



ANOTHER SIDE OF MIDNIGHT

Another Side of Midnight

Another Side of Midnight – Saturday & Sunday
2:00am-5:00am

Another Side of Midnight with Walter Sterling brings intelligence, heart, and curiosity back to late-night talk radio. With a signature blend of wit, warmth, and real-world insight, Walter connects with listeners in a way that feels personal, thoughtful, and genuinely engaging.

A seasoned broadcaster and natural storyteller, Walter Sterling has a rare ability to turn everyday conversations into compelling radio. Whether he's unpacking current events, exploring pop culture, or diving into the unexpected stories of callers from across the country, Walter creates a space where listeners feel heard, included, and entertained.

The show moves seamlessly from meaningful discussions to spontaneous moments of humor and humanity, making it unpredictable, relatable, and consistently captivating. It's intelligent without being heavy, funny without being forced, and always authentic.

For Advertising Sales:
advertise@redappleaudionetworks.com

For Network Operations:
operations@redappleaudionetworks.com

For Affiliate Sales:
affiliation@redappleaudionetworks.com

For affiliates, Another Side of Midnight is far more than overnight programming, it's a strategic advantage. The show drives listener loyalty, increases time spent listening (TSL), and strengthens weekend performance. Walter's conversational style keeps audiences engaged through fringe hours, building habits that extend into the rest of your lineup.

Why carry Walter Sterling?

- Smart, dynamic content with broad appeal
- Proven ability to grow overnight and weekend audiences
- A trusted, companionable voice listeners welcome into their homes and cars

Add Another Side of Midnight with Walter Sterling to your lineup. Give your listeners a reason to stay up and turn fringe dayparts into revenue-driving opportunities.

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- Three (3) Hours Saturday & Three (3) Hours Sunday 2:00AM – 5:00AM ET
 - Available via Wegener Receiver & Mr. Master (AIM)
 - Inventory: Two (2) Minutes per Hour



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