

## **L.A. radio personality Rick Dees Broadcasts live from Kentucky**

Truth is, Dees fell in love with Kentucky's wide-open, rolling land and the warmth of its people. It didn't hurt that friend and film and TV producer Jerry Bruckheimer and his wife, Linda, own a historic farm in Bloomfield, Kentucky, near Bardstown. It was Linda Bruckheimer who helped Dees and his wife, Julie, find Sweetbrier Farm outside Danville 11 years ago.

Now Dees can be found at his Kentucky home "as often as possible" when he can break away from his studio in Los Angeles. Although Danville may be 1,500 miles from L.A., the Dees radio empire doesn't skip a beat when the boss is in the Bluegrass.

Thanks to modern technology, the energetic Dees is able to broadcast his live morning show for KMVM "Movin' 93.9" in Los Angeles from a studio set up off the kitchen of his Danville farm. He can also tape the syndicated Weekly Top 40 countdown show, which is heard by more than 70 million people around the world each week. Dees also records segments at his farm for the Fine Living cable television network.

The broadcast is so seamless that Dees said listeners never know he's not sitting in smog city. "Right now I'm sitting in front of my console," said Dees one recent afternoon, after he finished a recording session in Danville. "I look and I can see what the weather is in L.A. I can say, 'Look at that beautiful sunrise.' Other than that," he jokes, "it's exactly the same here as in L.A., except the air is fresher."

Dees said he has been broadcasting from Danville for about a decade. He uses six ISDN lines and a T1 line to transmit the shows. Additionally, he recently had wireless Internet installed across the farm, where he also raises corn, soybeans and Black Angus cattle.

"With expansion of broadband, we can do it all," Dees said.

Dees loves using technology to telecommute. He's also bullish on Internet radio. "I think the future is broadband, more than satellite radio," he said. "You'll get to the point where you'll put your mobile phone down, it will send out a mini-WiFi signal you can pick up on your radio, and you'll be listening to any station you want."

Already, Dees offers a wide variety of radio channels on his website, RICK.COM, ranging from "Modern Country" to "Rick FM," which is all No. 1 hits, all the time. Podcasts, e-mail song request forms, video and photo downloads and a merchandise store are other features of the site.

Dees isn't worried one bit that the Internet will drive commercial radio out of business. Instead, he sees a booming future. "What will win out in the end is content," Dees said. Then, always the clown, Dees makes a joking comment about how his show will probably go down the tubes.

Will Dees' broadcasts continue to thrive? Well, 70 million people can't be wrong.