



J.P. Concert Review



A PROFILE LOOK INTO MARSHA LEDERMAN

Finally after 19 years, the very poised and classy Marsha Lederman has become Talk 640's newest prime time drive home queen. Her smarts and relaxing type of attitude simply creates magic on the air. The sassy and articulate, Marsha Lederman burns up the airwaves with her hot topics and stand-in-your-face attitude, which is why in our opinion, Marsha Lederman has become a household name.

STRIVING TO THE TOP

Marsha's dream began in 1980 when she became interested in pursuing a future in becoming a radio talk show host. Little did she know 19 years later she would land a job with Toronto's leading talk show radio station, Talk 640.

PURSUING THE DREAM

It all began for Marsha back in 1985 when she enrolled in a 3-year radio and television arts course at Ryerson. Since then, Marsha Lederman has never looked back. Her burning desire and outgoing personality has made her a household name.

DESITE ALL ODDS

Out of a class of 130 students, the very ambitious Marsha Lederman graduated with honours 2 years in a row and has since become one of Toronto's most influential radio talk show hosts on the air today.



CLIMBING TO THE TOP

Her first broadcasting break came in 1985 when she got involved in a broadcasting co-op program with a small Newmarket radio station where she was offered the opportunity to do her internship. She quickly became C.K.A.N. radio's weekend morning newscaster while at the same time working full time with a television production company before moving to Ireland for 6 months. While in Ireland, Marsha worked for a company where she collected royal-ties for record companies. She returned to Toronto in 1990. Upon her return, the aggressive and highly intelligent Marsha Lederman immediately sent 30 resumes and tapes to stations outside Toronto. Once again it paid off for Marsha Lederman when she got her second break with K-Lite F.M. a Hamilton based radio station, where she was hired as their part-time news reporter. However, a short time later Marsha moved to a Barrie radio station, C.K.B.B., as a full-time newscaster in March 1991, I moved to K-Lite FM/CKOC in Hamilton as a full-time reporter and later as a morning newscaster on K-Lite. It was however, in 1993 when Lederman got the biggest break of her career. She became a Q107 newscaster and City Hall trouble-shooting reporter. Her stint at Q107 led her to their sister

station talk 640 where she now has become one of Toronto's most respected prime time on air broadcasters.

Although Talk 640 has other well-known talk show hosts like Michael Coren in the mornings and Spider Jones in the evenings, in our books, Marsha Lederman rules! You can catch Marsha Lederman's prime-time show on Talk 640 every Monday to Friday from 4p.m. - 7.p.m.

You can speak to Marsha live on air simply by calling Talk 640 during her show's broadcast at 416-870-6400 Cellular *2428 or you can reach her website: www.talk640.com

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