



# Marketplace

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## Kai Ryssdal's final note ...

The Pabst Brewing Company is trying to rehabilitate one of its dilapidated brands.

Sales of Colt 45 malt liquor hit 2 million barrels a year back in the 1980s.

It's down to less than half that now after complaints that sales were targeted at the poor and minorities.

So Pabst is trying to tap into a new market with hip slogans and a Web campaign. And by putting all the art on what look to be brown paper bags.

Who knows? Might work every time.

## Your *Host*

### *Kai Ryssdal*

Host, Marketplace



Kai Ryssdal took the reins as host of Marketplace in August 2005. He previously hosted the Marketplace Morning Report for more than four years.

Before joining Marketplace, Kai was a reporter and substitute host for *The California Report*, a news and information program distributed to public radio stations throughout California by KQED-FM in San Francisco.

His radio work has won first place awards from the Radio and Television News Directors Association and the national Public Radio News Directors Association.

After graduating from Emory University in Atlanta, Kai spent eight years in the United States Navy, first flying from the aircraft carrier U.S.S. Theodore Roosevelt, and then as a Pentagon staff officer. Before his career in public radio, Kai was a member of the United States Foreign Service and served in Ottawa, Canada, and Beijing, China.

Kai is married and the father of four. He also enjoys running, a fact featured in a *Runner's World* magazine article.

