

TALKERS magazine

*The Bible of Talk Radio
and the New Talk Media*

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Today's **TALKERS** magazine

Super Agent Eric Weiss Played Significant Role in Heidi & Frank/KLOS Marriage.

One of the most prominent behind-the-scenes movers and shakers in the radio talent rep business,



Heidi & Frank

Eric Weiss of the LA-based **Weiss Agency**, first had the idea that Heidi and Frank would make a good fit in mornings at KLOS as far back as one year ago.

According to Southern California radio historian **Don Barrett** of LARadio.com, Weiss had the idea that the duo would make a good fit for mornings at the heritage LA album rocker when rumors began to surface that **Mark & Brian** might be heading into their final contract year *before he even represented them* stating, "I pursued the idea – spoke with both sides about it, and was able to help bring it to fruition." There's a huge lesson and insight in this for those who wonder how big time media talent agents operate. It is not just a matter of "get me a job." Top agents smell potential connections and often put themselves in the mix as catalysts to a marriage before the main parties involved even think of it themselves. At *RadioInfo* and *TALKERS*, we are often asked by zealous-but-unproven talent yet to earn a track record if we can "recommend a good agent." Our answer: "Any agent who would sign you as a client at this point in your career wouldn't be a 'good' one."