# MEDIA SCHEDULE

## THE BELIEVING BRAIN

*From Ghosts and Gods to Politics and Conspiracies — How We Construct Beliefs and Reinforce Them as Truths*

By Michael Shermer

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
<th>Host(s)</th>
</tr>
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<tbody>
<tr>
<td>5:05 – 5:15am</td>
<td>WWUS-FM (Florida Keys)</td>
<td>“Morning Magazine”</td>
<td>Bill</td>
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<tr>
<td>5:20 – 5:30am</td>
<td>WFON-FM (Green Bay)</td>
<td>“Morning Show”</td>
<td>Jon &amp; Mary</td>
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<tr>
<td>5:45 – 6:00am</td>
<td>WNIC-FM (Detroit)</td>
<td>“Neighborhood Network”</td>
<td>Diane</td>
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<tr>
<td>6:00 – 6:10am</td>
<td>WOCM-FM (Baltimore City/Ocean City)</td>
<td>“Morning Show”</td>
<td>Bulldog &amp; the Dude</td>
</tr>
<tr>
<td>6:20 – 6:30am</td>
<td>WIZM-FM (Madison, WI)</td>
<td>“La Crosse Talk”</td>
<td>Mike</td>
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<tr>
<td>6:30 – 6:40am</td>
<td>WEOL-AM (Cleveland)</td>
<td>“Morning Show”</td>
<td>Jeff</td>
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<tr>
<td>6:40 – 6:55am</td>
<td>WRVC-AM (Regional OH, WV, KY)</td>
<td>“Viewpoint w/Jean Dean”</td>
<td>Jean</td>
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</tbody>
</table>
Monday, May 23 (continued)      Altadena, CA

7:05 – 7:15am                     KKBJ-FM (Regional Minnesota)
LIVE RADIO INTERVIEW             “Midday Show”
                                Host: Mark

7:15 – 7:25am                     WDST-FM (New York Hudson Valley)
TAPED RADIO INTERVIEW            “Morning Show”
                                Hosts: Greg & Franz

7:25 – 7:35am                     KCMO-AM (Kansas City)
TAPED RADIO INTERVIEW            “Caring for KC”
                                Host: Ray

7:40 – 7:50am                     KMA-AM (Omaha)
LIVE RADIO INTERVIEW             “Morning Show”
                                Hosts: Chuck & Don

7:50 – 8:00am                     WJHT-AM (Regional PA)
TAPED RADIO INTERVIEW            “Morning Show”
                                Host: Rick

8:30 – 8:40am                     KFAB-AM (Omaha)
TAPED RADIO INTERVIEW            “KFAB Life”
                                Host: Suzanna

9:50 – 10:00am                    KODJ-FM/KJMY-AM (Salt Lake City)
TAPED RADIO INTERVIEW            “Frank Bell Show”
                                Host: Frank

10:00 – 10:30am                   KAHI-AM (Sacramento)
LIVE RADIO INTERVIEW             “Popp Off Radio Show”
                                Host: Mary Jane

10:30 – 10:40am                   KCHE-FM (Sioux City)
TAPED RADIO INTERVIEW            “Local News”
                                Host: Nikki

10:40 – 11:00am                   KKZZ-AM (Los Angeles)
TAPED RADIO INTERVIEW            “Brainstormin”
                                Host: Billy
Monday, May 23 (continued)  Altadena, CA

11:00 – 11:10am  WRLT-FM (Nashville)
LIVE RADIO INTERVIEW  “Feature”
Host: Mary

11:50 – Noon  WRHB-AM (Orlando)
LIVE RADIO INTERVIEW  “The Heartspot”
Host: Michelle

Noon – 12:15pm  KEEZ-FM (Minneapolis)
TAPEP RADIO INTERVIEW  “Nixx in the Afternoon”
Host: Jeff

12:15 – 12:25pm  KYNO-AM (Frenso)
TAPEP RADIO INTERVIEW  “Straight Talk”
Host: Gail

12:34 – 12:59pm  WRJN-AM (Milwaukee)
LIVE RADIO INTERVIEW  “Afternoon Talk”
Host: Pete

Tuesday, May 24  Altadena, CA

8:00 – 9:00am  MINNESOTA PUBLIC RADIO
LIVE RADIO INTERVIEW  “Midmorning”
Producer: Chris Dall
Phone: (651) 290-1395
E-mail: cdall@mpr.org

11:20 – Noon  KPCC-FM (NPR/Los Angeles)
LIVE RADIO INTERVIEW  “Air Talk w/Larry Mantle”
474 S. Raymond Ave.
Pasadena, CA 91105
Wednesday, May 25  

11:00 – Noon  
**LIVE RADIO INTERVIEW**  
**IN-STUDIO**  
KGO-FM (ABC/San Francisco)  
“The Ronn Owens Programs”  
900 Front Street  
San Francisco, CA 94111

7:00 – 8:00pm  
**TALK/BOOK SIGNING**  
**BOOKS INC.**  
1760 Fourth St.  
Berkeley, CA 94710  
Contact: Margie Scott Tucker  
Phone: (415) 643-3400 x11  
E-mail: mscott@booksinc.net  
In-store: Calvin Crosby and Ben Gaunt  
Store Phone: (510) 525-7777

Thursday, May 26  

10:45 – 11:00am  
**TAPED TELEVISION INTERVIEW**  
**NOTE:** This will air on Sunday,  
May 29 right after “Meet The Press.”  
KNTV-TV  
(NBC/San Francisco)  
“Press: Here”  
2450 North First Street  
San Jose, CA 95131

12:30 – 1:00pm  
**LIVE RADIO INTERVIEW**  
KPFA-FM  
“Living Room”  
1929 Martin Luther King Jr. Way  
Berkeley, CA 94704  
Host/Producer: Kris Welch

6:00 – 7:00pm  
**TALK/BOOK SIGNING**  
**BOOK PASSAGE**  
1 Ferry Building, San Francisco, CA 94111  
Contact: Karen West  
Phone: (415) 927-0960 x 240  
Email: kwest@bookpassage.com  
Store #: (415) 835-1020
Friday, May 27

9:00 – 10:00am
LIVE RADIO INTERVIEW
JEFFERSON PUBLIC RADIO
(Oregon Public Radio)
“The Jefferson Exchange”

Tuesday, May 31

Time TK
Air Time TK
LIVE RADIO INTERVIEW
IN-STUDIO
CLEAR CHANNEL OF COLORADO
“Focus”
4695 S. Monaco Street
Denver, CO 80237
Producer/Host: Irene Rawlings

8:15 – 9:00am
LIVE RADIO INTERVIEW
IN-STUDIO
KGNU-FM (NPR/Denver)
“How on Earth”
700 Kalamath
Denver, CO 80216
Producer: Shelley Schlender

10:00 – 11:00am
LIVE RADIO INTERVIEW
IN-STUDIO
KOA-AM
(ABC Radio Network/National)
“The Mike Rosen Show”
4695 Monaco Street
Denver, CO 80237

7:30 – 8:30pm
TALK/BOOK SIGNING
TATTERED COVER (LoDo)
1628 16th Street
Denver, CO 80202
Contact: Charles Stillwagon
Phone: (303) 322-1965 ext: 2736
E-mail: charles.stillwagon@tatteredcover.com
Store Phone: (303) 436-1070
Tuesday, May 31

8:30pm
DINNER WITH MILE SKEPTICS
DINNER
Wazee Supper Club
1600 15th Street
Denver, CO 80202
Contact: Mike Smith
Phone: (303) 570-0329
E-mail: michaelleesmith@gmail.com

Wednesday, June 1

Portland, OR

7:00 – 7:20am
LIVE RADIO INTERVIEW
KPOJ-AM (Clear Channel)
“Carl & Christine, KPOJ Mornings”
Producer: Paul Pimentel
Phone: (503) 323-6472
E-mail: PaulPimentel@clearchannel.com

1:00 – 1:30pm
LIVE RADIO INTERVIEW
KBOO RADIO
“Fight the Empire”
IN-STUDIO
20 SE 8th Ave.
Portland, OR 97214

7:30 – 8:30pm
TALK/BOOK SIGNING
POWELL’S BOOKS (Burnside)
1005 West Burnside
Portland, OR 97209
Contact: Michal Drannen
Phone: (503) 228-4651 x5889
E-mail: michald@mail.powells.com
Store Phone: (503) 228-4651

Thursday, June 2

Seattle, WA

10:30 – 10:50am
LIVE RADIO INTERVIEW
KIRO-FM
“Ross and Burbank”
IN-STUDIO
1820 Eastlake Avenue East
Seattle, WA 98102
Thursday, June 2 (continued)  Seattle, WA

7:00 – 8:00pm  ELLIOT BAY BOOK COMPANY
TALK/BOOK SIGNING  1521 Tenth Avenue (Pike X Pine)
                  Seattle, WA 98122
                  Contact: Karen Maeda Allman
                  Phone: (206) 624-6600 x 115
                  E-mail: kmallman@elliottbaybook.com
                  Store Phone: 1-800-962-5311

Saturday, June 4  Vancouver, CA

Time TK  KWANTLEN POLYTECHNIC
          Contact: Cory Pedersen
          E-mail: Cory.Pedersen@kwantlen.ca

Wednesday, June 8  New York, NY

Time TK  FOX-TV (National)
        "Stossel"
        1211 Avenue of the Americas
        New York, NY

Time TK  FOX-TV (National)
        "Freedom Watch w/Judge Napolitano"
        1211 Avenue of the Americas
        New York, NY 10036

Thursday, June 9  New York, NY

Sometime b/ween 4:00 – 5:00pm  MSNBC-TV (National)
LIVE TELEVISION INTERVIEW  “The Dylan Ratigan Show”
                      30 Rockefeller Plaza
                      New York, NY 10112
Thursday, June 9 (continued)               New York, NY

7:00 – 8:30pm  CENTER FOR INQUIRY
TALK/BOOK SIGNING    New York Institute of Technology
                    Auditorium on Broadway
                    1871 Broadway (b/ween 61 and 62nd Streets)
                    New York, NY 10023
                    Contact: Michael De Dora
                    Phone: (347) 586-9491
                    E-mail: mdedora@centerforinquiry.net

Friday, June 10                  Washington, DC

4:00 – 5:00pm  AMERICANS UNITED MEDIA (National)
LIVE RADIO INTERVIEW    “Culture Shocks w/Barry Lynn”
IN-STUDIO    1301 K. Street N.W., Suite 850 (East Tower)
                     Washington, D.C. 20005

Saturday, June 11            Washington, D.C.

8:00 – 9:00pm  CENTER FOR INQUIRY
TALK/BOOK SIGNING    Sixth & I Historic Synagogue
                     600 I St NW
                     Washington, DC 20001
                     Contact: Simon Davis
                     Phone: (703) 981-9078
                     E-mail: simondavis79@gmail.com
                     Center’s #: (202) 543-0960

Monday, July 11                 New York, NY

Time TK                     COMEDY CENTRAL
TAPED TELEVISION INTERVIEW    “The Colbert Report”
                     513 West 54th Street 10019
                     New York, NY