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First Gender Balanced Automotive Broadcast Team Hits the U.S. Airwaves

New York -- Three women have joined The Auto Lab Broadcast team to make it the first gender-balanced automotive radio program in the nation.

"We're excited about bringing a woman's perspective to our listeners," said the program's host and founder, Professor Harold Wolchok. "Many of our callers are women and want to hear what other women have to say."

The Auto Lab is the longest running automotive radio program in the country, airing live on WMCA radio 570 AM and www.theautochannel.com.

For over 25 years the program has informed and entertained listeners about all automotive matters. "We have always been a live call-in show in which our in-studio panel of experts answers automotive questions and provides valuable information," Wolchok said. "This year the in-studio panel has been expanded with the addition of Audra Fordin and Nicole Markson."

Wolchok also announced that Sharon Sudol has rejoined The Auto Lab as a senior correspondent focusing on features and car reviews.

"All bring years of automotive experience to the program," he said.

Fordin is the owner of the Great Bear Auto Repair and Body Shop in New York. Markson comes to the Auto Lab with fifteen years of automotive retail experience, and is a graduate of the National Automobile Dealers Association Candidate Academy. She owns Auto Empowerment, a consulting firm that provides education, advice, and negotiating to enable women to make effective car buying decisions. Sudol is a former automotive writer for The New York Post.

"The additions make the AutoLab the only automotive radio show in the country with women both on its in-studio team and its correspondent team," Wolchok said.

Fordin and Markson join an in-studio panel that includes Harold Bendell, Fred Bordoff, Tim Cacace, Tom Foley, Joseph Guarino, Peyton Knight, Jerry Pastore, Michael Porcelli, Nick Prague, Victor Principe, and Dr. William Sharfman, automotive journalist and consultant.

Sudol rejoins a correspondent team that includes Senior European Correspondent Robert Erskine and Senior Correspondent John Russell.

The Auto Lab Broadcast is heard every Saturday at 8 a.m. by over 400,000 listeners on WMCA 570 am in the New York Tri-State region, and is streamed live on www.theautochannel.com worldwide.

For Further Information contact Harold Wolchok at 718-442-0844.

