

# *HOUSE OF CARDS*®

*with  
Host*

*Ashley Adams*



*[the show]*

House of Cards® (www.houseofcardsradio.com), with host Ashley Adams, is a sixty minute talk format radio show, with a focus on the business and entertainment side of the poker industry and the gaming lifestyle.

The program is broadcast eleven (11) times per week according to the following schedule (all times are eastern):

Tuesday	6 PM	1490 AM WWPR (Sarasota, Bradenton, Tampa Bay)
Wednesday	7 PM	WGAM-AM 1250/900 ESPN Radio New Hampshire
Wednesday	7 PM	HamiltonRadio.net (NJ based Internet Radio)
Wednesday	8 PM	Hardnose Sports Radio
Thursday	7 PM	93.9 FM Fox Sports Radio (Olean, NY)
Thursday	9 PM	WIFI-AM 1460 New Jersey (Replay on Friday, 4 PM)
Saturday	7 AM	WLLF 96.7 FM ESPN Radio West. PA / East. OH
Saturday	11 AM	WPIC 790 AM WPIC West. PA / East. OH
Saturday	4 PM	WWZN-AM 1510 News/Talk/Sports Boston
Saturday	10 PM	TalkRadioX (simulcast on 1650 AM McKinney, Texas)
Sunday	7 PM	HoldemRadio.com (also replayed several times throughout week)

Links to all stations and players can be found on the House of Cards® website. Each show is also archived and made available on demand via the website archive pages, podcast page and via cell phone.

House of Cards® content features:

- interviews with poker players, authors, producers and lawmakers
- casino spotlights and tournament announcements
- interviews with the front office of gaming & card companies
- “Mailbag segment” - question and answer with the host of the show

*[the host]*

Ashley Adams is the author of *Winning 7-Card Stud* (Kensington Press 2003) and the new e-book, *Winning at Low-Limit, No-Limit Hold'em*. He has been playing poker for 40 years.

Ashley has played in casinos all over the world, including England, Denmark, Sweden, Austria, Hungary, Canada and the United States, but plays most frequently at Foxwoods Resort Casino in Ledyard, Connecticut. He has won tournaments in California, Nevada, New York, and Connecticut.

Ashley is a frequent contributor to several poker magazines, most notably *Poker Player* Newspaper and *Poker News*. In 2006, he authored over 120 articles on the subject of poker.

For more information on Ashley and links to his articles, visit [www.houseofcardsradio.com/pages/hocbio.shtml](http://www.houseofcardsradio.com/pages/hocbio.shtml)

*[demographics]*

On WWZN-AM, House of Cards<sup>®</sup> has a **weekly audience of approximately 50,000 listeners** with a target male audience of 18-54 years of age. WWZN-AM has a 50,000 watt signal (4th best signal in the Boston area) which broadcasts across metro Boston, north into New Hampshire, south into Rhode Island and Connecticut and west to Worcester, Mass. With regard to the audience, 75% of their listeners are between 18 - 54, 82% are male and 34% of their listeners make over \$100,000.

On WGAM-AM ESPN Radio 1250 (Manchester) & 900 (Nashua), House of Cards<sup>®</sup> has a **weekly audience of approximately 15,000 - 20,000 listeners** in New Hampshire via the station's 5,000 watt signal. WGAM is the exclusive home of the Boston Red Sox, New England Patriots, the Super Bowl, Monday Night Football, MLB World Series and NCAA March Madness. With regard to the audience, over 55% of their listeners are between the ages 25 - 54 and are predominantly male.

On WIFI-AM 1460, House of Cards<sup>®</sup> has a **weekly audience of approximately 30,000 listeners** in New Jersey via the station's broadcast range covering Northeast Philadelphia to the New Jersey shore. WIFI is also a broadcast outlet for the 2009 World Series Champion New York Yankees Double-A farm team, the Trenton Thunder. With regard to the audience, their listeners are male and females between the ages of 25 - 54.

On ESPN RADIO 96.7 FM & WPIC 790 AM, House of Cards<sup>®</sup> has a **weekly audience of approximately 20,000 listeners** in Western Pennsylvania and Eastern Ohio via the station's broadcast range covering Cleveland, Ohio to Pittsburgh, Pennsylvania. ESPN 96.7 FM features

national shows like Mike & Mike and Colin Cowherd while 790 WPIC the News/Talk station is a broadcast outlet for ABC News, the Fred Thompson Show, Laura Ingraham and Michael Smerconish. With regard to the audience, WPIC's listeners are both males and females between the ages 35 - 64 while 96.7 FM ESPN caters to the 18 - 54 demographic.

On FOX SPORTS RADIO 93.9 FM, House of Cards® has a **weekly audience of approximately 15,000 listeners** in Southern New York and Northern Pennsylvania. The show joins the station's national lineup of Dan Patrick, Jim Rome and Pat O'Brien. 93.9 FM caters to a listening audience of adults 25 - 54 years of age.

On 1490 AM WWPR, House of Cards,® broadcasts across the Tampa Bay, Sarasota and Bradenton areas (a combined listening audience reach of **2 Million residents**). The target audience consists of both males and females between 18-54 years of age. The show joins the station's local and national lineup of programs.

The House of Cards® Internet broadcasts are heard by over **85,000 weekly national listeners** over its various Internet radio station outlets. Internet Radio listeners are affluent (34% of the audience have salaries over \$50,000 with 15% having salaries over \$75,000); are 52% male; have a bachelors degree or higher (42%); are age 25 - 54 (69%); are married (over 60%); are media and tech-savvy (internet use both at work and at home); and are comfortable purchasing online (95.1% have bought online in the past 12 months).

*FOR MORE INFORMATION, CONTACT:*

*DOUGLAS E. WEISCHADLE, ESQ.*

*EXECUTIVE PRODUCER*

*GRANARY WAY MEDIA*

*P.O. BOX 8137*

*PRINCETON, NEW JERSEY 08543-8137*

*TEL: 609-558-7332*

*FAX: 270-588-4831*

*EMAIL: DOUGW@GRANARYWAYMEDIA.COM*