



# **I Love Dr. Laura!**

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**“She gives the impression that she knows everything.”**

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**THE FACTS** Dr. Laura makes her living dispensing advice. She has a doctorate in physiology from Columbia University Medical School in New York and a post-doctoral certification in marriage, family, and child counseling from the University of Southern California. She was in private practice as a marriage and family therapist for more than a decade. Her radio show has been syndicated since 1994. Her show draws 18 million listeners. Thousands of people seek her no-nonsense advice and upfront morality in her syndicated column, which runs in more than fifty-five newspapers, and more than 2 million copies of her three books (*Ten Stupid Things Women Do to Mess Up Their Lives*, *How Could You Do That?!*, and *Ten Stupid Things Men Do to Mess Up Their Lives*) are in print.

Callers turn to her to solve their relationship problems. In some cases, she will hand them advice that is forthright and clear cut. In other cases, she will urge the caller to think through the alternatives and make his or her own decision. And in some situations, Dr. Laura will determine that there is no simple solution as such and urge the caller to either live with a distasteful situation or otherwise make the best of it.



**R.K.'S ANALYSIS** Dr. Laura's credentials and experience qualify her as knowing something of which she speaks. Callers obviously believe in her wisdom or they wouldn't jam her phone and fax lines. Dr. Laura receives hundreds of faxes each week; her Web site crashed in 1997 when 310,000 people hit it at once; and during a typical program, more than 60,000 people vie for the chance to consult her on the air.

As for Dr. Laura being a classic "know-it-all," I disagree. In my opinion, she handles herself exactly as the situation demands—with professionalism.

Think of it this way: Would you listen for long to a call-in radio program in which the host couldn't make a decision or refused to take a stand: "Gee, I don't know what to tell you" or "There are lots of ways of looking at your problem and being an open-minded person I hesitate to advise you on which one is best"? I doubt it. People listen to talk