming over and we're going to listen to this
show."*

—MARY, Banning, Calif.

*"I'm really proud that you're speaking up on
the radio."*

—WAYNE, Hollywood, Calif.

*"I'm one of a whole contingency of people on
the East Coast who get their weekly Barry
Gordon fix; and I just wish we could get you
on daily nationwide, because it would make
my listening pleasure a lot greater and
certainly help me keep my sanity."*

—HUTCH, New Jersey



KEITH BIRMINGHAM / STAFF

Barry Gordon has a **hot** West Coast radio show.

So very Barry

BY KYRA KIRKWOOD
CORRESPONDENT

You probably know his face, but perhaps not his name. It's Barry Gordon, who was nominated for a Tony award for his role in Herb Gardner's "A Thousand Clowns," who played the lawyer opposite Carroll O'Connor in "Archie Bunker's Place," and who currently has a recurring role as the rabbi in Larry David's HBO series, "Curb Your Enthusiasm."

"I've always been part of the small screen and that's fine with me," Gordon said.

He grew up in the glowing light of stage and screen, even recording the top yuletide hit, "Nuttin' for Christmas" at the age of 6. And he's been at it, in one way or another, ever since.

But Gordon, a resident of Pasadena, is about more than his credits on the Internet Movie Data Base. He keeps opening doors, trying to add more life experiences to his resume. From lawyer to talk-show host, activist to politician, Gordon seems to live nine lives instead of just one.

"I haven't decided what I want to be when I grow up," he quipped.

Now Gordon can add author/composer to his list of careers.

Along with Andrew Steven Ross, Gordon penned a new rock opera, "Dorian Gray: The Musical," which received rave

reviews during a staged reading at last summer's New York Musical Theater Festival. Now the show, which deals with music, lost innocence and society's obsession with youth and celebrity, is gathering support to be a full-fledged stage production.

The work had been years in the making, said Gordon.

Perhaps musical lovers out there can thank an unsuccessful bid at Congress for making "Dorian Gray" a reality. In 1995, Gordon finished a seven-year record-length post as the president of the Screen Actors Guild. Charlton Heston and Ronald Reagan held that office, too, but not as long as Gordon.

Soon after that, Gordon decided to run for Congress. Yes, Congress. In 1998, he was the Democratic nominee for Congress, losing to the Republican incumbent, Rep. James Rogan. In 2000, Gordon wrapped up his political career and embarked on some introspection. What was he going to do next?

How about that musical?

"I took a deep breath and decided it was time to go full steam ahead on the project," he said.

So began "Dorian Gray."

Inspired by "A Picture of Dorian Gray," a story by Oscar Wilde, Gordon's musical deals with a rock superstar, famous in the 1960s, who never seems to age. Gordon took two years to write it.

"I've never done anything like this," said Gordon. "This whole thing was so different for me. I just put one foot in front of the other."

So very Barry.

He attended UCLA, but didn't complete a degree because his acting career was surging forward, leaving little time for study. So in the late 1980s, Gordon decided to finish what he started in the academic world. In his mid-30s, Gordon went to night classes at Cal State Los Angeles.

"This was a school that allowed me to pursue my career and get an education at the same time," he said. "I had a great education there. I feel a very strong affinity to the institution."

Professors encouraged Gordon to keep learning, so he enrolled in law school. He graduated with a law degree from Loyola's law school in 1991 with a specialty in mediation. Running for a political office later was like a marriage of his two interests, said Gordon. His law degree also helped him win and keep the SAG presidency.

"People know my face more than my name," he said. "Because I'm not a household name — there have been so many extraordinarily big stars who have been president of the Screen Actors Guild — I knew I had to bring something else to the table other than stardom because I was a character actor."

Gordon's weekly radio talk show, "Barry Gordon — From Left Field" moved from KRLA 870 AM to a Loma Linda-based station, KCAA 1050 AM. His new show debuted this week; it's on from 2-5 p.m. Sundays.

"There's still the same liberal and political theme, but the longer show features more entertainment coverage, more culture," he said.

Four nights a week, Tuesday through Friday from 9-10, Gordon hosts "News-rap" on Pasadena public access television. He usually has guests on the show, but listeners often call in to discuss hot city topics. Gordon puts them on the air; he is not a fan of screening calls.

"I like it raw and I like it honest," he said. "That keeps it very fresh for me."

What also keeps things fresh for him are his surroundings. Gordon and his wife are big fans of the Pasadena area.

"I just think Pasadena is the greatest city in the world," he said. "I have never enjoyed living in a place more. There's so much happening here. There's just a passion here to do the right thing."

askdoggiediva@yahoo.com

For more info

<http://doriangraythemusical.com/index>
<http://gordontalk.typepad.com/talkback/>

ON THE RADIO

Wide range of topics take the 'Field'

TO SAY THE LEAST, it was a clean idea. It had to be. After all, it did come out of a shower. That's according to Barry Gordon, and he could probably be considered an absolute authority on the matter since he was one of the people in that shower.

So was his wife. "That's where we were having a long political conversation," Gordon explains. "And she said to me 'You ought to have a bigger audience.'"

Gordon agreed. So he went out and got one.

The result is "Barry Gordon: From Left Field," the talk show that premiered a year ago on KRLA (870 AM), Los Angeles, and moved to the Inland Empire and KCAA (1050 AM) last month.

The program, presented Sundays from 2 to 5 p.m., marks the latest venture for Gordon, who has been a performer since the age of 3 when he made his debut on the old "Ted Mack Amateur Hour." He has since run a gamut of stage and TV roles, from a lawyer to a shrink, working with such personalities as Carroll O'Connor, Jackie Gleason, Dick Van Dyke and Perry Como.

He's also been a rabbit and a Ninja Turtle. That's in addition to playing a rabbi on "Curb

Your Enthusiasm," the Larry David sitcom that recently completed its season on HBO. And in real life he's been a congressional candidate ("I didn't win, but I came close") and the longest serving president of the Screen Actors Guild (1988-1995).

Gordon has drawn on much of that experience for his current assignment, moving his show in several directions.

"We do talk about politics," he says. "And it's obvious from the title that we have a liberal focus. But there are other issues we discuss. And there's a wider range than we had on KRLA.

"The folks over there were nice, but I felt a little uncomfortable. Their emphasis was definitely on the conservative side and I felt somewhat restricted. I was told, for example, not to touch subjects like abortion and state's rights. We have a much broader scope at KCAA and we are dealing with everything - entertainment, health, government. And we get into local issues as well - issues like traffic, transportation and immigration."

But, he assures, there will also be time set aside for lighter



BOB SOKOLSKY

matters. "For instance, we are going to talk about a new CD coming out that's only for dogs and cats. And we're getting into all kinds of other things. As our title implies, we have some topics that are really coming out of left field."

Special guests are being brought in and Gordon is presiding over a still being formed panel of regulars. They include "Dr. Gail," officially Dr. Gail Schaper-Gordon, the host's shower-sharing wife. "She's a clinical psychologist," he says. "I'm trying to get her on as often as I can."

Journalist Andrew Coleman is slated for near weekly appearances. So is Malcolm Burman. Gordon says he will "definitely be part of the show. He's our producer so I doubt we can keep him off."

Neither, Gordon adds, will he be able to keep himself off other projects.

"I'm waiting to see if they renew 'Curb Your Enthusiasm.' If they do I'd like to come back. And there's a new stage production we're involved with - 'Dorian Gray: The Musical.' That's right, the Oscar Wilde story of the man who never

grows old. But we've moved it into the 1960s and we're making him a rock star."

Charlayne Woodard re-creates her stage role in Lynn Nottage's "Fubulation, or the Re-Education of Undine." The "Play's the Thing" drama can be heard at 10 p.m. Saturday on KPCC (89.3 FM).

Woodard portrays a publicist who is thrust into a world of welfare mothers and drug addicts.

premieres Monday on KNX (1070 AM). The show can be heard from noon to 1 p.m. and is being syndicated to stations across the country.

Cramer will continue to host "Mad Money," on CNBC.

Brian Casey is the new morning voice on KOLA (99.9 FM). His "Brian Casey and the Wakeup Bunch" can be heard 5-9 a.m. weekdays.

Write to Bob Sokolsky at The Sun, 2239 Gannett Parkway, San Bernardino, CA 92407 or e-mail rsokolsky@charter.net.

"Jim Cramer's Real Money"

San Bernardino Co. Sun,
February 12, 2006

Radio Host Shows It's All Right to Be Left

by Robert David Jaffee, Contributing Writer

“I don't come in until the sax solo,” Barry Gordon says to the technician in the cramped, second-floor studio in the North Hollywood area.

Gordon takes off his glasses, places them on a pile of books, and, light-green highlighter in hand, he begins marking up another text, this one by Noam Chomsky, Gordon's first radio interview on this Sunday. Gordon has been host of “Barry Gordon From Left Field,” a political talk show on KCAA 1050 AM, since earlier this year, and as he tilts forward in his swivel chair, he studies the tome 15 minutes before his 1 p.m. show begins. With his gentle rocking motion, salt-and-pepper beard, and Talmudic concentration on the prose, Gordon suggests an Orthodox Jew davening during prayer, a fitting image for a man who may be most famous of late for his portrayal of the rabbi on “Curb Your Enthusiasm.”

But Gordon has played many roles over his long, multifarious career, which started when he was a 3-year-old singer on the “Ted Mack Amateur Hour.” He has morphed from child singer to recording artist (his rendition of “Nuttin’ for Christmas” remains one of the top-selling Christmas records), child actor on Golden Age TV shows like “Leave It To Beaver” and “Dennis the Menace,” Tony-nominated performer for his role in Herb Gardner’s “A Thousand Clowns” and president of the Screen Actors Guild. He also graduated Summa Cum Laude from Cal State L.A. in his 30s; got a law degree in 1991, when he was in his 40s; ran as the Democratic candidate for Congress in the late 1990s; recently co-wrote the musical, “Dorian Gray”; and now, in his late-50s, has become a radio personality.

In working in radio as a political commentator, Gordon is returning to his roots in many ways. In addition to his own radio and TV performances as a child singer, his father was a DJ in Albany, N.Y., before the family moved to Southern California, when Gordon was about 7. A few years later, the young Gordon became entranced by the Kennedy phenomenon and read “Profiles in Courage.”

On this day, though, he is reading Chomsky as the technician cues Supertramp’s “The Magical Song,” a hit from the late

1970s. We hear the lyrics, “They’d be calling you a radical, a liberal...,” before segueing to Gordon, who says, “We’re here to cut through the white noise of the right wing.”

Dressed casually in gray corduroys and faded-pink floral shirt, Gordon speaks in animated fashion, and unlike many actors, he can do so off the cuff with great elocution and diction.

After telling listeners about his “packed” show, whose interviewees in the later segments include Sen. Byron Dorgan (D-N.D.), Gordon introduces in almost hushed tones his opening guest, “one of the most extraordinary minds of the 20th century, Noam Chomsky.”

In an era of talk radio, where political discourse is often reduced to shouting, Gordon conducts his program with much civility. The morning after the show, he will say over the phone, “The biggest mistake liberal talk radio can make is to copy conservative talk radio. I think you can have a passionate program without trashing people. There can be respectful disagreement, but it’s disagreement.”

There is no doubting Gordon’s political perspective, and not just because of the baseball metaphor used in the title of his eponymous program. Gordon ran for Congress in 1998 against James Rogan, the Republican representative from Glendale, best remembered for his role in the impeachment of President Bill Clinton. Gordon lost a close race but paved the way for Adam Schiff, a Democrat, who won two years later.

Yes, Gordon is on the left. On his blog, BarryTalk.com, he has criticized the Israeli reprisals against Hezbollah that resulted in the killing of civilians, even if many were used as shields by terrorists. Now, as he interviews Chomsky, Gordon says, “As you’re a professor of linguistics, let me ask you a question about language. ‘How would you define a terrorist?’”

Chomsky, who has written many books on the Middle East and has voiced his disapproval of U.S. foreign policy and Israeli military activity, responds that a terrorist engages in “the calculated use of violence against civilians.”

▶ ▶ ▶ 56



Barry Gordon

Barry Gordon

◀ ◀ ◀ 54

Gordon, who is extremely well-informed, holds forth about the Israeli media and Middle East politics. He mentions that he has joined the organization, L.A. Jews for Peace, which he regrets does not have a large membership.

He and Chomsky discuss the failed peace talks at Taba. According to the MIT professor, the Palestinians and even the Iranians had signed on to a two-state solution in Israel and the Palestinian territories, but the Israelis backed out of an agreement.

If Gordon seems to be one of the lone liberal voices on the radio (he jokes that listeners are as likely to hear Gordon Liddy as him on KCAA), he follows in a tradition that goes back to FDR, whose “fireside chats” showed his mastery of the then-new medium, and has included everyone from Orson Welles to Robert Scheer to Al Franken.

“The trend in the medium is not to take a position,” he says. “I’m not interested in playing devil’s advocate. ‘On the one hand, this; on the other hand, that.’ I’m interested in taking a position.”

As the first of his many interviews today ends, Gordon relaxes in his swivel chair. He says he is reaching as many as 3.5 million listeners on KCAA but is hoping to go national. That will take a lot of resourcefulness, but Gordon is great at improvising, and he’s a quick study. He once filled in for the cantor at the Synagogue for the Performing Arts (“I was the temple’s Ruby Keeler”), he learned how to write and read music without any formal training, and he returned to college and law school in middle age.

So, how will he take his radio show national?

“That’s what I’m trying to figure out,” he chuckles.

For more information, visit this story at www.jewishjournal.com. ●