

# Howard Stern: The KING Of All Media

**Howard Stern is the king of all media, here are just a hand full of Howard's accomplishments OUTSIDE of the world of radio:**

- ★ **June 19, 1984: Appearance on The David Letterman Show launched Stern into the national spotlight.**
- ★ **1993: Wrote, PRIVATE PARTS, a national best selling autobiography.**
- ★ **1993: Howard Stern's NEW YEAR'S ROTTEN EVE pay per view event is a huge success culminating with the crowning of Miss Howard Stern, whose reign has lasted 13 years...and counting.**
- ★ **In 1995, Stern writes his second best selling book, MISS AMERICA.**
- ★ **1997: Starred in PRIVATE PARTS, a motion picture adaptation of his best selling book. The movie debuted at the top of the box office and grossed over \$41 million in the first month of it's release.**
- ★ **Won the Blockbuster Entertainment Award for "favorite male newcomer" an honor awarded by fans for his performance in PRIVATE PARTS.**
- ★ **Son Of The Beach: Howard produced this comedic series on FX. The series premiered in 2000 and ran for four seasons.**
- ★ **July 8, 2005: The airing of the final episode of The Howard Stern Show on E Entertainment television. The show premiered on June 18, 1994.**



# Howard 100 and 101 Channel Line Up

- ★ **Channel 100 show airs live starting at 6am EST. The show is re-broadcast for the West Coast Time Zone on Channel 101 starting 6am PST. A spot in the Stern show runs on both Howard 100 & 101.**
- ★ **The Stern show is re-broadcast on Channel 100 from 1p-6p EST, 7p-12m EST and 12m-5am. Each of the re-broadcast is sold separately.**
- ★ **Howard Wrap Up Show airs on Channel 100 and 101 11a-12n with Gary Dell'Abatte and Jon Hein hosting.**
- ★ **On Channel 101 "Bubba the Love Sponge" PM Drive 3p-7p and Scott Ferrall from 8p-12m**
- ★ **Specialty Shows include Riley Martin, Miserable Men, The Intern Show an Superfan Roundtable.**

**A TNS Perceptual Study in June of 2006 Reported:**

58% of Sirius Subscribers Listen the **Howard Stern Show**  
48% Listened to *Howard 101*

$10,740,000 \times 58\% = 6,229,200$  cume

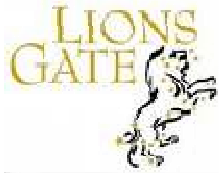
How many radio personalities in the country touch over 6 million listeners on a weekly basis?

How many do you need to reach to be successful?

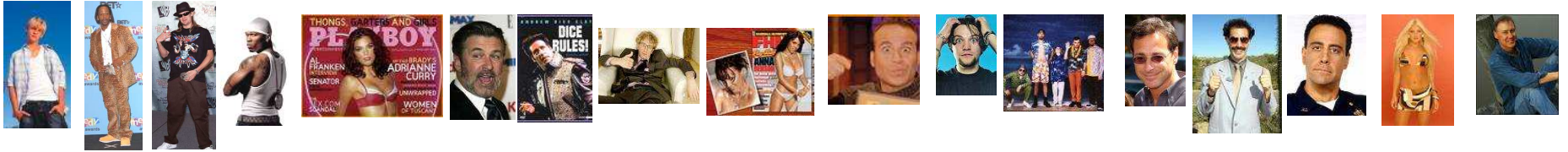


**SIRIUS**   
SATELLITE RADIO

Howard sells products...Here are just a few of the companies getting results on The Howard Stern Show.



# Just a few of Howard's guests in the first year of the REVOLUTION!



AARON CARTER, KAT WILLIAMS, KID ROCK, 50 CENT, ADRIANNE CURRY, ALEC BALDWIN, DICE, ANDY DICK, ANNA BENSON, ANT, BAM, BLOOD HOUND GANG, BOB SAGET, SACHA BARON COHEN, BRAD GARRETT, BROOKE HOGAN, BRUCE HORNSBY



BUTCH PATRICK, CARMEN ELECTRA, CHEAPTRICK, CHRIS KATTAN, CINDY MARGOLIS, COLLECTIVE SOUL, CONGRESSMAN ACKERMAN, CUBA GOODING JR., DANNY BONADUCE, DARRELL HAMMOND, DAVID ARQUETTE, DAVID SPADE, DEE SNIDER, DENNIS RODMAN, DIXIE CHICKS



DONALD TRUMP, DOUG CHRISTIE, FRAN DRESCHER, G. GORDON LIDDY, GENE SIMMONS, GEORGE TAKAI, GILBERT GOTTFRIED, HENRY ROLLINS, HOWIE MANDEL, HULK HOGAN, ICP, IVAN REITMAN, JANICE DICKINSON,



JAY THOMAS, JENNA JAMESON, JENNY MCCARTHY, JIM BELUSHI, JIMMY KIMMEL, JOAN RIVERS, JOHN CENA, JOHN STAMOS, JOHNNY KNOXVILLE, JON STEWART, M. KNIGHT SHYAMALAN, LUKE WILSON, OZZY, P DIDDY



PAUL GIAMATTI, PAUL MOONEY, ROBERT DUVALL  
MR. T, TORI SPELLING

