



CLASSIC HITS

ROCK

 Westwood One™



CLASSIC HITS ROCK

Classic Hits-Rock has just the right mix of pop and rock hits from the 60s, 70s, 80s and some early `90s, without the Dance, R&B, and Motown. It's the perfect choice to compete in a market that already has a Classic Rock and/or a Classic Hits. The best rock, the best rock pop, and the best pop all in one. Plus personalities that are timely and topical with hip contemporary presentations.

Classic Hits Rock Programming Details



18+ Demo

- Male: 57%
- Female: 43%

Household Income

- <\$25k: 20%
- \$25k-\$49k: 30%
- \$50k-\$74k: 26%
- \$75k+: 24%

Target Demo

Core: Adults 45-54
Target: Adults 35-64

ERA Balance

- 55% 70's
- 35% 80's
- 10% 90's

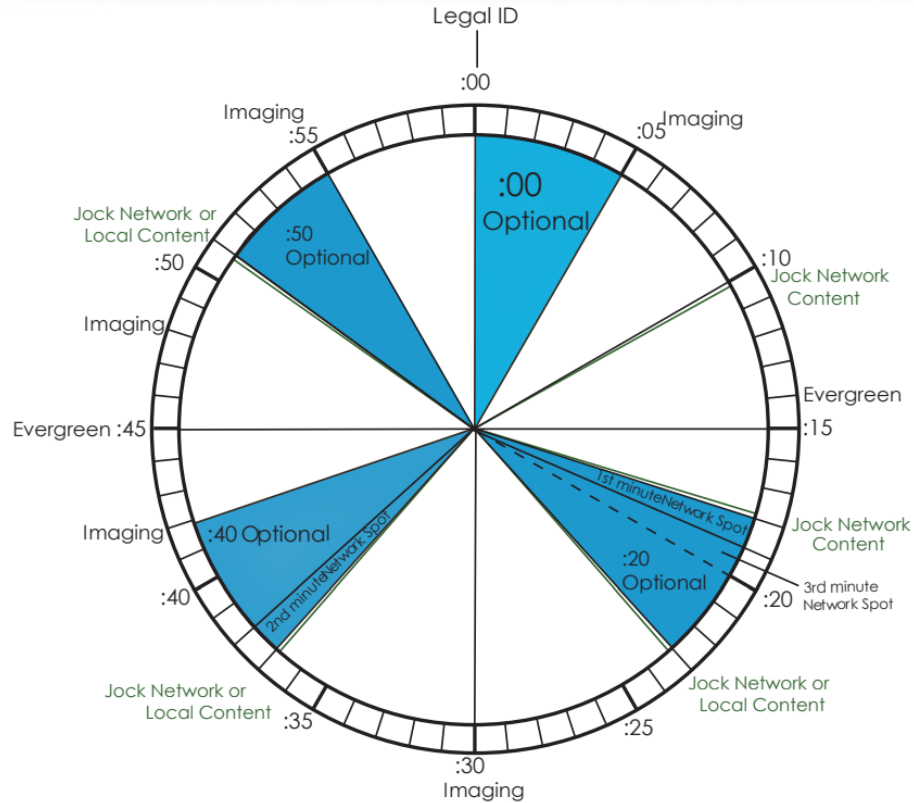
Core Artists

- Eagles
- The Doobie Brothers
- The Steve Miller Band
- Fleetwood Mac
- Queen
- The Rolling Stones
- Pat Benatar
- Tom Petty
- The Cars
- Bob Seger
- Bruce Springsteen
- Journey

Sample Hour

- “Sweet Home Alabama” – Lynyrd Skynyrd
- “Bennie and the Jets” – Elton John
- “Mony, Mony” – Billy Idol
- “Old Time Rock & Roll” – Bob Seger
- “Go Your Own Way” – Fleetwood Mac
- “Whole Lotta Love” – Led Zeppelin
- “One of These Nights” – Eagles
- “I Love Rock & Roll” – Joan Jett & The Blackhearts
- “Hold the Line” – ToTo
- “Come Together” – The Beatles
- “25 or 6 to 4” – Chicago
- “Livin' on a Prayer” – Bon Jovi
- “Feels Like the First Time” – Foreigner
- “Couldn't Get It Right” – The Climax Blues Band

Classic Hits Rock Clock





On-Air Personalities

Programming Bios



ROB CLARK
(6a-10a eastern)

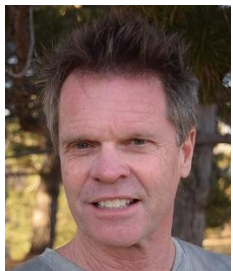
Born in England and half English/half Burmese, Rob's been in broadcasting for 30 years. He doesn't have the British accent; but when he cries, it sounds British. He got started in radio when he was 10, in his room! His parents didn't buy him a transmitter, but they got him a tape recorder and an AM/FM radio. Late at night, Rob would listen to faraway stations and make tapes. After nearly 50 jobs from the film industry to nightclub bouncer to Disneyland, he found his passion in radio. Rob is an Ultra Geek and loves technology and donuts. "Who doesn't love donuts?"



MARIA DANZA
(10a-3p eastern)

Maria was born and raised on Long Island, New York, and then relocated to Dallas, where she graduated from the University of North Texas with a BA in Radio, TV, and Film. Her love of music, and lack of ability to sing, dance or play instruments led her to radio, where she's been for almost 30 years! She loves spending time with family, and volunteering at the animal shelter (she has two rescue dogs and one cat of her own). Maria loves collecting vintage Barbies from the '60s and '70s. Nostalgia is her thing!

Programming Bios



WHIP
(3p-8p eastern)

Whip's first taste of radio was when he was 9, calling into Denver morning shows and winning sports trivia contests. The DJs hated him, and he's pretty sure he's the reason stations started a "must be at least 12 to win" rule. He got his start at his college's station. After flunking, er, dropping out, he found a DJ job in Santa Fe and has been chasing it ever since. Whip's worked all over, including New York, where he got into a well-publicized on-air spat with his co-worker, Howard Stern. Guess who won that one?! Whip's been married for many years and has two kids in college. He's a huge sports fan, especially baseball and football, and sings in a punk rock band.



JAY PHILPOTT
(8p-1a eastern)

Jay lives by his love of music and radio and has truly lived the "town to town, up and down the dial" life of a radio/gypsy/rocker. He got his start in radio at the age of 18 and has never looked back. Jay has worked in many genres of music and has scored a lot of backstage moments and interviews with some of the greatest classic rockers ever: Van Halen, Don Henley, Pete Townsend, Rush, Robert Plant, Aerosmith, and many more.

Programming Bios



TIM HART
(1a-6a eastern)

Tim was born in Woodstock Illinois, where the movie Groundhog Day was filmed. He started his career in Chicago in the 80s doing grunt work for The Loop WLUP, and says it was a great place to learn radio. Tim's a big football and baseball fan. And, when he's not on the radio, he's cooking! Tim loves to cook and made it to the second round of Master Chef where he "got run off by an awesome lady and her awesome dish." Tim says, "I love radio and will hopefully always be here along with a possible retirement with a food truck!"

THANK YOU!

For more information on Classic Hits Rock and affiliating in your market, contact:

David Felker, VP of Gold Formats,
dfelker@westwoodone.com | 972-406-6816

Neal Weiner, VP of Affiliate Sales Formats
nweiner@westwoodone.com | 206.706.1373