



Smerconish MIDDAYS At-A-Glance

- ▶ Noon-3P, Live
- ▶ Top tier afternoon talent with national TV presence seen on
 - CNN Headline News
 - Today Show
 - Hardball
 - CBS Today
- ▶ Catapulted WPHT Philadelphia mornings from 2.4 to 4.3, AQH Share, M25-54 (ARB Metro Fall '03, SP '08) during his tenure
- ▶ Smerconish speaks the bald truth to your listeners from the right, but not the extreme, on everything from politics to pop culture
- ▶ Jack-of-all-trades... Smerconish is a lawyer, writer, TV host, and radio pro
- ▶ Neither your father's radio show nor for extremists, this show is for the masses
- ▶ Smerconish has substituted for both O'Reilly and Beck
- ▶ Standard barter deal, with no inventory commitment outside the show: 5 minutes an hour is it!