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CONTACT: Glen Sheppard, Polly Fuhrman
mailroom@boohr.com or 800-342-6621

Sky Radio Delivers Expert Business Expertise to Air Travelers: Information Is Not Communication!

GRAPEVINE, TX, July 2, 2007—Sky Radio Network provides business, technology, health, and entertainment programming to some of the largest airlines in the world, including United, American, Delta, Northwest, US Airways, and America West.

As part of that programming for the entire month of July, popular author and speaker Dianna Booher offers her insights on the top communication issues of the day via her own Sky Radio interview. “Information is not communication,” according to Booher. “The difference between information and communication is the difference between an X-ray and surgery. Leaders understand the difference between the volume of communication and its significance when applied and acted on.”

Relying on extensive research for her latest book, [*The Voice of Authority: 10 Communication Strategies Every Leader Needs to Know*](#) (June 2007, McGraw-Hill), Ms. Booher is a vocal critic of those who say that providing a glut of information must mean that an individual or business organization is communicating. ([Hear the full four-minute interview here.](#))

Just because we have a cell phone in every hand, papers piled high on our desks, and bloggers commenting on political and business events faster than the traditional media ever could, Booher insists that does not define good communication. Information does not necessarily translate to action—it does not drive sales or results. New information technology appears and disappears—but *human* communication is the one constant.

“Thankfully, human communication is a skill everyone can study, practice, and improve—with the proper guidance.” Booher’s *The Voice of Authority* provides practical tips to improve communication, which explains why Sky Radio selected her as a featured speaker among their “Conversations With the Experts” audio series.

Listen to Sky Radio and Dianna Booher on all American Airlines flights in July.

About Sky Radio

Sky Radio programs air continuously 24-hours a day, 7 days a week, reaching a potential universe of over 182,400,000 passengers per year, on 900,000+ annual flights.

About Dianna Booher

Dianna Booher is CEO of Booher Consultants (www.Boohr.com), a communication training firm, and the author of more than 40 books published with major houses.