

# THE BERT SHOW

REAL. FUNNY.



SHOW PROFILE



## HISTORY

After stints on support staffs in San Diego, Washington, D.C. and Dallas, Q100/Atlanta took a gamble on Bert Weiss and allowed him to assemble a morning show in Atlanta even though he had no previous hosting experience. The no-holds-barred chemistry between the cast members was obvious from the beginning and became a quick draw for Atlanta listeners. Since its inception in 2001, The Bert Show has maintained a steadily growing listener base and has even added a few cast members along the way.

## THE BERT SHOW

The Bert Show offers a blend of lifestyle advice, national entertainment news, celebrity interviews, humor and on-air community to listeners 12+. The program's success lies in its lack of formula and the openness of the cast members to share the most intimate and vulnerable details of their lives. This openness is what keeps the listeners coming back for more every day. This unscripted and uninhibited banter among the hosts is the driving force behind the show's accomplishments.

Since its start, the nationally syndicated show has grown considerably. After dominating the Atlanta market, The Bert Show is rapidly growing and now airs in cities like Dallas, Salt Lake City, Indianapolis, Nashville, Charleston and many more!

An estimated 1 million people tune in each week to the four-hour morning show to hear cast members bare their most private secrets – dishing details on their love lives, friends and families. The cast shares their life stories including struggles, triumphs and all of the emotion in between. They are also known for turning the tables and coaxing the same type of highly sought information from their many celebrity guests. In addition, the show gives back to the community through numerous charitable events and programs, including Bert's Big Adventure, founded by Bert Weiss and his wife, Stacey.

[Click here to find out how to  
Bring THE BERT SHOW to your market!](#)



## LISTENER INTERACTION

Listener calls and participation drive the discussions and segments on The Bert Show. The program includes approximately 15 to 20 calls per hour from listeners of all ages.

## ADVICE

The crew on The Bert Show offers advice on topics ranging from love, work, relationships and sex to family, events and national entertainment. Listeners share their drama daily and provide the show story lines that carry over several shows to keep bringing listeners back. Their frank – and sometimes brutal – honesty keeps listeners tuning in for more.

## ENTERTAINMENT

Every day, The Bert Show delivers the latest celebrity gossip to keep listeners up to speed on the hottest local and national star-studded news and events. In addition, the show lures stars ranging from Justin Bieber, Mariah Carey and Usher to Jennifer Lopez, Lady Gaga and Rihanna. During celebrity interviews, the cast has the unique ability to make celebrities feel relaxed so the show is able to get the celebrities to open up and answer questions they normally would not.

## CHARITY

The Bert Show believes being part of the community means giving back. In 2002, host Bert Weiss and his wife, Stacey, founded Bert's Big Adventure, a nonprofit organization which allows children with chronic and terminal illnesses and their families to enjoy a VIP trip to Walt Disney World escorted by members of The Bert Show cast. The organization has grown over the years thanks to the support of the listening audience and sponsors such as Carter's, Inc., ExpressJet and Jersey Mike's Subs. The Bert Show also continually drives charitable initiatives including donating backpacks full of school supplies for every child in Georgia displaced by Hurricane Katrina, participating as a team in the annual Two-Day Walk for Breast Cancer and The Bert Show's annual 'Big Thank You' campaign which provides a letter of thanks to every single soldier stationed or deployed outside the United States on Thanksgiving Day.



## SHOW CLOCK

The Bert Show begins at exactly 6 a.m. EST (5 a.m. CST) and ends at approximately 10 a.m. EST (9 a.m. CST)

Each hour contains three breaks that are approximately 10 minutes in length. One network break begins with a network spot (see show clock). Individual breaks vary in length but total 30 minutes per hour.

Between each talk break is a local break for you to play your local traffic, weather, commercials and music. These are exactly 10 minutes in length.

## PRODUCTION ELEMENTS

As an affiliate of The Bert Show, you receive more than just the live show Monday through Friday. You will also be provided production elements to fully integrate The Bert Show into your station. This includes the following elements:

- **Dry Liner/Teaser** – promotes the next show and recycles the audience back to the show tomorrow.
- **Daily Highlight Promo** – short clip from the current day's morning show content that highlights the humor, character definition, or star power of the show.
- **Other Promos** – We furnish generic promos for all network contests and giveaways. We also provide slogan and frequency reads from The Bert Show's signature voice for you to tag onto the beginning and end of the promos. This seamless transition sounds great and allows your station to take ownership of these promotions.
- **Custom Liners** – We offer the opportunity to localize the show in your market by having The Bert Show record station liners and promos. We are not trying to fool your audience into thinking The Bert Show is in your town, but we are trying to let your listeners know that The Bert Show is involved in your community. In show teases – we provide dry liners to be included in your local breaks that promote what is coming upon the show. This keeps a Bert Show voice on your station during your local breaks.
- **Celebrity promos** – as available we provide celebrity promos created from our interviews. This further brands your station and The Bert Show with A-list celebrities

All of the audio is delivered via ftp site and you will receive the link, username, and password when you sign up with the show.



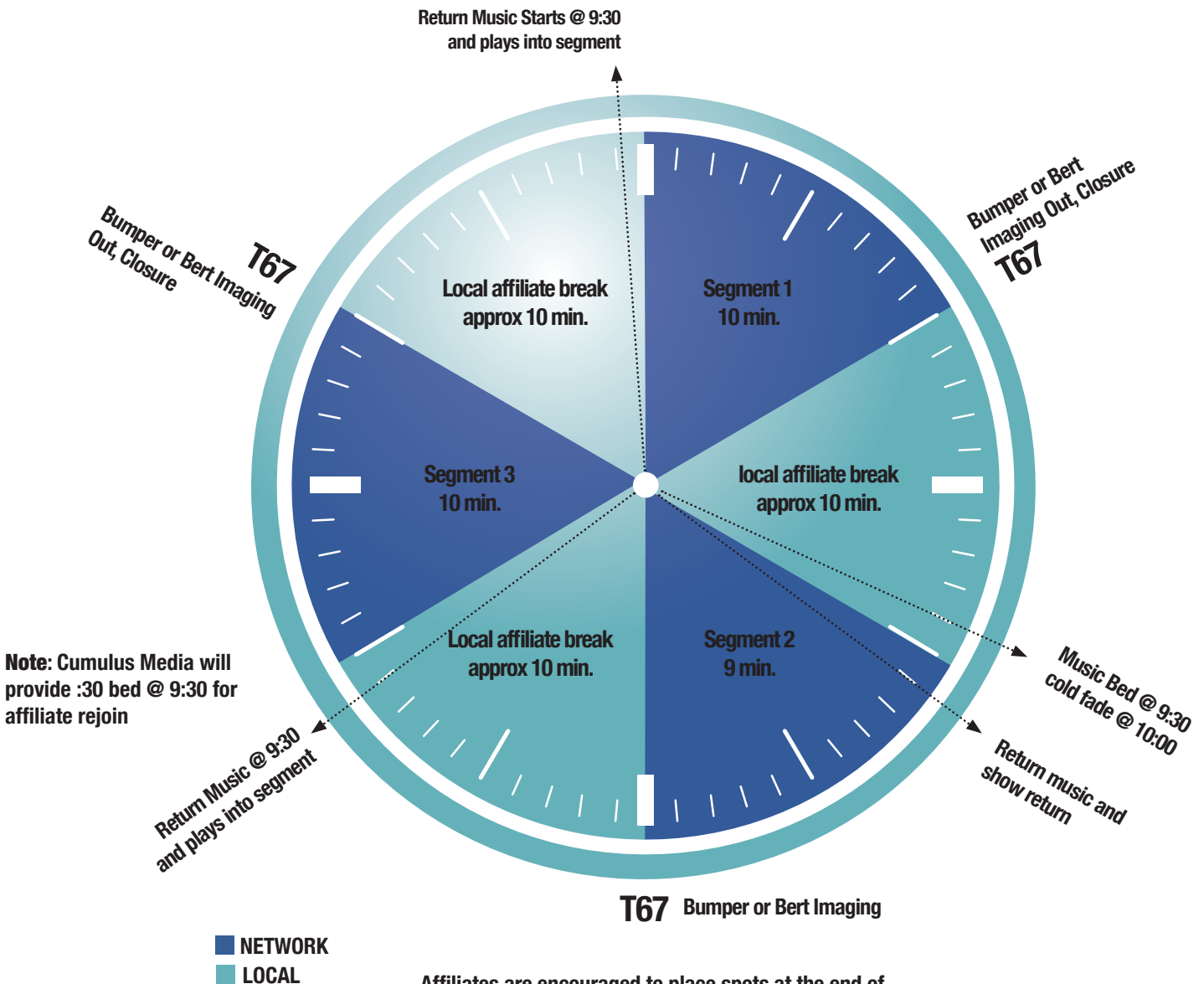
Program delivers via Cumulus  
Media Network's XDS: "bert show"

**TIME BREAK DOWN**

Bert Content .....	30 min
Local Time .....	30 min
<b>Total.....</b>	<b>60 min</b>

**PROGRAM FUNCTIONS..... NETCUE**

Starts Local Time.....	T67
Time Sync Closure ( @59:58 ) .....	100



Affiliates are encouraged to place spots at the end of their local breaks so as to do local spots into net spot.

BERT, THE HOST

Our fearless leader, Bert, is in the business of making connections. Known for his compassion, dysfunction and curious nature, he allows the listeners to see all parts of his personal life whether it's pretty or messy. He is a dedicated husband and father of two sons, Hayden and Hollis. He loves traveling, working out, surfing and watching sports. Bert is also a true philanthropist in the community. He and his wife, Stacey, started a nonprofit called Bert's Big Adventure, a year-round organization that annually takes children who have chronic and terminal illnesses and their entire families to Walt Disney World® on an all-expenses-paid, five-day trip every February.

JEFF, THE EXECUTIVE PRODUCER & CO-HOST

Jeff brings the slightly inappropriate sense of humor, witty sarcasm and laughter to The Bert Show. Most people experience "I shouldn't have said that" moments, while Jeff just says what he's thinking...with no filter. He tells it like it is, but does so in a humorous way and (almost) always with the best intentions. Along with providing comic relief to the show, Jeff also serves as an inspiration for listeners going through tough times. He started the 'Keep Moving Forward' campaign during his journey to change his life by becoming a triathlete, and has been overwhelmed at the positive response from listeners.

KRISTIN, THE ENTERTAINMENT NEWS DIRECTOR & CO-HOST

Not one to take herself seriously, Kristin knows life is short so you better have fun. She's never afraid to expose details of her life in the hopes of connecting with listeners and if you can get a good laugh in the process, even better. As soon as a celebrity does anything, and we mean anything, she knows all about it and is ready to report on it in her Entertainment Buzz. Kristin can hang with the boys and she can empathize with female listeners all at the same time. Compassion is key to her, but so is having an opinion and owning it.

TRACEY, THE DIRECTOR OF OPERATIONS

Tracey is the Operations Manager and "mom" of The Bert Show – literally and figuratively. It's her job to keep all the wheels moving behind the scenes and keep everyone happy and in the loop (and not to mention in line!). When she's done dotting all the i's and crossing the t's at work, she heads home to be the mommy of two little girls. Her days are long, her inbox is full and her to-do list is never ending, but if you ask her how she does it, she'll tell you it's because of these two things: her amazing husband and COFFEE!



## RECOGNIZED

The Bert Show is consistently recognized by the community. From The Bert Show's 'Big Thank You' to Bert's Big Adventure to Pride Festival, The Bert Show is a highly respected and influential team in the community. Collectively and individually, they've won many awards for their outstanding show:

- Kidd Kraddick Award, The Bert Show, Talentmasters, 2014
- Playmaker Award, Bert and Stacey Weiss, Roddy White's Keep the Faith Foundation, 2014
- Top 25 Radio Personalities of the Last 25 Years, Bert Weiss, Talentmaster's Annual Morning Show Boot Camp, 2013
- Be Greater Atlanta Award, Bert and Stacey Weiss, Atlanta Hawks, 2013
- Best Morning Radio Show, The Bert Show, Jezebel Magazine, 2012 and 2013
- The 2012 Year's Best Award, Bert Weiss, GLADD Leadership Council, 2012
- Community Quarterback Award for Volunteerism, Bert Weiss, Atlanta Falcons, 2012
- Key Influencer, Bert Weiss, Powerpreneur Spotlight Series, 2012
- Trailblazers in Media & Entertainment, Bert Weiss, 2012
- Best Morning Radio Show, The Bert Show, Reader's Picks Creative Loafing, 2005, 2006, 2007, 2008, 2010 and 2012
- Best Radio DJ, Bert Weiss, Reader's Picks Creative Loafing, 2010, 2011 and 2012
- Best Top 40 Radio Personality, Bert Weiss, Jezebel Magazine, 2011
- The Bert Show's Big Thank You, 2011. First Lady Michelle Obama was so moved by the letter-writing campaign she called The Bert Show to thank them and their listeners.
- Georgia's Impact Award Community Impact Statewide Winner, Bert and Stacey Weiss, Parent to Parent of Georgia, 2011
- 11Alive Community Service Award, Bert Weiss, 2011
- Atlanta's Top 100 Most Influential People, Bert Weiss, 2011

# THE BERT SHOW<sup>®</sup>

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THANKS FOR LISTENING...