

**CONTACT**

Raynald Leconte  
MediaProInternational LLC  
(917) 439-8989  
[raynald@mediapoint.com](mailto:raynald@mediapoint.com)

**PRESS RELEASE**

JULY 13, 2009

**BAY AREA NEWS VETERAN RETURNS TO AIRWAVES**  
**"*Live From San Francisco, It's Barbara Rodgers!*"<sup>TM</sup>**

**SAN FRANCISCO, CA** – Upon announcing her retirement a little more than a year ago, award-winning broadcast journalist Barbara Rodgers commented, "After almost 29 years at CBS 5, I had been thinking about when I might hang up my reporter's notebook and microphone." To her fans' delight, Rodgers' retirement was short lived.

MediaProInternational LLC—owned by popular Bay Area radio personality Leslie Stoval and business development executive Raynald Leconte, in cooperation with Rodgers—today announced the development of "**Live From San Francisco, It's Barbara Rodgers!**" – a weekend radio program originating from the studios of Clear Channel Broadcasting's KKGN (Green 960-AM) in San Francisco. Scheduled to debut Saturday, July 18, 2009, Rodgers' new talk format show will air live from 12 noon until 2:00 p.m. every Saturday. To chat with Rodgers and her guests, listeners may call 1 (866) 960-5753.



Barbara Rodgers

The highly-anticipated program will focus on politics, current events and issues – some serious, some not – important to listeners in the San Francisco Bay Area and beyond. The two-hour show will feature high profile guests from all walks of life and engaged callers who'll discuss a broad array of topics that matter to all Americans. Adding to the show's versatility, Oakland Vice Mayor Ignacio de la Fuente and Leslie Stovall will be regular on-air contributors.

"I'm excited about getting the opportunity to work in radio because I have loved listening to radio all my life," exclaimed Rodgers. "Unlike my work on TV, the radio program will allow me to actually talk to my listeners and hear their opinions in real time. I look forward to this show, which will be very informative and lots of fun."

Rodgers, a veteran television news anchor, estimates that she has conducted nearly 8,000 interviews during her 36 years in professional broadcasting. "**Live From San Francisco, It's Barbara Rodgers!**" is guaranteed to deliver excitingly intelligent, passionate and opinionated dialog. National syndication of the show is planned for fall.

-more-

**ABOUT BARBARA RODGERS:**

For nearly 30 years, Barbara Rodgers was one of the most recognizable newscasters on CBS 5 Eyewitness News. Before leaving CBS 5 in 2008, she was co-anchor of Eyewitness News at Noon and host of Bay Sunday, a weekly public affairs program where she interviewed dozens of newsmakers, community leaders and celebrities, including Spike Lee, Tavis Smiley, Terry McMillan, Delroy Lindo and Jamie Foxx, among others.

Rodgers has received numerous honors for her work and community service, including the Frederick D. Patterson Outstanding Individual Award from the United Negro College Fund (2008); seven Emmy Awards from the Northern California Chapter of the National Association of Television Arts and Sciences (NATAS); five Excellence in Journalism Awards from the National Association of Black Journalists (NABJ); and awards for reporting from the Associated Press, United Press International, the (San Francisco) Peninsula Press Club and The Society of Professional Journalists, among many others.

Rodgers holds a bachelor's degree in business from Knoxville College. She also studied at the State University of New York at Buffalo and the University of Chicago. She is a member and co-founder of the Bay Area Black Journalists Association, has served on the boards of numerous organizations, and contributed many hours to community causes.

**ABOUT MEDIAPROINTERNATIONAL LLC:**

MediaProInternational is a media and entertainment company that is creator of live and pre-recorded audio programs and related services marketed to AM and FM stations in the U.S. and Canada. The company is a content provider focused on the underserved market of women ages 25 to 54.

**Leslie Stoval - Partner, MediaProInternational LLC**

As one of the Executive Producers of “**Live from San Francisco, It’s Barbara Rodgers!**,” Leslie Stoval makes the leap to a national audience from KBLX-FM in San Francisco where she served the hottest music and provocative topics to over a million listeners daily during her amazing 12-year run. Stoval has enjoyed great success in the Bay Area, marking her on-air debut in 1985 at KMEL-FM with an earlier stop at KBLX and later KSOL-FM before returning to 102.9 The Quiet Storm. With a solid background in music—both on-air and behind the scenes—combined with her Ivy League Stanford University education, Stoval embodies the combination of brilliance, professionalism and soul.

**Raynald Leconte - CEO, Partner, MediaProInternational LLC**

A dynamic business executive, Raynald Leconte plays the ultimate role as executive producer of nationally syndicated radio programs. A highly successful visionary, corporate strategist and business development executive, Leconte has over 16 years experience ranging from start-up media companies in Silicon Valley to operating his own Krysp interactive agency. Leconte is also behind the consumer retail software company Screeny Media USA, working with top brands including Tag Hauer and Go Sport/Carlson Travel. The Boston University-educated business professional has held senior corporate marketing positions with Hewlett-Packard and CBS Corporation.

###