



## **THE BEN SHAPIRO SHOW EXPERIENCES EXPLOSIVE STATION GROWTH AND RATINGS SUCCESS BY DRAWING YOUNGER LISTENERS TO BROADCAST RADIO**

***Shapiro is Now Heard on More than 200 Stations and Bringing in  
Younger Demos 18-49***

***Show Ratings Are Up in New York, Los Angeles, Chicago, and Dallas***

**New York, NY – March 6, 2019** -- Westwood One, the largest audio network in the U.S., proudly announces that ***The Ben Shapiro Show*** is experiencing significant growth with a growing lineup of **new station affiliates**, major markets reporting **ratings lifts**, and an accumulation of **engaged younger listeners** –all coming out of the gate in **his first PPM ratings report**.

Shapiro is taking the country by storm with his high-energy, action-packed show, now heard on more than 200 stations, including nine of the top 10 markets. Shapiro's ratings have seen significant growth in four of those top markets -- **WABC-AM/New York, KABC-AM/Los Angeles, WLS-AM/Chicago, and KLIF-AM/DALLAS** -- in the coveted A18-49 demographic

(Source: Nielsen Audio PPM Monthlies Dec'18 – Jan'19, Exact times A18-49 AQH)

“We knew that Ben was a hot commodity among millennials and younger demos, and now we have the numbers to prove it,” said Suzanne Grimes, EVP, Marketing for CUMULUS MEDIA and President, Westwood One. “In less than 60 days Ben has amassed an impressive portfolio of more than 200 stations. We are excited to fuel this exponential growth as he continues to resonate with radio listeners and advertisers.”

“It's incredibly exciting and gratifying to know that more and more young people are tuning in to our stations,” added Shapiro. “Talk radio is dynamic, and I'm convinced that

the more time young people spend with us on talk radio, the more they'll fall in love with the medium the same way I did.”

*The Ben Shapiro Show LIVE* is hosted by podcast-to-broadcast innovator **Ben Shapiro**, editor-in-chief of DailyWire.com, who covers America’s most powerful political personalities, brutally breaking down the culture, while never giving an inch. The two-hour live radio show is preceded by Shapiro’s one-hour podcast broadcast, which airs at 3 pm ET. Stations have the option to take the one-hour podcast broadcast, the two-hour live show, or the three-hour combination.

For more information about Ben Shapiro programming on Westwood One, contact **Stuart Greenblatt** at [sgreenblatt@westwoodone.com](mailto:sgreenblatt@westwoodone.com) or (212) 419-2946.

### **About Ben Shapiro**

Ben Shapiro is editor-in-chief of DailyWire.com, and host of *The Ben Shapiro Show*, the top conservative podcast in the nation, which airs on Westwood One Podcast Network. He is a leading conservative speaker on college campuses, consistently defending free speech and open debate. Shapiro is the author of seven books, including The New York Times bestseller, “Bullies: How the Left’s Culture of Fear and Intimidation Silences America” (2012). Shapiro is also a nationally-syndicated columnist since age 17, and a graduate of UCLA and Harvard Law School.

### **About Westwood One**

Westwood One, the national-facing arm of CUMULUS MEDIA, offers iconic, nationally syndicated sports, news and entertainment content to 245 million listeners each week across an audio network of 8,000 affiliated broadcast radio stations and media partners. Westwood One is the largest audio broadcast network in America, home to premium content that defines the culture, including the NFL, the NCAA, the Masters, the Olympics, Westwood One Backstage, the GRAMMYS, the Academy of Country Music Awards, the Billboard Music Awards and the American Music Awards. The rapidly growing Westwood One Podcast Network delivers popular network and industry personalities and programs. Westwood One connects listeners with their passions through programs and platforms that have everyone listening. For more information please visit [www.westwoodone.com](http://www.westwoodone.com).

### **Contact**

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