

## 5AM Sean & Frank in the Mornings-



It's where we take on every subject in a quick, wild, and wacky way. From conventions to elections, Soccer moms and deadbeat dads, Ravens to Rec. Centers, nothing in or out of the news is out of bounds. Mix in the information you need- ABC Network and Maryland News, Traffic and Weather First, Sportscasts, Wall Street Updates, and your calls, comments and contributions. That's the morning show with Sean, Frank, Hasney, and Chuck.

## 9 AM Tom Marr-

Unrestrained, uncensored and itchin' for a fight! Tom takes the time to dig deep into the issues of the day. Settle back and spend some time with Baltimore's veteran defender of the conservative movement. Take him on and set him straight.... Good luck! You may not agree, but you've got to listen!



## 12 Noon Rush Limbaugh

Rush defined conservative talk radio nearly two decades ago here on WCBM. Now back home where he belongs, Rush joins the most powerful voices in Talk Radio with is unique and unabridged style. Across the country and here in Baltimore, Rush is the most popular talk show host on radio.



## 3 PM Sean Hannity-

Live from "The Big Apple", Fox TV News & national radio talk show host Sean Hannity is heating up Baltimore with his own brand of conservative insight to issues in the news. You never know who's next as Sean's guest... From Dick Armeey to President Barack Obama, Al Sharpton, and VP. Joe Biden, if you miss a minute, you've missed a lot.



## 6 PM Money Magazine-

What went on during the day in the financial world is reviewed, analyzed and discussed during the 5 editions of Money Magazine every afternoon. Beginning with the market closings and the top business story of the day, followed by two way talk in a Q&A format, listeners get advice and the information they need to make good money decisions.

## 7 PM Mark Levin-

Broadcasting live at 7 from just down the road in Washington DC, Mark is known by Sean and Rush as "The Great One" because of his knowledge of law, politics and people.

## 10 PM Michael Savage-

His passion for reducing government size and waste and sizzling criticisms of liberal media bias educate and entertain his fans.

## 1 AM Coast to Coast-

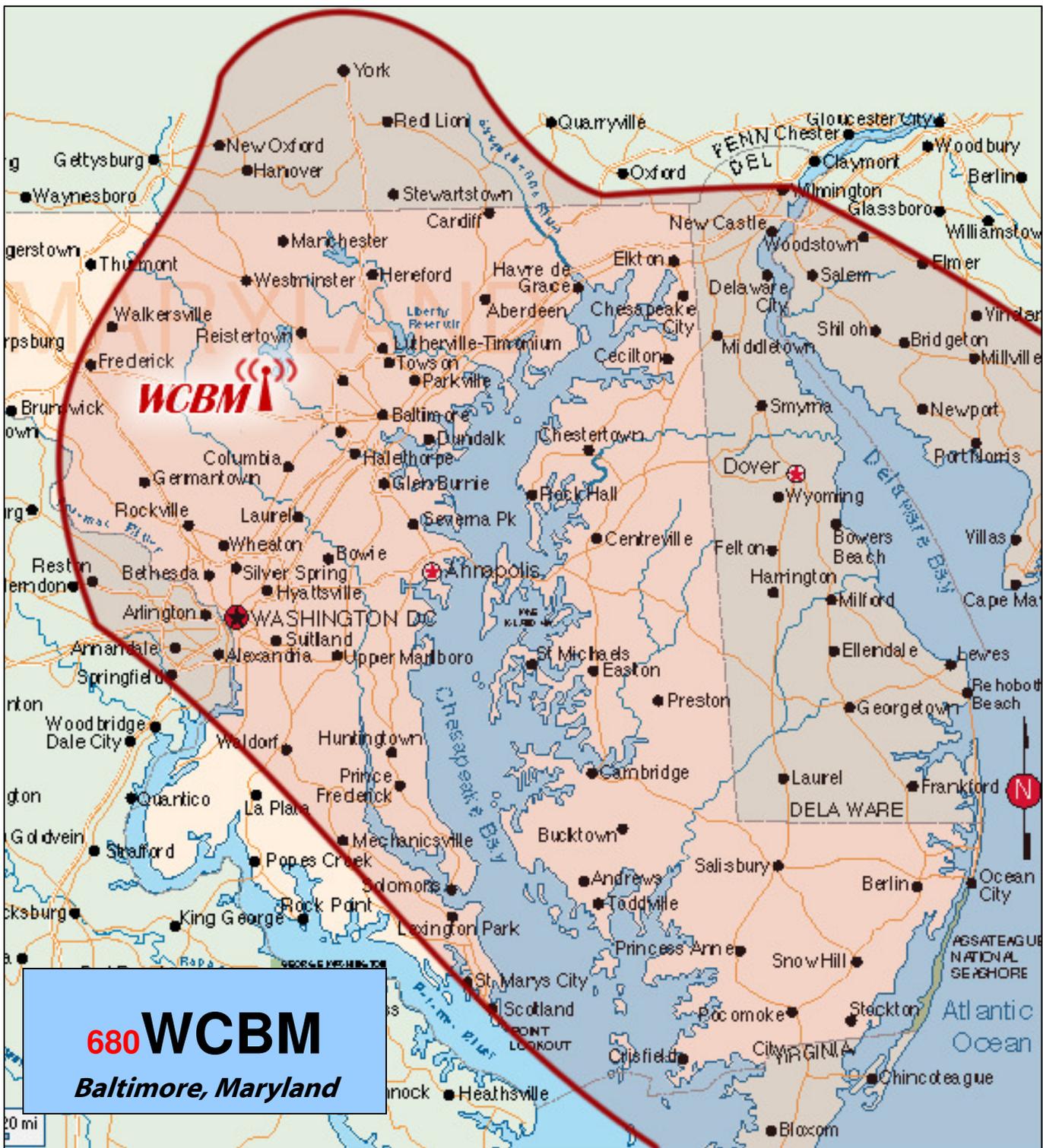
George Norie broadcasts live on am680 to Maryland, DC and Delaware, and across the country on the most popular overnight show in the country covering every subject under the moon.

## 10 PM Les Kinsolving- Sunday

For nearly a half century, Les Kinsolving has been digging up the dirt, you never know what he's going to ask next- Expect the unexpected on Uninhibited Radio.

## Weekend Magazine-

All weekend long tune in to visit subjects as diverse as Gardening and Auto Repair, Computers, Investing, Real Estate, Banking, and much more. It's information in depth from experts in the know.



WCBM/WLG Radio

1726 Reisterstown Road,

Baltimore, MD 21208

Ph: 410-580-6800 Fax: 410-580-6810

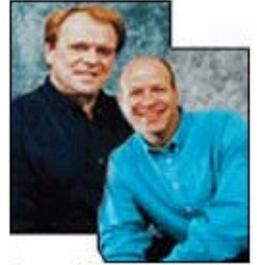
# Sean & Frank

Weekdays: 5:00 AM - 9:00 AM



The Sean and Frank Show has been part of Baltimore for nearly two decades providing fun, information and opinion for tens of thousands of commuters and early risers.

Sean Casey began his broadcasting career at the age of six, when his parents discovered him in front of the Curtis-Mathis stereo playing and announcing records while talking into a Lincoln Log or was that a Tinker Toy? Rumor has it, that as a young lad, he heard a disc jockey named Frank Luber on WCAO. His first radio gig was at Northern Arizona University in Flagstaff. From there his career took him to Ocean City then Annapolis, Maryland before landing in Baltimore on WQSR and then to morning host and Program Director of talker WCBM. Sean teamed with Frank Luber in November 1992 and the Morning Show with Sean and Frank was born.



Frank Luber's broadcasting career spans over five decades. For the past 15+ years, he has been the co-host and news anchor for one of Baltimore's most popular morning drive radio talk shows, "The Sean and Frank Show", on AM 680, WCBM, now with a powerful 50 thousand watts that reaches from South Central Pennsylvania to Virginia and from Delaware to Washington, D.C. Frank spent 20-years in Television as a News Anchor, producer and field reporter. He came over to Radio in the '80's and has been our morning news with personality ever since.

Hoz rounds out the morning team as producer and the voice of... well, just about everyone. Joe Armacost, a.k.a. "Hosni" adds a bit of levity and comic relief to what could be a stressful start to the day.



The show is topped off with traffic from Chuck Whittaker and Sports. Coming or going, you just can't get more entertainment in the morning than on the Sean and Frank Show, mornings 5-9 on am680.

# Tom Marr

**Weekdays: 9AM-12Noon**



After a long career in the news room, Tom was the voice of the Baltimore Orioles before becoming one of the nation's most recognized local talk show hosts. Tom's roots in Maryland politics and issues run deep. Few can pick up the phone and invite our Governor to his son's wedding. And when local, state wide or national issues come to the surface, Tom has an opinion. You may not agree, but you have to listen.

Tom Marr began his radio career Washington D.C. doing a high school sports show. His early years as a newsman found Tom working at Radio and TV stations in Rhode Island, Connecticut, and Virginia. In the spring of 1967, he joined the award winning news team of WFBR Radio in Baltimore and remained at the station for more than two decades. In addition to his on air duties as a news anchor and reporter, Tom did extensive work for CBS Radio Sports covering the Baltimore Orioles, Colts, and Bullets during the late 60's and early 70's. In 1979, Tom became part of the Baltimore Oriole radio play-by-play team and stayed in that position until 1986. After the '86 season, the Orioles sold their radio rights to another station and Tom remained at WFBR and began a successful career as a talk-show host.



Tom and a number of his fellow hosts joined WCBM Radio in 1988. Tom has been named one of the top 100 talk show hosts in America for 5 straight years by Talkers Magazine.

Today, Tom's show is filled with excitement, controversy and cutting edge talk entertainment.

# Rush Limbaugh

## Weekdays: 12-3PM



When it comes to talk radio Rush is Big. Really big. No one defines talk radio like Rush Limbaugh whose show on 600+ radio stations across the country has unified a movement of conservatism that has defined American politics today. He is truly the leader of “*The most powerful names in talk radio*”.



Rush got his start here in Baltimore on WCBM in the early '90's. His show was first nationally syndicated in August 1988, and as of 2005 his national audience was estimated at 20 million listeners per week, making it the largest radio talk show audience in the United States. Such high ratings have been a consistent hallmark of his show.

*The Rush Limbaugh Show* has been largely credited for the large shift in AM radio broadcasting. Limbaugh was the 1992, 1995, 2000 and 2005 recipient of the Marconi Radio Award for Syndicated Radio Personality of the Year, given by the National Association of Broadcasters, joining the syndicated Bob & Tom Show as the only other four-time winner of a Marconi award. He was inducted into the Radio Hall of Fame in 1993.

In 2002, industry publication Talkers magazine ranked him as the greatest radio talk show host of all time. Although Limbaugh's audience is not monolithic, he does attract the highest percentage (56%) of hard news consumers relative to all other television and radio programs in the United States.

The Most Powerful Name in Talk Radio is the most popular show in Baltimore... Rush Limbaugh here afternoons on Talk Radio 680 WCBM

# Hannity

Weekdays: 3-6PM



Hannity is clearly hot... dishing out his perspective on the national issues in the news. He's the boy next door, the kind of guy you'd want your daughter to bring home for dinner. He has an amazing ability to fight like a gladiator, then pick you up, dust you off, thank you for being his latest victim and send you back with a smile on your face.

Hannity says he's still the same blue-collar guy who grew up as the son of a Long Island probation officer, delivered newspapers at age 8, later tended bar and flipped hamburgers, dropped out of college and became a building contractor and father of four children.

"I work really hard. I try to be entertaining. I try not to always take myself too seriously. If confrontation is defined as asking tough questions, I plead guilty. If confrontation is defined as taking gratuitous shots at people, I don't do that. If you're rude to people they're not going to come back on your show," he says.



Sean really is a hard working guy- an author, host of the Hannity and Colmes show on Fox TV, and out doing speeches and appearances to promote his latest cause. But his first love and devotion is to his radio show. A show heard on over 500 stations across the nation and here in Maryland on am680.



Sometimes the best thing about the show isn't Sean himself, but his guests. They include a lot of big... really big names like Vice President Dick Chaney, Governor Arnold Schwarzenegger, and actor Alec Baldwin. He may not agree, but he will always let them have their say.

The Sean Hannity show follows his mentor, Rush Limbaugh in afternoon Drivetime on AM680 WCBM.



# Mark Levin

**Weekdays: 7:00 PM - 10:00 PM**

Mark Levin joins the lineup from Washington DC at 7. Known by Hannity as "The Great One" and a regular fill-in for Rush, Mark brings insight and experience as an attorney and advocate for free speech and conservative values. He just may be the hottest new talk radio star on the scene.

Mark's show runs the gambit as a host that touches both regional and national political issues with experience and style.

Mark's success here on WCBM is sure to follow his success in New York when he skyrocketed to Number 1 on the AM dial in his first 18 months on the air. Mark's book *Men in Black* was released February 7, 2005 and quickly climbed to Number 3 in the nation on the *New York Times* Best-Seller list. When your book is endorsed by Rush Limbaugh and Sean Hannity, you know you have a winner on your hands.



In a short period of time, Mark has become one of the most listened to local radio Talk show hosts in the nation. Before Mark took over the WABC 6:00 PM slot on September 2, 2003, he hosted a popular Sunday afternoon program. "He's smart, witty, and fast on the draw," according to ABC Program Director Phil Boyce. "He has this sharp sarcastic wit that can easily stun his opponents. I know I would not want to debate him."

Mark's show follows the ever popular Rush Limbaugh, Sean Hannity and Money Magazine on WCBMABC, but everyday he manages to come up with a new twist on the day's top news events, as well as his own unique information. His passion and intellect will make him a hit throughout Maryland, DC and Delaware on am680 WCBM.

Levin has served as a top advisor to several members of President Ronald Reagan's Cabinet—including as Chief of Staff to the Attorney General of the United States. In 2001, the American Conservative Union named Levin the recipient of the prestigious Ronald Reagan Award. He currently practices law in the private sector, heading up the prestigious Landmark Legal Foundation in Washington DC.



# Les Kinsolving

**Sunday: 10:00 PM -1:00 AM**

For nearly forty years, Les has entertained, informed and challenged Maryland talk listeners with his unique and uninhibited style.

Some say he is irreverent. Others “just a little out there”. But his fans find him an important part of their lives. No one works harder than Les in digging up the dirt, often finding an angle others just never thought about.

Les Kinsolving is the nation's un-labeled talk show host! Just when you think he's conservative, he's liberal. And just when you think he's liberal, he's in the center! From proud, vociferous patriot to opinionated social commentary to winsome, mischievous devil's advocate, Les keeps audiences on their listening toes!



Les was also a Nationally syndicated (250 papers), Pulitzer-Prize nominated columnist and Talkers Magazine picked him as one of the top 100 the last 7 years among 4,300 US radio talk show hosts! Les has also appeared on national television as a result of being Baltimore's only White House radio talk show host correspondent. He brings knowledge, scoops, foibles and hard-facts to an involved, rapt audience Monday-through-Friday evenings!

# Michael Savage

**Weekdays: 10pm-1am**



Explosive conservative radio talk show host Michael Savage dominates the nighttime airwaves with his brash commentary and unapologetic solutions. The 10 million listeners who tune into Savage each week can't be wrong! In Maryland, Delaware and points beyond, listeners tune in to Michael on am680- the home of *the most powerful voices in talk radio!*



Savage is harder hitting than other conservatives. Wilder than Bill, funnier than Ann, Michael Savage is a media icon who is unafraid to take on the establishment. He pulls many of his life experiences, including that of father, son, husband, brother, ice cream factory worker, busboy, lifeguard, writer, and scientist, into his commentary.

Savage coined the terms "Compassionate Conservative" and "Islamofascist," which have been hijacked by Republican speechwriters and spread like wildfire.

An independent-minded individualist, Michael Savage fits no stereotype. He attacks big government and liberal media bias, but champions the environment and animal rights. Trained as a scientist, he holds Master's degrees in medical botany and medical anthropology and earned his Ph.D. from the University of California at Berkeley in Epidemiology and Nutritional Science. He spent decades searching and saving tropical rainforests.

Explosive Talk Show Host, Best-Selling Author of 'The Savage Nation', 'The Enemy Within' and 'Liberalism is a Mental Disorder'. Michael does it all. Savage is the author of 18 books including three New York Times Best Sellers.

In his show, books and speeches, Michael Savage electrifies and galvanizes his audiences. If you're looking for someone with an opinion-- who isn't afraid to tell it like it is-- he's your man. And he's on the air... evenings from 11PM-1AM... only on Talk Radio 680 WCBM.



## **Coast to Coast**

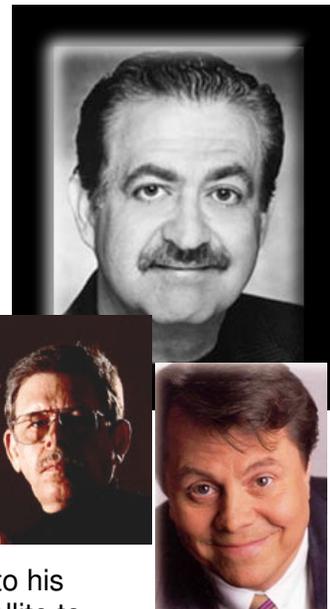
**With George Noory**

**Overnights, 1-5AM**

Overnights, seven days a week on WCBM listeners get a look at subjects that will make your hair stand on end. Sometimes unbelievable, often unusual, but always entertaining this live, seven nights a week program is the most popular show in America overnight. Heard across the nation, and throughout Maryland and Delaware on am680, Coast to Coast garners an active, though not well rested audience that engages in the stories and guests that excite the night air. The show is presented "live" and hosted Monday – Friday by George Noory, Saturday by Ian Punnett, and Sundays by the legendary Art Bell.

**George Noory** took over the reins from semi-retiring Art Bell to become the host of America's most fascinating overnight radio program. Looking back on George's life and his passion for all things unexplained, it seems almost fated that he would fulfill this unique role as host of C2C. While still a teenager, George joined NICAP, the UFO organization that was a precursor to today's MUFON. George immersed himself in the field, "so much so that I decided I wanted to go into broadcasting in order to do unusual stories in the paranormal and stories that the mainstream media didn't want to touch," he told *After Dark*. Indeed, George's very first broadcast interview was with Roswell expert/physicist Stanton Friedman, with whom he has maintained a lifelong friendship.

**Art Bell** is no ordinary talk show host. His grasp of the electronic revolution--and how to make it personal is unique. He's a talk show host primed to influence 21st century America in more ways than one. Although there's something distinctly "new century" about the Art Bell mystique. Art connects to his audience, not just by the full force of modern technology from satellite to Internet to fax, but also by his unique view of the world, and a daring to pose all questions, no matter what the answer



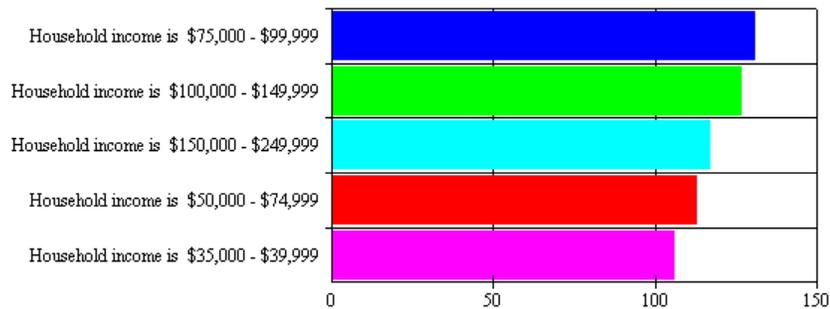
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**Ian Punnett** has a love for radio goes back to his childhood. With flashlight in hand and a studio in his attic, he explored the magic of the medium. After years of experience as a guest host, Ian is now a regular on Saturday nights, broadcasted throughout Maryland, DC and Delaware on am680 WCBM. His fun nature and inquisitive mind brings the best out of his guests and callers as he entertains thousands of listeners Saturday nights in Maryland and across the country.



# Household Income of WCBM Listener

Profile ranked by index.



With 100% being the average

1. The WCBM listener household is 31% more likely for income \$75,000 - \$99,999
2. The WCBM listener household is 27% more likely for income \$100,000-149,999
3. The WCBM listener household is 17% more likely for income \$150,000-249,999
4. The WCBM listener household is 13% more likely for income \$50,000-74,000



## Why advertise to Talk Radio Audience?

Because Talk Radio Listeners...

1. ...are here for information and don't push the button when your commercial comes on but listen carefully to your message.
2. ...are affluent baby boomers with disposable income even when times are tight.
3. ...are home owners with equity, borrowing power and have lots of home improvement projects.
4. ...are opinion leaders and are often the people others turn to for advice.
5. ...are active consumers of health products, travel, financial advice and premium, upscale and quality products and services.
6. ...are radio listeners and spend less time with the newest communication gadgets.
7. ...form a close relationship with the talk show hosts, share their views, and are receptive to their words, and yours.
8. ...trust the hosts and sponsors of their favorite shows.
9. ...are the fastest growing audience on radio.
- 10...are an audience you just can't afford to miss.

*Talk Radio is word of mouth advertising...*  
**And the top names in Talk are on WCBM**