

THE

MILT ROSENBERG

SHOW

MEDIA KIT

1 — Welcome to the arena of intelligent talk.

Milt Rosenberg is a daily podcast that features provocative and thought provoking discussion centered on the world of ideas. Books, politics, culture, history, religion, the arts. Nothing is out of bounds on Milt Rosenberg.

Guests from the worlds of literature, journalism, academia and public policy join Milt Rosenberg to discuss the big questions of the day—an all-star list of people who shape our world.

While there are many talk programs on the air today, there is a dearth of intelligent, reasoned, conversational-style talk radio options for conservative-oriented listeners. Milt Rosenberg is nothing less than a new arena for public discussion and dialogue. It exposes listeners to new ideas, surprising anecdotes, and intellectual edification. Milt Rosenberg has attracted an enthusiastic and loyal following around the world, downloads in the tens of millions.

The show, recorded in our downtown Chicago studio, is posted daily at MiltRosenberg.com and includes an archive of past shows, a blog authored by Milt Rosenberg, show staff and other contributors, recommended books and products, and exclusive releases such as e-books and premium podcasts.

The 2008 National Humanities Medal to Milton J. Rosenberg, for bringing the world of ideas to millions of listeners. Combining a scholar's understanding and a teacher's openness, he has made a home in radio for elevated conversation and profound thought.

- PRESIDENT GEORGE W. BUSH

It is the kind of talk radio educated people often assume doesn't exist anymore. The range of issues is high-minded and endless; ..Rosenberg is the Lou Gehrig of intellectual talk radio. During a single week, he can do shows about financial markets, American musical theater, the state of contemporary academic life, nuclear warfare, and the modern novel - it's amazing really."

- JOSEPH EPSTEIN, ESSAYIST AND AUTHOR

2 — About Milt Rosenberg

Milt Rosenberg is a legendary radio interviewer and a professor emeritus at the University of Chicago. Milt previously hosted Extension 720 on WGN Radio, five nights a week for nearly 40 years. His previous program dealt with politics, history, foreign policy, literature, science, religion, and high, as well as popular culture.

During his academic career, Milt held posts at Yale, the Naval War College, Dartmouth, Ohio State and finally, the University of Chicago, where he directed the doctoral program in social psychology.

Milt serves on the boards of many organizations, including the National Association of Scholars, the Foundation for Individual Rights in Education, the Howard Center for Family and Religion and the National Great Books Curriculum. In 2008, in a White House ceremony, he was awarded the National Humanities Medal by President George W. Bush.

Milt is a Chicago institution, a University of Chicago psychologist by day and, at night, the voice of "Extension 720," a show on which for the past three decades he's talked to everyone from Norman Mailer to Henry Kissinger. Before the interview we had a wide-ranging conversation that covered everything from Alfred Kazin to Chicago politics.

- TOM VANDERBILT, AUTHOR OF THE BESTSELLER TRAFFIC

3 — Download Statistics, October 2012

<i>Podcast</i>	<i>Downloads</i>
1- Extension 720—Post-Presidential Debate #1	510,764
2- Extension 720—Mark Steyn	493,274
3- Extension 720—John "Bulldog" Drummond	398,504
4- Extension 720—Post-Vice Presidential Debate	343,581
5- Extension 720—The Life of Arthur Conan Doyle	334,402
6- Extension 720—Apocalypticism in Religion	309,564
7- Extension 720—Post Presidential Debate #2	284,462
8- Extension 720—Sir Max Hastings	273,444
9- Extension 720—The Return of Race Riots to America	267,515
10- Extension 720—Ulysses S. Grant and the Civil War	261,800
11- Extension 720—France, Family & the Meaning of Food	241,822
12- Extension 720—An Examination of Barack Obama	237,089

<i>Podcast</i>	<i>Downloads</i>
13- Extension 720—Post-Presidential Debate #3	231,813
14- Extension 720—Genetic Engineering w/ George Church	213,352
15-Extension 720—Science Fiction--Past, Present & Future	175,313
16- Extension 720—Fixing America's Higher Education System	165,455
17- Extension 720—A History of Film Noir	135,068
18- Extension 720—Obama's Impact on African Americans	128,668
19- Extension 720—A History of Poetry	107,384
20- Extension 720 Classic—Nazi and Stalinist Regimes	106,971
21- Extension 720 Classic—Andy Rooney	105,539
22- Extension 720—History's Most Powerful Quotes	76,779
23- Extension 720—Rod Blagojevich, Exposed	68,745
24- Extension 720—Politics Without Vision	65,837
25- Extension 720—Taming the Wrath of the Sun	60,903
26- Extension 720—Neuroscience Research	58,951

Rosenberg is a Chicago institution. His program, "Extension 720," has aired for more than 30 years – a civil forum where knowledgeable guests from across the political spectrum discuss important issues in revealing two-hour interviews.

- NATIONAL REVIEW

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Milt Rosenberg Guests, Past & Future

Charles Murray	William Kristol
Milton Friedman	Norman Podhoretz
George Schulz	Roger Scruton
Roger Kimball	Sol Stern
George Will	Andrew McCarthy
Robert Gates	Stanley Kurtz
Gary Becker	Max Hastings
Richard Posner	Martin Marty
David McCullough	Christina Hoff -Sommers
Victor Davis Hanson	David Blankenhorn
Mark Steyn	Hilton Kramer
Leon Kass	Margaret Thatcher
Harvey Mansfield	Henry Kissinger
Tom Wolfe	Colin Powell
Donald Kagan	John Updike
Robert Kagan	William Safire
Kay Hymowitz	Charles Alan Kors
Heather MacDonald	P.J. O'Rourke
Theodore Dalrymple	Shelby Steele
Oliver Sacks	Richard Brookhiser

Apart from the list of prominent guests, the show features in-depth analysis of current events, the latest important authors and books, and scholars from universities and think tanks such as Brookings, AEI, CFR, Hudson, Hoover, and Manhattan, among many others.

Interested in sponsoring Milt Rosenberg? Listeners to Milt Rosenberg are intelligent, well-read consumers with disposable income. Sponsorship opportunities include:

+	Advertisements and mentions within the show
+	Banner ads and sponsored content on the website
+	Sponsorship of the weekly newsletter
+	Rental of the Milt Rosenberg email list

If you have other ideas, we'd love to hear them! We can create a custom package to fit your needs.

For more information, contact us at zack@miltrosenberg.com

219 K St NE
Washington, DC 20002

One South Wacker Dr. #2740
Chicago, IL 60606

Milt is to the airwaves what the New Criterion is to the world of print: a scourge of the meretricious and politically correct. If you don't know his show, take a moment to savor it.

- ROGER KIMBALL, EDITOR OF THE NEW CRITERION

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