

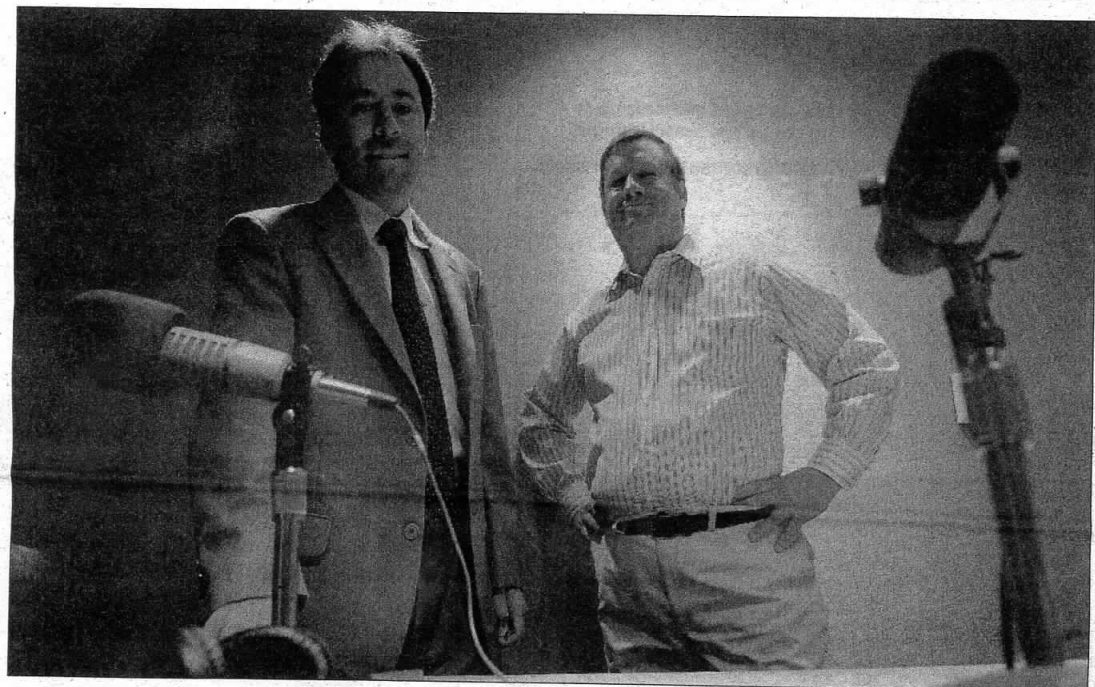
# OWINGS MILLS TIMES

Glyndon, Owings Mills, Pikesville, Randalistown,  
Reisterstown and Smith-Greenspring

Vol. 21, No. 15 Week of August 24, 2006

www.owingsmillstimes.com

Newsstand price 50 cents



Nick Mangione Jr., owner of WCBM and WVIE radio and vice president of M10 Broadcasting, stands with Bob Pettit, general manager of the stations, in one of the company's studios. WVIE recently launched a format dedicated to women's perspectives. See story on Page 15.

STAFF PHOTO BY  
NOAH DEVEREAUX

## Calmer Zoh hits air

*Comeback about constructive conversation*

BY LINDA STROWBRIDGE

For eight to 12 hours every day, Zohara Hieronimus used to investigate murders, corporate corruption, environmental crimes, social injustice, trampled rights and government atrocities, then vent her findings — and her rage — on talk radio.

The mission gained her audience, acclaim, awards and, to her knowledge, the longest-running “whistle-blower” show on the airwaves.

Then one day 10 years after her on-air quest to save the world began, Hieronimus said her heart simply broke. She could no longer put words to her libertarian and

anti-government views.

“I went around weeping for days and days and days,” the Owings Mills broadcaster said. “Not only did the darkness of the world break my heart, but the white noise of it all was drowning out my soul. I felt I had nothing left to say. There was no fire in the belly. I thought I was dying, literally.”

After retreating for years to live in silence and heal, Hieronimus this summer returned to local talk radio, but with a radically different approach.

She developed a weekly show for

See **Radio**, page 14

### In this issue



**Sports** New Owings Mills athletic director strives to improve academics **24**

**Education** Schools prepare for first day of classes Aug. 28 **16**

## Gangs' presence in jail leads to guard training

BY MARY T. ROBBINS

Corrections officers at the Baltimore County Detention Center are, for the first time, identifying gang members among inmates and will undergo gang intelligence training next year.

“After years of hearing about gangs and being alerted to their presence, they’re here,” said Jim O’Neill, director of the county’s Department of Corrections, which oversees the detention center at the corner of Bosley and Kenilworth avenues in Towson.

According to O’Neill, 69 inmates have been identified since January

as gang members. About 31 gang-related incidents, mostly using force to obtain money, food items, a better position in line or telephone privileges, have taken place within the facility in the past eight months.

Statistics on the number of gangs represented in the jail were not available.

Several inmates coming into the detention center since January have been identified as Bloods, O’Neill said.

The facility housed 1,400 inmates as of Aug. 21 and has a capacity for 1,513.

See **Gangs**, page 15

**FOCUS**  
FEATURES

**OWINGS MILLS**  
TIMES

Invite You and a Guest to an Advance Screening of



Be one of the first to visit [www.owingsmills.com](http://www.owingsmills.com) for a chance to win a pass, good for two, to the advance screening.

No purchase necessary. Supplies limited. One pass per person. Employees of Focus Features and the Patuxent Publishing Company are not eligible. Decisions final. Based on her language, some violence and sexual content.

**OPENS NATIONWIDE FRIDAY, SEPTEMBER 8th!**

# MARKETPLACE

## No more ranting for radio's Zohara

Radio, from page 1

WVIE, the newly launched Pikesville station dedicated to women's perspectives. Rather than focusing on scandal, shrill opinion and "knee-buckling" questions, "Clear View with Zohara Hieronimus" is dedicated to bridge-building.

"When we stand out of our selfishness and we look at serving each other, we get a clear view of what is needed. That's where the name comes from," she said.

Hieronimus says the new show bears one primary resemblance to her old, razor-edged style: "I've always been a do-go-der. I think I am here to fix the world."

However, Hieronimus said she realized she had to take a different approach to accomplish anything.

When Hieronimus got her original "Zoh Show" on WCBM in 1992, "I was really an activist who was given a microphone," she said. "I was like a steaming volcano. I used to joke that I don't know how anybody listened to me in the beginning because I was always on Rage 10."

After she discontinued the show in 2001, Hieronimus began studying kabbalah and Hasidic Judaism. Kabbalah is the name given to the mystic tradition in Judaism that provides the tools and teachings for spiritual conversion. Hieronimus, who describes herself as a "born-again Jew," said her years of study and reflection led to a "life transformation."

"I learned the hard way as an activist that if you use anger in your action, you cannot succeed," she said. "To make positive change in our society, it has to be done out of love."

Hieronimus' admittedly genteel weekend WVIE show focuses on the work of nonprofits and other community agencies, as well as local opportunities for recreation and adventure.

"I'm looking for people who want to work together and do good for the community," she said. "I am a cheerleader for paradise. Where I used to look for the weak link in something, now I look for its greatest strength."

Hieronimus said she still tackles big issues of social justice, public policy and the environment, "but there is no yelling and screaming. There is no vitriolic, emotional tussle."

In addition to her weekly program for WVIE, Hieronimus is

back on talk radio with a nationally syndicated show, "Future Talk," that focuses on ways to make the Earth more sustainable. She is also preparing to launch an international show.

But Hieronimus, who has apologized on air for her behavior on the "Zoh Show," espouses a radically different view of the medium these days.

"I can't listen to political rant anymore," she said. "Most media — most commentators and most politicians — are commenting on things they don't know very much about. The ranting that goes on in

talk radio is really nothing more than unprofessional group therapy. It provides a place for people to vent their anger and their sense of frustration and their lack of power."

Hieronimus said she hopes her new consensus-building approach to talk radio "sets an example for people who come into the industry that talk radio is not just about polarization. It's not just about getting people to fight and disagree and air their personal problems. Rather, talk radio is a public trust for intelligent and constructive conversation."

E-mail [Linda Strowbridge at lstrombridge@patuxent.com](mailto:Linda.Strowbridge@patuxent.com).



STAFF PHOTO BY NOAH DEVEREAUX

Zohara Hieronimus, known for her radio "Zoh Show," on WCBM from 1992 to 2001, is back on the airwaves with "Clear View with Zohara Hieronimus," a talk show dedicated to bridge-building. She also has a nationally syndicated show, "Future Talk," that focuses on making the Earth more sustainable. Above, Hieronimus sits in her Pikesville home studio, where she records her shows.

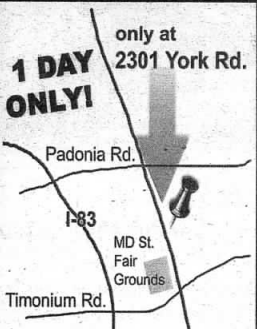
### PUBLIC ANNOUNCEMENT!

Indoor - Outdoor Casual Furniture **Silent Auction**

Wrought Iron  
Wicker • Aluminum  
Patio Sets  
Outdoor Bar Sets  
And more!

Name Brands!  
Superior Quality!

Enter To Win A  
7 Day Cruise!  
Drawing at 6:05



**DUNNRITE**  
CASUAL FURNITURE

Look for the banners just north and across from the fairgrounds

unsold items & portion of proceeds donated to  
**Chesapeake Bay Memories Foundation**  
& **Salvation Army Women's Auxiliary**

visit our stores in  
COLUMBIA and SYKESVILLE [www.DUNNRITE.com](http://www.DUNNRITE.com)  
1-800-559-2300



# Out with the oldies, in with women's radio

BY LINDA STROWBRIDGE

Think of it as Extreme Make-over, the radio edition.

On June 1, M10 Broadcasting executives transformed their ailing Pikesville "oldies" station into what they claim is the hottest new trend on the airwaves.

At the stroke of midnight, WWLG ceased to exist. From its ashes emerged WVIE 1370, "The Voice" of women in America.

"Female talk is the next big format in this industry," said Bob Pettit, the station's general manager.

And the format change, Pettit said, is already paying off in record ad sales for the locally owned station.

iPods, Web casts, satellite radio and other new technologies have steadily eaten into the ad sales and audience share that music radio once enjoyed, Pettit said.

At WWLG, an oldies music station that drew 65 percent of its audience from the ranks of Baltimore's senior citizens, that trend was keenly felt.

For years, advertisers have steadily shifted their money to talk radio stations.

But that shift, Pettit said, still left advertisers unable to reach a key group of consumers — women. (Talk stations featuring Howard Stern, Bill O'Reilly or other hard-line commentators and shock jocks attract mostly men.)

So executives at M10 Broadcasting, a subsidiary of Mangione Family Enterprises, crafted a talk radio lineup to attract female listeners and the companies that want to sell to women.

That lineup includes celebrities ranging from Dr. Laura Schlessinger, "the relationship coach," to Tammy Bruce, the "pro-choice, gun-owning, pro-death penalty, voted-for-President Bush, progressive feminist."

Within the first month of operation, WVIE raked in ad sales exceeding all sales records achieved by WWLG, Pettit said.

"There's still a glow around here," said Nick Mangione Jr., vice president of M10.

The company, he added, had multiple reasons to celebrate in June.

In addition to the successful launch of WVIE, it landed a contract to broadcast Rush Limbaugh on WVIE's "brother station" WCBM, after he was canceled by WBAL.

WVIE executives are still trying to round out their lineup.

Pettit said the station has been inundated with proposals for shows about child-rearing, personal relationships and cooking. They've been rejected.

"I think it's insulting to say that if we are going to attract women, we have to talk about baking cookies," Pettit said.

Instead, he's searching for new shows that focus on computers and women in sports.

WVIE executives are aiming to boost their audience to a cumulative 100,000 through the week (from 65,000 when the station was WWLG) and attract mostly 25- to 64-year-old listeners.

Executives say the station has one special draw — WVIE is one of the few locally owned radio stations in the market, and it dedicates air time to local programming.

"The owner (Nicholas Mangione Sr.) is from Baltimore. He loves Baltimore, and he has always been an avid fan of talk radio and giving people an opportunity to voice their opinions," Mangione said.

The local lineup includes "Clear View," a weekly program with veteran broadcaster Zohara Hieronimus.

"Most of the national network ownership and the large conglomerates, whether it is in newsprint, television or radio, really don't care about the content or the values so much as local owners. They really just care about how much money they make. And that's really the denigration of the media overall in our country," Hieronimus said.

"Mr. Mangione Sr. has made it possible for us who have a love of this community, to promote local nonprofits, to address local issues and to engage in community building."

*E-mail Linda Strowbridge at [lstrowbridge@patuxent.com](mailto:lstrowbridge@patuxent.com).*