



# All About Living with Host Carol Koby

BY LAURI LEE

*All About Living*, a weekly radio interview program produced by Mid-West Family Broadcasting, helps to guide listeners of all ages on their life's journey. Serving the older demographic by covering topics of common interest, the program helps

people lead vibrant and productive lives throughout the entire course of their lives. Segments air from 10:00 a.m. to 11:00 a.m. each Saturday on HANK AM 1550 and 97.7 FM. All programs are also posted on [carolkobyradio.com](http://carolkobyradio.com).

Executive Producer and host Carol Koby's conversational-style interviews and subject matter appeals to a broad spectrum of people of all ages. Listeners are provided valuable takeaways from topics that run the gamut from health and finance



CAROL KOPY

to shared expertise from educators, policymakers, community activists, authors, performers, and fascinating individuals. People are encouraged to dig within themselves to find strengths at each stage of life and choose ways to express them. The programming reflects Carol's passion for promoting lifelong learning, making informed decisions, and living full and purposeful lives.

Listeners tune in weekly to discover interesting opportunities, innovative ideas, and valuable resources as well as to hear compelling stories of those who have overcome hardships or reinvented themselves. The information helps people who are dealing with their own health concerns or those of their partner, spouse, or parents. Some are planning ahead to know what to do when medications, mobility, or their health situation changes as they age. Carol is the bridge that carries the subject matter to listeners, and she uses the radio as her vehicle to convey educational and informative material.

Carol's work before radio involved organizing women's health programs and, in earlier years, serving as women's director and reporter for WITI-TV (Channel 6) in Milwaukee and consumer advocate for WKOW-TV in Madison. To gain additional credentials, she gave herself a 50th birthday gift to go back to the University of Wisconsin-Madison to obtain her master's degree. She pursued women's and consumer health education. For her leisure in aging class, she visited various medical facilities and discovered UW Hospital and Clinics had just launched *Picture of Health*, a cable television program. They happened to be looking for a moderator trained in broadcasting. Since Carol's undergrad degree was in communication arts focusing on radio and television, she auditioned. She moderated the program nearly 10 years, until it went off the air.

In spring 2002, Tom Walker from Mid-West Family Broadcasting approached Carol to initiate a radio program to deal with issues related to an aging population. The *Aging Matters* program started April 20, 2002, and has aired every Saturday since. It soon changed its name to *All About Living* to communicate the positive message that there is a lot of vibrancy, opportunity, and joy in aging. At age 76, Carol is still taking her own advice about how to live a purposeful life and finding joy in the journey.

Lauri Lee is a freelance writer.



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