

SPECIAL REPORT: 2004 GUIDE TO CAREERS IN PSYCHOLOGY

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AIRWAVES

SWEET TALK RADIO

Need a friend who's there for you every day? Someone with a reassuring voice and an open ear? All you need is a portable radio and a set of batteries, thanks to a new trend on the AM dial that mixes good-sense advice and tips for living, gentle music and, often, a non-threatening dose of spirituality.

Honey-voiced Delilah, one of the most successful in the genre, receives 100,000 calls each night. Many of them are from single mothers seeking guidance, says Mike Bettelli, who produces the Delilah show as a programming direc-




tor for Jones Radio Network's Seattle operations. "If you're looking for a companion, she's pretty much it," says Bettelli. Delilah, who uses no last name, listens to her audience's most intimate problems and carefully selects the best music to follow each call. Bette Midler's "Wind Beneath My Wings" is one of the show's most frequently requested songs.

The *John Tesh Show*, carried weekly on 150 stations, mixes light music with pointers on relationships, well-being and money matters. He describes the show this way: "Imagine yourself standing in

front of the largest newsstand in the world, every great magazine article that you need for your life jumps into your hand, and somebody who sounds a lot like me whispers it in your ear."

"Radio can be the confessional booth," says Dave Ramsey, who provides personal financial advice on 200 stations. "There are certainly very few friends on the planet you would tell everything to. But if nobody knew who you were, you could unload some [emotional] junk and deal with it."

Jeff Grossman

HOST	LISTENERS	HOST'S OTHER LIVES	CATCH PHRASE	SPIRITUAL?
 JOHN TESH	Mothers, truckers, swing-shift workers	Emmy-winning former host of <i>Entertainment Tonight</i> ; singer	"Music and intelligence for your life"	No, intended to be secular but uplifting
 DELILAH	Single mothers, kids dedicating songs to their parents	Adoption proponent; mother of seven	"Love someone tonight"	Yes, in the underlying message
 DAVE RAMSEY	Families with debt, high school students	Self-taught real estate mogul; recovered from bankruptcy	"Life, love and how they happen to revolve around money"	Yes, but only when callers express an interest

MEN AT WORK

HANDSOME AMBITIONS

The cliché is that business is a man's world and it takes brains and balls—not a pretty face—in order to dominate. That old adage has been put to rest by a recent survey, which found that more and more men are having cosmetic surgery to advance (or protect) their careers.

Conducted by the American Academy of Facial and Plastic Reconstructive Surgery, the survey found that

43 percent of cosmetic surgeons said their male patients were undergoing procedures for career reasons. Men tend to opt for nonsurgical procedures like fat injections, Botox injections and microdermabrasion that allow them to return to work very quickly. "About 10 percent of my male patients tell me they want cosmetic surgery to ensure they aren't overlooked when it comes time for a promotion," said William Silver, a cosmetic surgeon in Atlanta who is vice president of AAFPRS.

"More and more men are starting to feel the pressure to

look attractive and youthful to increase their desirability and marketability in different areas of their lives, including the work world," says Yvonne Thomas, a Los Angeles private practice psychologist who specializes in body image and self-esteem.

Bob Riggsbee, who works for an Atlanta advertising agency, opted to have excess skin removed from his chin just before he turned 65. It made him more confident, he says: "Advertising is a young

person's profession, and my chin was starting to bother me. After the surgery, I not only felt better, but clients were telling me how good I looked."

Susan Palmquist

