

PLAYBOY—DECEMBER 2001

Tony Bohnenkamp

RABBIT RADIO

Listeners who tuned in to Houston's KLOL-FM this summer were greeted with a sweet surprise: Playmates on the airwaves. For one week, Danelle Folta, Jessica Lee, Cara Wakelin, Renee Tenison, Stacy Fuson and Kerissa Fare filled in for the vacationing morning team of Grego Pruett and the Boner. The Centerfolds were paired up to host a variety of segments, including Playmate Wake-Up Calls, Playmates in the News, Playboy Party Jokes, Centerfolds on Sex, Playboy After Hours and Playmate Pick-Up Lines. "I love to shake people up and to get them to realize that maybe they weren't accurate in their perception of a Playboy Playmate," Danelle says. "It's a fun way to interact with the listeners." Doug Harris, marketing consultant for KLOL-FM, has been contacted by several sponsors in the U. S. and Canada who are interested in Playmate-centric programming. Stay tuned for future broadcasts. "When you see a Playmate in the Magazine," Harris says, "you're taken by her beauty. But when you listen to her on the radio for four hours, you really get to know her. That appeals to the American male."