

RALPH SMODSMITH

The Greenest Thumb

Show Summary

"How-to" advice on all aspects of gardening.

- America's best known garden expert
- "How-To" advice on all aspects of gardening
- Realistic growing strategies
- Earth-friendly pest control
- Landscape Planning

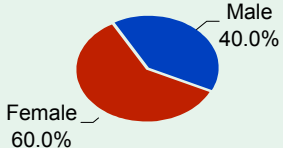
Total Affiliates

Approx. 85

Leading Affiliates

WOR-AM (New York)
 WAGE-AM (Wash., DC)
 WARM-AM (Wilkes-Barre)
 WFBL-AM (Syracuse)
 WVOM-AM (Bangor)
 KKOL-AM (Seattle)
 KTKZ-AM (Sacramento)
 WOSH-AM (Green Bay)

National 12+ Distribution



%US Coverage: 34.2%

Don't miss Out On One of the Hottest Consumer Categories

- Participate in the \$38 billion gardening products business
- Reach the 80% of total US households that garden
- Highly credible host, known by both your listeners...and your clients
- Develops extremely loyal audiences

Here's the Most Prominent Radio Expert in the Field...Or in the Garden!

- Most recognizable syndicated talk radio show on gardening for over 15 years
- Featured on *Good Morning America*
- Syndicated newspaper columnist, *The Garden Hotline*
- Editor for Gardening, *Americana Encyclopedia Yearbook* since 1984
- Member of faculty at New York Botanical Garden for 25 years

Network Feed Times: GE8, Starguide

	Eastern	Central	Mountain	Pacific
LIVE	Su, 8a-10a	Su, 7a-9a	Su, 6a-8a	Su, 5a-7a

Permitted Clearance Times: All

Terms: Barter, 4 min per hour

Producer: Noah Fleischman, (212) 642-4461

Affiliations: (212) 642-4533

