

Aging Outside the Box® Syndicated Radio Show & Roger Chiocchi

Celebrity Radio Talk Show Host Shirley W. Mitchell Interviews Author Roger Chiocchi, about how he developed an expertise in in-depth qualitative interviewing and analysis, and with support from his partners at Brandloft, decided to use this expertise to better understand the meltdown, uncover key insights and tell the stories of typical Baby Boomers and how their lives have been impacted.

August 4, 2010 (FPRC) --

DATE: THURSDAY AUGUST 5, 2010

VENUE: "AGING OUTSIDE THE BOX®" SYNDICATED RADIO SHOW

HOST: SHIRLEY W. MITCHELL, National Author/Columnist/Speaker & Radio Host

GUEST: ROGER CHIOCCHI, Principal and Owner with Brandloft and Author of "Baby Boomer Bust?"

TIME: WEEKLY LIVE SHOW 2PM-HIST, 3PM-AKST, 4PM-PST, 5PM-MST, 6PM-CST, 7PM-EST, 8PM-AST

Press Release... Sardis City, AL – Lighthouse Coastal Productions and Lighthouse News Bureau is pleased to announce that Roger Chiocchi, Principal and Owner with Brandloft and Author of "Baby Boomer Bust?: How The Generation Of Promise Became The Generation Of Panic" will be the "Guest" on "Aging Outside the Box®" Syndicated Radio Show with National Author/Writer/Syndicated Columnist/Speaker and Celebrity Radio Talk Show Host, Shirley W. Mitchell, and Co-Host O. E. Cruiser Small, Director-Producer on August 5, 2010 at 6PM-CST. The Host and "Guest" will discuss "The Generation Of Promise" with... The Generation Of Panic, Baby Boomer Bust? and Brandloft Strategic Positioning. The Show can be heard on "Aging Outside the Box®", the Aging BLOG and on "LA Talk Radio-Aging" every Thursday night at 2PM-HIST, 3PM-AKST, 4PM-PST, 5PM-MST, 6PM-CST, 7PM-EST and 8PM-AST. The Show is a weekly, One-Hour, Live Broadcast Program aired on the LA Talk Radio Network. Guests and Listeners will "Call-In" to the Show at 1-323-203-0815, or Skype-LA Talk Radio. All Shows are "Archived" in .mp3 format for 24 hour listening pleasure. Listeners can send E-Mail to Host@agingoutsidethebox.net.

Roger Chiocchi began his advertising career at Young & Rubicam. While there he managed the advertising campaigns for some of America's best-known brands, including Jell-O, Birdseye, TWA, ATT, Bell Atlantic and Sears ("Softer Side of Sears" campaign considered one of the most successful retail branding campaigns in history). He went on to become President of Y&R subsidiary The Lord Group where he was responsible for the NYNEX/Bell Atlantic/Verizon account as well as The Sports Authority, HIP Health Plans, and Cayman Islands Tourism, among others. Brandloft is the best place to nurture your most valuable asset, your brand ñ from solving critical strategic branding issues, to crystallizing the true differentiators of your brand to creating impactful advertising and marketing communications that makes a difference in the marketplace. Brandloft offers Strategic Branding, Brand Differentiation, Advertising Development, Brand Positioning, Direct Marketing, TV Production, Radio Production, Brand Development and Collateral Development. For more information on Roger or Brandloft contact: Brandloft, LLC 53 Water Street South Norwalk, CT 06854 tel. 203-857-4141 Find Roger on Linked In, twitter and Boomer Authority.

Shirley W. Mitchell, known as “The Golden Egg of Aging™” and “The Original Baby Boomer Promoter™”, is the Author of 5 Books including “Fabulous after 50®” & “Sensational after 60®”, and a Co-Author of Three Books including “101 Great Ways To Improve Your Life”; Columnist of the weekly Newspaper Column “Fabulous after Fifty™” and the Syndicated On-Line Column “Spiritual Sparks for Baby Boomers™”, and an Inspirational, Motivational & Keynote Speaker. Shirley W. Mitchell, Fabulous after 50®, Sensational after 60® and Aging Outside the Box® are Managed and Represented by Lighthouse Coastal Productions and Lighthouse News Bureau.

For more Information, or to sign up as a Guest, Sponsor or Advertiser contact:

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Keywords

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