

NEW!  
:60 SECOND  
DAILY  
COMMENTARY



# RIGHT NOW WITH ED GORDON

One of the nation's most respected broadcasters offers insight and opinion on topical issues and events in America and around the world in an informative and entertaining short form feature.

## ED GORDON IS ONE OF URBAN AMERICA'S MOST RESPECTED VOICES...

### Daily :60 Second Feature:

A daily 60 second feature hosted by one of "Urban America's Leading Voices," Emmy Award winner **Ed Gordon**

### Target Audience:

African-American Adults 25-54

### Show Benefits:

BET personality **Ed Gordon** is known for his unparalleled associations with newsmakers from entertainment, sports and politics. The name Ed Gordon is synonymous with the "big" interview.

- Fast paced, engaging and PPM friendly content
- Unique insight into topics that listeners care about
- Can be used as web content to reach an online audience
- LENGTH: 60 Seconds
- DAYPART: Mon-Fri 6A-8P
- BARTER: One (1) minute per day ROS

## WHY SALES WILL LOVE "RIGHT NOW WITH ED GORDON" ...

Right Now with Ed Gordon is topical, insightful and entertaining. Ideal for businesses looking to reach the target audience and associate with one of "Urban America's Leading Voices".

### Target Business Categories:

- Retail
- Entertainment
- Electronics
- Men's clothing
- Financial services
- Healthcare
- Transportation



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