

## KMAJ to offer radio show about financial planning

Education: Weekly program to feature financial planner who specializes in retirement

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KMAJ-AM 1440 will start a new weekly radio show focusing on financial planning, "Money Talks/Ask the Expert."

The hourlong show, which will be broadcast at 9 a.m. Saturdays starting this week, will be hosted by Roger Shumaker, an Investment Advisor Representative at Retirement and Tax Solutions, 5909 S.W. 28th. It will be co-hosted by local radio personality Jim Cates.



"We try to program that radio station to people who are looking for information, both (news) and information that can help them in their personal lives," said Don Pollnow, general manager for Cumulus Broadcasting, the station's parent company.

Pollnow said he hopes to develop a series of "Ask the Expert" shows on a range of different topics. Specific topics haven't yet been determined, and a timeline for potential new shows hasn't been established, he said.

"Money Talks/Ask the Expert" is designed to be an interactive public service program to address the financial needs and concerns of retirees or those about to retire. Calls, letters and e-mails from listeners will be answered on the air.

"It's basically going to be about four major concerns that most seniors have and that would be in the areas of taxes, long-term care planning, estate planning and probate avoidance and of course preserving their capital in an unstable market," Shumaker said.

The show also will feature guest appearances by professionals, including lawyers specializing in such things as estate planning and Medicaid planning, certified public accountants and representatives from assisted living facilities.

Shumaker said the show is designed to help adults plan ahead for their financial future to avoid the need for financial decisions in times of crisis.

"I feel like education is the key," Shumaker said. "Knowledge is the key to making good decisions. If you can get an idea of what you want to do before it's a crisis, it's always a lot better. It's kind of like you have a spare tire in your trunk, but you really don't want to have to use it. You'd probably rather fix your tire before there was a problem."

Shumaker has been serving retirees' financial needs since 1987. His firm specializes in the financial needs of individuals who are retired or soon to be retired. About every six weeks, he presents educational workshops called Senior Financial Survival Workshop. He has written several articles and is working on a book.

He said the show will complement his current practice.

"Really what we're trying to do is be a full service to seniors in the financial world," he said.

Questions can be sent to [Rshumaker@nextfinancial.com](mailto:Rshumaker@nextfinancial.com); mailed to 5909 S.W. 28th, No. 100, Topeka, 66614; or left in the voice mail box at (800) 613-6836.

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