

Tara Servatius

The Local Content Queen of Talk Radio

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Summary

WBT Afternoon Drive Host, Top 25 Market. Tara hosted the most listened to locally produced NewsTalk show in the Charlotte market.

It had the highest cume of the five local shows at WBT. It beat the next closest local News/Talk show by 40,000 listeners. Tara clocked the WBT morning drive show by almost 50,000 listeners. And that's in an affluent market where Arbitron under-sampled \$70,000+ families by 60 percent AND 69 percent of the PPM panel adults were unemployed.

Specialties

News/Talk radio talkshow host, newspaper columnist, former host of the television show Healthwise, former investigative reporter, pop culture, Hollywood, news gathering, news opinion, survivor in the game of life.

Experience

WBT Afternoon Drive NewsTalk Host, Top 25 Market at Greater Media

2008 - May 2011 (3 years)

An entertaining, content-packed local News/Talk show where listeners came to get the news and talk about it - and about life. In focus groups, listeners consistently rated Tara their favorite local host at the station among the five local hosts.

WBT NewsTalk Show Host 9-midnight, Top 25 market at Greater Media

2007 - 2008 (1 year)

An entertaining, brash, local and national NewsTalk show heard up and down the East Coast. In focus groups at the time, listeners rated Tara their favorite host out of five at the station, even though she was on from 9-midnight.

Reporter/Columnist at Creative Loafing Newspaper

2000 - 2008 (8 years)

Tara was voted Charlotte's Best Columnist for the last five years by readers, quite a feat for a slightly rightward leaning talk show host writing in a left-leaning alternative newspaper. The award is a testament to Tara's broad appeal. Tara's weekly column in Charlotte's Creative Loafing Newspaper won the prestigious Society of Professional Journalists' national first place award for column writing.

WBT Sunday Talk Show host at NewsTalk 1110 WBT

2006 - 2007 (1 year)

An entertaining two-hour weekend call-in show on news, politics, current affairs and life. In focus groups at the time, listeners rated Tara their favorite local host out of five at the station, even though she was only on once a week on Sundays. Focus group members spoke so highly of Tara at the time that the consultant assumed she was a drive time host.

Host at Healthwise Television Show, WTVI Charlotte

2000 - 2002 (2 years)

Weekly Charlotte television show about health issues.

Education

UNC Chapel Hill

Bachelor, Journalism, 1992 - 1996

Activities and Societies: Zeta Tau Alpha Sorority, Daily Tarheel Editorial Page Editor.

Honors and Awards

Tara's award winning column in Charlotte's weekly Creative Loafing magazine has earned her several national journalism awards including a prestigious national first place award for column writing from the Society of Professional Journalists. Tara has also been voted Charlotte's Best Columnist for the last five years by Creative Loafing readers who love her.

Interests

News, politics, mom stuff/parenting, pop culture, Hollywood, movies, genealogy, crime

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