

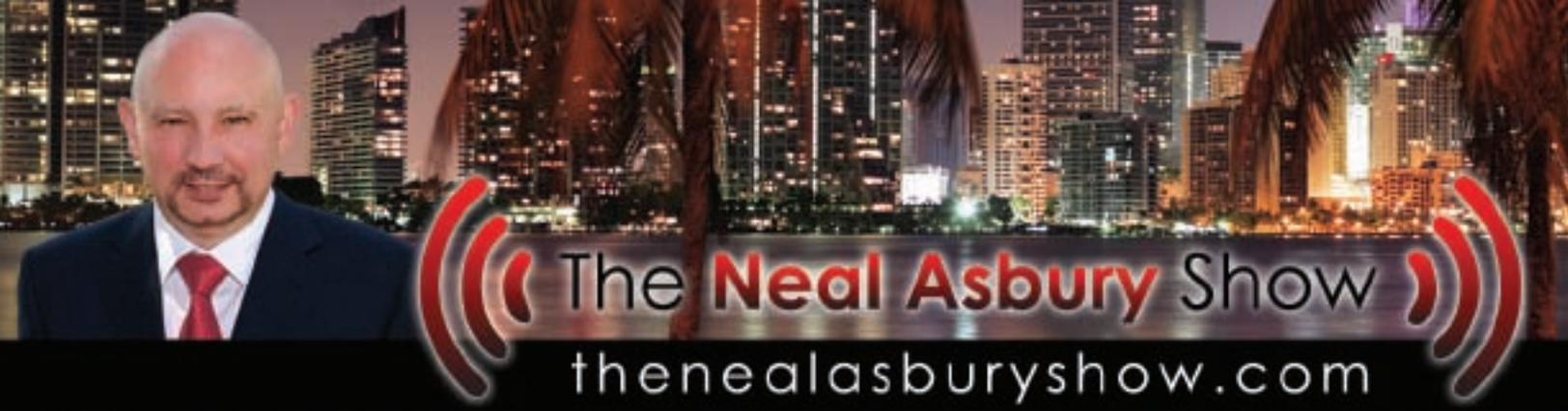


The Neal Asbury Show



Media Kit





Biographical Profile of Free Trade Champion Neal Asbury

When it comes to free trade advocacy, there is no one more passionate about the topic than Neal Asbury. It's no coincidence that he is the 2008 recipient of the coveted United States National Champion Exporter of the Year Award. Over the past two years he has published over 50 articles on global trade issues, been quoted in The New York Times and has appeared on network television nationally and internationally discussing important trade issues.

Each week The Neal Asbury Show is broadcast over a network of select stations throughout the United States and currently appears in 6 of the top 13 radio markets. Global trade and its impact on all aspects of our lives including the economy is a front and center topic on the show and of paramount importance to the audience and guests. Expect strong opinions from industry and government leaders as well as from contributing editors on The Neal Asbury Show relating to America's current trade policies and practices--mixed with sound advice on reinvigorating U.S. exports and imports. The Neal Asbury Show is syndicated on radio stations throughout America affiliated with Bloomberg Radio, CNBC, ABC News, Salem Communications and the Talk Radio Network. The show broadcasts live from the Atlantic Radio Network Studios in Coral Gables, Florida.

The Neal Asbury Show is co-hosted by Richard Roffman, veteran 30 year publisher with extensive domestic and international experience.

Mr. Asbury's asburysworld.com blog is quickly

becoming a favorite on-line destination for visitors who share his dismay at today's global business environment for U.S. exporters. His advocacy has taken him to address the United Nations at the Commission of Trade and Development, as well as frequent speaking engagements at universities and trade associations throughout the United States.

Mr. Asbury has been involved in global business since graduating from Rowan State University in New Jersey in 1979 with a Bachelor of Arts degree. He moved to Asia in 1981 to represent the interests of a number of U.S. manufacturers throughout the region.

In 1987, he founded Asbury WorldWide which became the largest American Export Management Company in its segment, with twelve distribution facilities around the globe. In 1989, he began FAB Asia, Inc. in Manila, Philippines, which was the exclusive Asian fabricator of commercial kitchens for McDonalds as well as other well-known American chains.

After selling his group of companies in July of 1999, Mr. Asbury established Greenfield World Trade which is a global Trading Company selling and servicing American manufactured products in over 130 countries to both the retail and commercial markets.

No stranger to Capitol Hill, Mr. Asbury has received the E-Star Export Award and the Export Achievement Award from the U.S. Department of Commerce. He is a founding faculty member of Export University (a collaboration between the





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District Export Council and the U.S. Department of Commerce). He has testified before the Philippine Senate on multiple occasions on foreign trade. He is chairman of the South Florida District Export Council, appointed to serve by the U.S. Secretary of Commerce. He is a member of the International Advisory Committee to Governor Charlie Crist of Florida and a member of the prestigious International Policy Committee of the U.S. Chamber of Commerce in Washington.

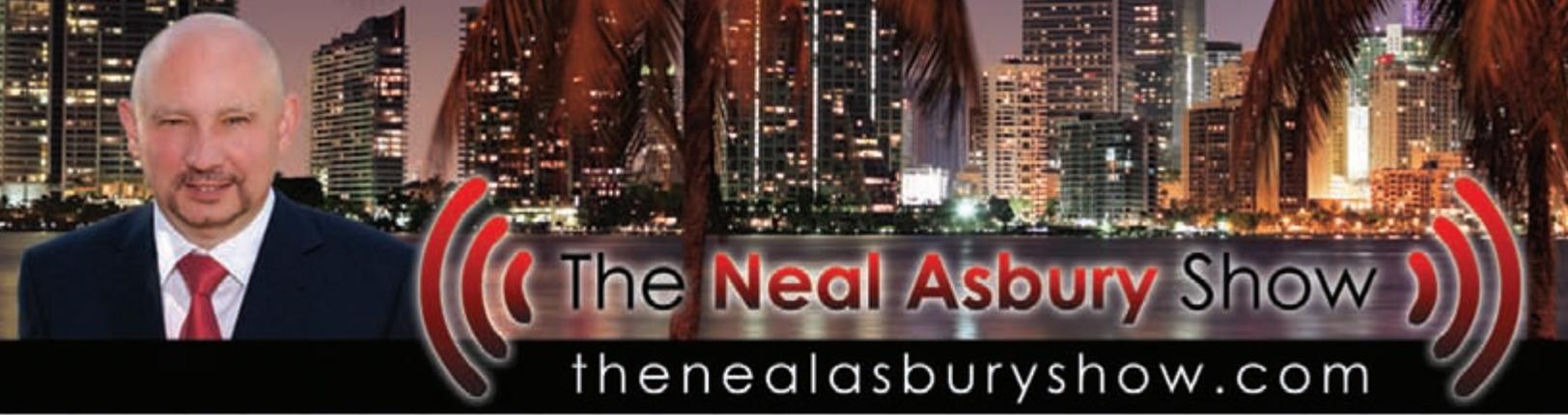
In addition to his opinion pieces on asburysworld.com, Mr. Asbury writes a column on global business issues entitled *Asbury's World* for *The Point News* (www.tothepointnews.com) which is a Washington D.C. based Intel Service

widely read by government and business leaders across the country. His article, "The Great Debate," was adopted as the theme of the 2007 National District Export Council Conference moderated by CNN award winning journalist Gene Randell.

Neal Asbury resides in Weston, Florida with his wife, Elizabeth and two daughters, Anjelica and Alyssa.

**TRUTH
FOR AMERICA**

**WEB: www.thenealshow.com
BLOG: www.asburysworld.com**



The Neal Asbury Show

thenealshow.com

Showtime

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Contributing Editors



John Manzella
The Manzella Trade Report

Dr. Jack Wheeler
To The Point



Carlos Gutierrez
U.S. Secretary of Commerce



Susan Schwab
U.S. Trade Representative Ambassador



Sandy K. Baruah
Administrator of the U.S. Small Business Administration



Sean M. Spicer
Assistant U.S. Trade Representative Public and Media Affairs

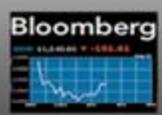


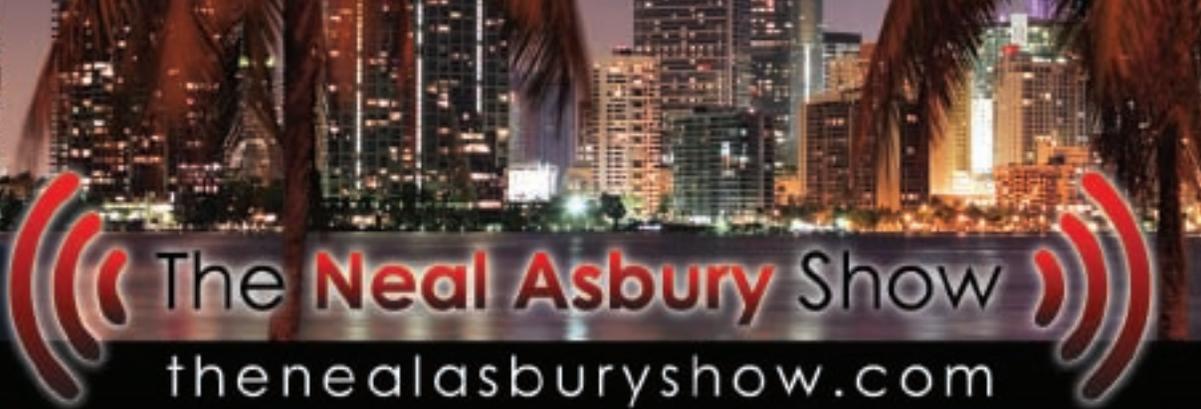
Israel Hernandez
Director General of US Foreign & Commercial Service



Dale A. Brill, PhD
Director of the FLA's Governor's Office of Tourism, Trade and Economic Development

Featured Guests





The Neal Asbury Show

thenealashuryshow.com

Proudly Syndicated In

Miami/Ft. Lauderdale



► **WZAB-880AM**
Friday, 5p-6p

This Business news radio station, owned by Salem Communications, features Bloomberg Business News and CNBC with full market coverage throughout Miami-Dade and Broward Counties. The Miami/Ft. Lauderdale market is the 12th largest radio market in America.

cated and local talk programs that includes Laura Ingraham (syndicated), Pat Gray & Edd Hendee (local) and long-time Houston Talk show legend, Dan Patrick (local). Airing of "The Neal Asbury Show" directly follows the highly listened to "Lou Dobbs weekly radio program. The station covers both Houston and Galveston with Houston being the 6th largest radio market in America.

other highly regarded syndicated, business news radio programs such as "The Ray Lucia Show" and "Phil's Gang". The station covers both San Francisco and San Jose markets. San Francisco is the 4th largest radio market in America.

Atlanta



► **WGKA-920AM**
Sun. 1p-2p

This Salem Communications station runs a conservative, News/Talk format and featuring nationally syndicated shows such as Bill Bennett, Mike Gallagher, Michael Medved, Dennis Prager and Hugh Hewitt.. Atlanta is the 7th largest radio market in America.

Washington D.C.



► **WFED-1500AM**
820AM
Sat 8a-9a

Programs air on 2 frequencies as a simulcast with a unique format known as FEDERAL NEWS RADIO targeting the government audience. Washington is the 9th largest radio market in America.

Seattle/Tacoma



► **KKOL-1300AM**
Sat. 1p-2p

This Business News formatted station, owned by Salem Communications, features Bloomberg Radios open and closing programs as well as other highly regarded syndicated, business news radio programs such as "The Ray Lucia Show" and "Phils Gang". With a 50kw signal, this station has excellent coverage throughout the entire Seattle-Tacoma market. Seattle is the 13th largest radio market in America.

Houston



► **KSEV-700AM**
Sun. 12noon-1p

This station, known as the Voice, delivers a brand of News/Talk that features a mix of syndi-

San Francisco/San Jose

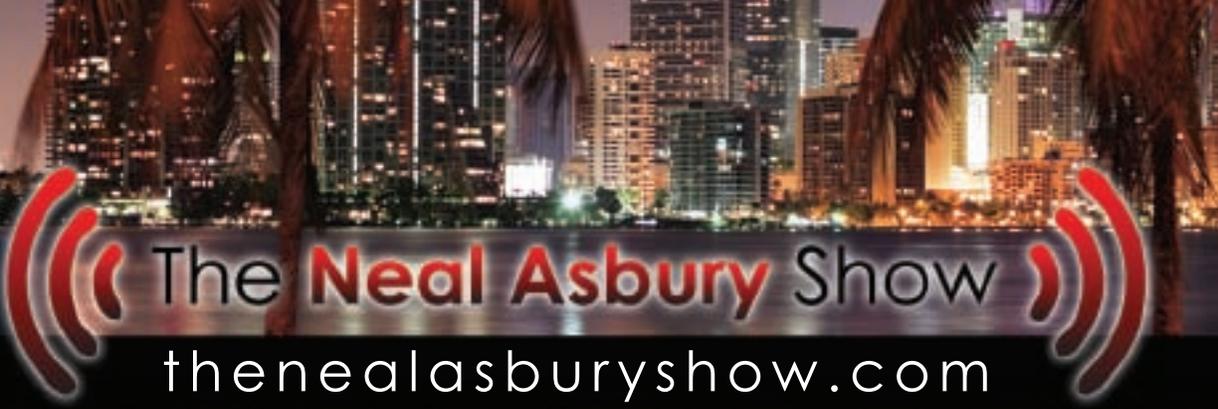


► **KDOW-1220AM**
Thurs. 4p-5p

This Business News formatted station, owned by Salem Communications, features Bloomberg Radios open and closing programs as well as

Archive Shows
[Click Here To Listen](#)





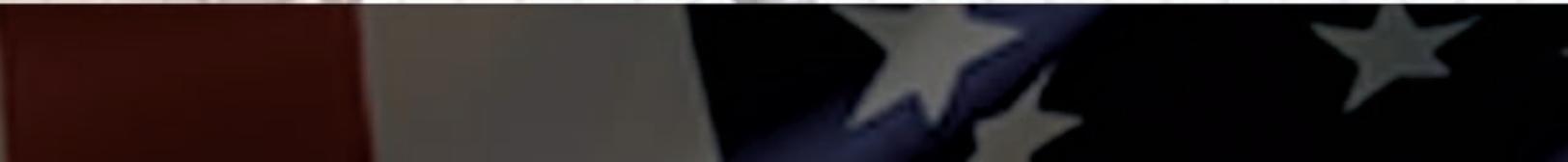
Business News Radio and News Talk Radio Audience Profile

The Neal Asbury Show primarily targets an upscale, well-educated audience of adults 35+. However, in today's changing economy, with more people now investing in the stock and bond markets through employer benefits, the audience has expanded to include a broader base of success-oriented consumers.

These individuals are also interested in current news and information on a day to day basis. This broader base includes the well-educated, affluent and financially stable older adults with discretionary incomes; Adults 55+, as well as the "up and coming" hi-tech professional, entrepreneur, business owner and manager.

Index	Education
149	Completed Masters or Doctorate Degree
Index	Occupation
78	Employed as Management, Business & Financial Operations
Index	Income
185	\$200,000
86	\$100,000 - \$199,999

*Source: Double Base Mediamark Research Inc.
Based on Adults 18+ who listen to all Business News format





Business News Radio and News Talk Radio Audience Profile

Demographics

25-34 16.1%
35-44 31.1%
45-54 21.1%
55-64 17.1%
65+ 15.1%

(68.3% are in peak earning years)

Psychographics

Owns his/her own home (s). (rental/vacation property included)
Owns two or more vehicles.(secondary auto, water/aircraft)
Own Stocks, bonds, mutual funds exceeding \$150,000, or more.

78% Have investment portfolios
(25% value over \$200,000)
72% Frequently use air travel
45% Travel Internationally

Education

College Educated 90.7%
Graduated College 74.4%
Post Graduate Work 43.5%

Employment

Business, Industry, Investor 82.3%
Manufacturing 21.8%
Finance 22.6%

Business Influencers

Top Management 51.0%
Chairman, Director, President 21.7%
CEO/CFO/COO 22.9%
General Management 38.1%

Household Income

Over \$100,000 55.8%
Net Worth Over \$1 Million 38.1%



The Neal Asbury Show

thenealashuryshow.com



For More Information Contact:
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