



FOR IMMEDIATE RELEASE

CrossCheck Media Announces the Premiere of *Financial Compass* with Mish Schneider on Biz Talk Today TV

New Weekly Program Debuts Thursday, December 11 at 12:00 PM ET

Buffalo, NY – December 2, 2025 – CrossCheck Media is proud to announce the launch of *Financial Compass with Mish Schneider*, a dynamic new weekly program coming to Biz Talk Today TV (BTT). The show will premiere live on Thursday, December 11 at 12:00 PM ET, with its second episode airing Thursday, December 18 at 12:00 PM ET, before pausing for the holiday season and returning to a regular weekly cadence beginning Thursday, January 8.

Hosted by Todd M. Schoenberger, *Financial Compass* features renowned market strategist Mish Schneider, Chief Strategist at MarketGauge.com and one of today's most respected voices in macroeconomic analysis and technical market interpretation. Designed as BTT's premier mid-week market briefing, the program provides viewers with the directional "compass" they need to navigate rapidly changing financial conditions.

A New Strategic Anchor for BTT's Programming Lineup

Each episode delivers a fast-paced, highly informative 20-minute breakdown of the forces shaping the financial markets. Mish Schneider combines decades of trading-floor experience with a distinctive macro-to-technical perspective that helps viewers understand not just *what* markets are doing, but *why* — and what may come next.

Financial Compass is built around a structured, insight-rich format that includes:

- **Weekly Market Summary** — key equity, sector, commodity, and currency performance
- **Trend of the Week** — Mish's in-depth focus on the most important macro or technical theme
- **Actionable Trade Setups** — strategic ideas with clearly defined levels and risk parameters
- **Viewer Q&A** — audience-driven insights via YouTube Live, X/Twitter, LinkedIn, and email
- **Compass Heading** — Mish's signature takeaway summarizing the path forward into the next trading week

A Multi-Platform Distribution Footprint

Each live episode will air on the BTT broadcast stream and simulcast on YouTube Live, with on-demand versions available shortly after on BTT, YouTube, Spotify, Apple Podcasts, Amazon Music, and other CrossCheck Media digital channels. Short-form clips and highlights will be distributed across LinkedIn, X/Twitter, Instagram, and YouTube Shorts, increasing reach to both retail investors and professional market participants.

Premium Production with an Institutional Look and Feel

The show incorporates BTT's full institutional-grade graphics package, including branded animations, lower thirds, live tickers, chart overlays, and dual-host studio presentation. This polished, network-quality design further positions Biz Talk Today TV as a growing destination for financial news, education, and actionable investment strategy.

A Powerful Weekly Touchpoint for Viewers

"With *Financial Compass*, our goal is to give viewers a consistent, reliable, and insightful snapshot of the market every Thursday," said Todd M. Schoenberger, Executive Producer and Host. "Mish Schneider brings unparalleled expertise and clarity, making this a valuable resource for anyone who wants to understand the market's direction heading into the week ahead."

"This show provides a powerful platform to translate market signals into meaningful insights," added Mish Schneider. "I'm thrilled to partner with BTT to bring traders and investors the tools they need to move forward with confidence."

Sponsorship Opportunities

CrossCheck Media offers sponsorship openings for title partners, segment-level integrations (Trend of the Week, Trade Idea, Q&A), co-branded content, podcast ad reads, and on-screen graphics — providing brands with access to a high-value audience of investors, business leaders, and financial professionals.

About Biz Talk Today TV (BTT)

Biz Talk Today TV, part of CrossCheck Media, is a rapidly growing financial news and analysis network delivering real-time insights, expert interviews, and accessible market intelligence for investors at every level. BTT is available across digital streaming platforms with live broadcasts, on-demand video, podcasts, and multi-platform social distribution.

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