



# ROCK

CLASSIC

 Westwood One™



# CLASSIC ROCK

**CLASSIC ROCK** is centered on the greatest rock songs of the 70s and 80s with a dash of tracks from the late 60s and early 90s. Classic Rock is a solid, stable format that attracts loyal and affluent listeners. The format is freshened by daily features, themed weekends, specialty programs & promotions, and a world-class airstaff that includes The Steve Gorman Rocks show, Mon-Fri 8p-1am ET, on our Classic Rock Total and Classic Rock Local Team A versions.

# Classic Rock Programming Details



## 18+ Demo

- Male: 67%
- Female: 33%

## Household Income

- <\$25k: 20%
- \$25k-\$49k: 31%
- \$50k-\$74k: 24%
- \$75k+: 25%

## Target Demo

Core: Adults 35-49  
Target: Adults 25-54

## ERA Balance

- 6% 60's
- 46% 70's
- 41% 80's
- 7% 90's

## Core Artists

- Led Zeppelin
- Bon Jovi
- AC/DC
- Def Leppard
- Van Halen
- Tom Petty
- ZZ Top
- Rolling Stones
- Queen
- Aerosmith
- Foreigner
- Lynyrd Skynyrd

## Sample Hour

"Eruption / You Really Got Me" – Van Halen

"Refugee" – Tom Petty

"Photograph" – Def Leppard

"Sympathy for the Devil" – Rolling Stones

"Thunderstruck" – AC/DC

"Peace of Mind" – Boston

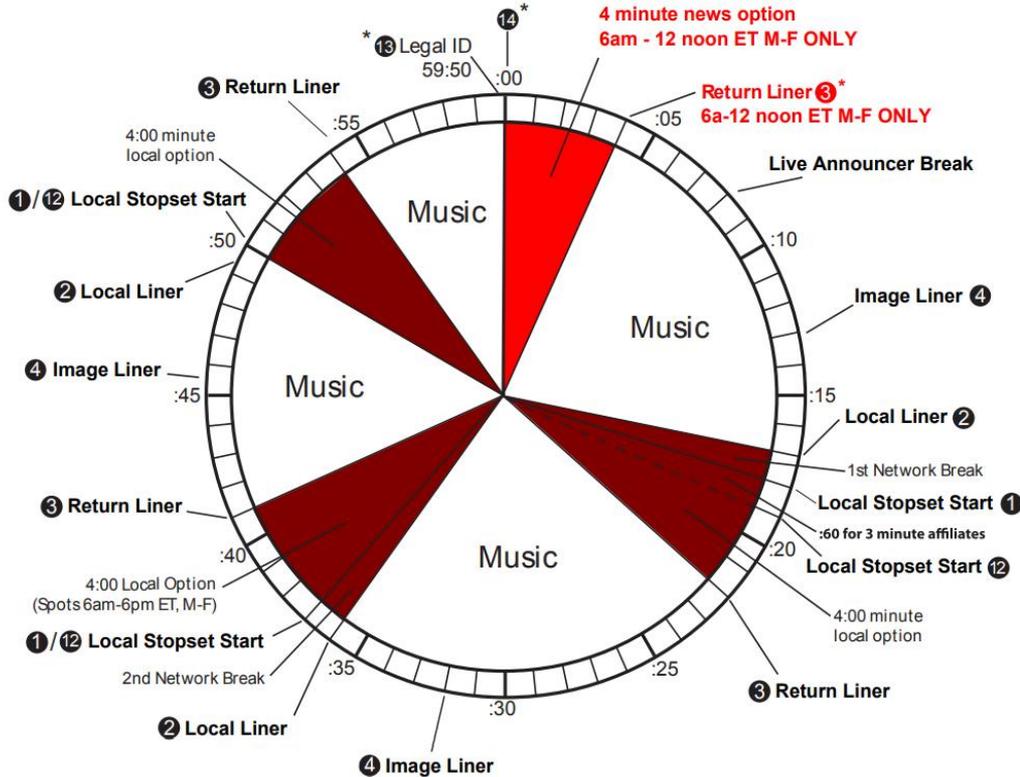
"We Will Rock You / We Are The Champions" – Queen

"You Give Love A Bad Name" – Bon Jovi

"Dream On" – Aerosmith

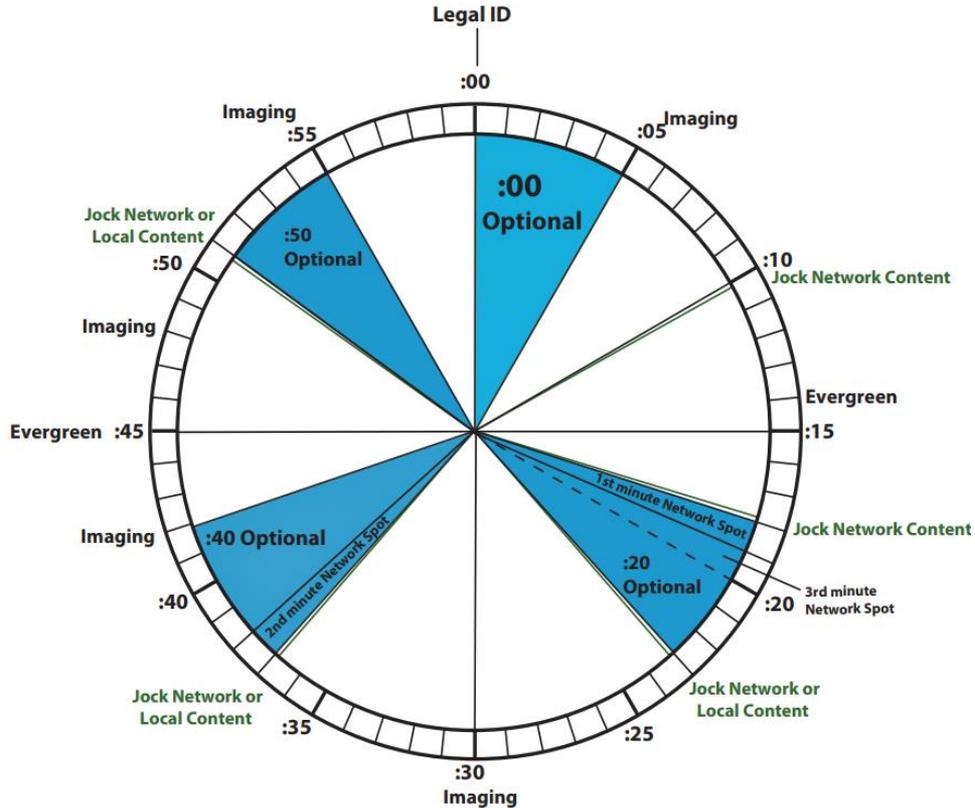
"Learning To Fly" – Pink Floyd

# Classic Rock TOTAL Clock



Function	Wegener Relay
2 Minute Affiliate Stopset Start	1
Local Liner (:03)	2
Return Liner / Jingle (:10)	3
Image Liner – tags network sweeper (:03)	4
Promo Liner (:10)	5
3 Minute Affiliate Stopset Start	12
Legal ID (:10) – fires at exactly 59:50	13*
Top of the hour sync, fires at exactly 00:00	14*

# Classic Rock LOCAL Clock





# On-Air Personalities Team A

\*\* Classic Rock personality teams are based on market availability. Your affiliate sales rep will work with you to determine which team you will receive.

## Team A: Programming Bios



**MARTY & SHANNON**  
(6a-10a eastern)

Shannon grew up in the 80's, a child of hippies and music lovers. She was listening to the Beatles and Janis Joplin while her friends were listening to New Kids on the Block. It's what her dad called her "Early Music Education." She's a sci-fi nerd who loves anything Star Trek/Star Wars/Doctor Who-ish. Shannon married her college sweetheart, Ted, and got two beautiful step-daughters from the marriage, and then added one from scratch. She's a proud autism mom. Her daughter is the light of her life who continues to teach her how to be a better person on a daily basis. Oh, and sometimes she forgets to change out of her "house crocs" and wears them in public.

Marty has four loves in life: His three children, and racing! Put him in a go-kart and he's a happy boy. Put him in the stands with a Coors Light, and he's in heaven. Marty loves watching sports and knows heartbreak as a lifelong Buffalo Bills fan. He's done everything from club DJ to late night disc jockey in his 30-year career. The past sixteen years working with Shannon have obviously been his best in the business (Shannon \*may\* be writing this bio). And according to Marty pineapple does not belong on pizza.

# Team A: Programming Bios



**MCKENZIE RAE**  
(10a-3p eastern)

McKenzie hit the ground running in a major market with her very first job over thirty years ago. Writing, producing, programming, and being a top rated personality, she's done it all. McKenzie's a big fan of the outdoors. Exercising, walking her dogs, playing softball, and spending time with her daughter. She likes all kinds of music but has a passion mostly for classic rock. Led Zeppelin, Rush, Eric Clapton, and Van Halen are what she grew up with so they bring back fond memories.



**TONY SCOTT**  
(3p-8p eastern)

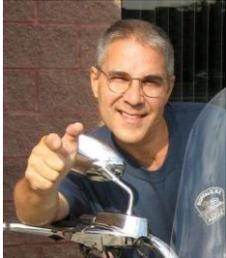
It all began with a knock on the radio station door of the American Forces Network in Taiwan, where a 17-year-old Tony Scott had moved with his family. That led to Tony working for some of America's biggest radio stations. When not behind the mike Tony continues his delusional fantasy of being an Olympic skier, watching football, hitting as many concerts as he possibly can, and raising champion Golden Retrievers.

# Team A: Programming Bios



**STEVE GORMAN**  
(8p-1a eastern)

Steve cut his rock-teeth in Bowling Green Kentucky and was a communications major at Western Kentucky University. That's where he became a founding member of the band that became The Black Crowes. Steve was the Black Crowes drummer for more than 15 years, and has toured the world relentlessly, leaving a small piece of his sanity at every stop. Not only is Steve well-connected in the Classic Rock world, he's also an author, former host on Fox Sports Radio, and an incredible storyteller. Steve and his wife Rose Mary have two kids and entirely too many pets.



**CARL RUSSO**  
(1a-6a eastern)

Carl grew up with plenty of street & strip drag racing, stock car racing, and playing musical instruments and having a good time. He would then apply that energy into rock & roll and a career in radio. A major market radio personality, TV personality, and radio station owner, he did it all. His sense of civic duty was also a priority for Carl wherever he went. He served as a fireman in many cities where he's worked.



# On-Air Personalities Team B

\*\* Classic Rock personality teams are based on market availability. Your affiliate sales rep will work with you to determine which team you will receive.

## Team B: Programming Bios



**WHIP**  
(6a-10a eastern)

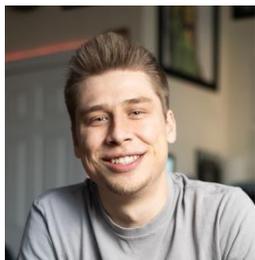
Whip's first taste of radio was when he was 9, calling into Denver morning shows and winning sports trivia contests. The DJs hated him, and he's pretty sure he's the reason stations started a "must be at least 12 to win" rule. He got his start at his college's station. After flunking, er, dropping out, 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.



**ELENA PAGE**  
(10a-3p eastern)

Elena 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). Elena loves collecting vintage Barbies from the '60s and '70s. Nostalgia is her thing!

## Team B: Programming Bios



**JOEL**  
(3p-8p eastern)

Joel grew up outside Allentown Pennsylvania and got his start behind the mic at just 17. There were only two things Joel was interested in growing up: Music and talking! What would he be doing if he wasn't on the radio? Who knows! Joel's extensive vinyl collection includes every Beatles, Talking Heads, and Steely Dan album...and almost every Pink Floyd album. Where's the Syd Barret stuff, Joel?! Gotta work on that! When he's not on the radio or air drumming, Joel can be found at home in his apartment, probably receiving a noise complaint because of all that loud music!



**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.

## Team B: 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 Rock and affiliating in your market, contact:

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