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Sirius deal boosts Charlotte radio-show host

Charlotte Business Journal - by [Adam O'Daniel](#) Staff writer

Don Crosby wants to tell you about yourself.

Crosby is the founder and host of ***Sound Behavior***, a syndicated radio program on which he talks to call-in participants about their personality traits on the air. He calls it “reality radio.” The show, which got its start about four years ago, will begin airing on Sirius satellite radio this month. Crosby developed the show from his experience as a behavioral-assessment expert.

How does ***Sound Behavior*** and reality radio work?

People sign up to be a guest by going to www.soundbehavior.com. My producer invites them to complete a very quick, six-minute behavioral assessment and schedules them as a guest. Having never met or have had a conversation with them, by their assessment chart I introduce them to themselves, their family and listening audience. We talk about where they are in life, I talk about their stress and how they are actually dealing with their life situations based on who they really are. The concept is helping people understand why we do what we do.

How did you build your radio following?

For the last four years, we have been producing the radio show, birthed from my corporate and business experience. The radio show was launched in Detroit on Salem Communications Christian broadcasting. We moved to Charlotte when the economy started slipping. Shortly after, we began an eight-month relationship with WAVO-AM. And then beginning in March, we were invited to join the schedule of Truth Net Broadcasting in Winston-Salem.

How did the Sirius opportunity come about?

Truth Net wanted to syndicate *Sound Behavior* on its seven stations, with the intention of syndicating the show on another 300 stations and introducing the show format to Sirius Radio. Last Tuesday, we were informed that Sirius Radio had approved my show to be aired into international syndication at 12:30 a.m. Eastern time.

QUICKINFO

VITAL STATS

- **Don Crosby's** behavioral-assessment business that inspired his radio show is GlobalBehavior.com.
- **Learn more** about the radio program at www.soundbehavior.com.

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