



# ROCK 2.0

 Westwood One™



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**ROCK 2.0** traces its DNA from a skeletal structure built by Ozzy Osbourne and Guns & Roses, while the core muscle of the format is heavily built on 90's hit makers like Nirvana, Foo Fighters, Pearl Jam, and Stone Temple Pilots. It then reaches forward embracing newer acts like Disturbed, Pretty Reckless and Cage The Elephant. DNA really is the perfect word to describe the thread that binds together Rock 2.0's tremendous variety in texture and era with the strength and balance of familiarity. This is ROCK radio... version 2.0.

# Rock 2.0 Programming Details

## ROCK 2.0

### 18+ Demo

- Male: 66%
- Female: 34%

### Household Income

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

### Target Demo

Core: Male 20-40  
Target: Male 18-49

### ERA Balance

- 38% 1998-2002
- 37% 1990-1997
- 25% 2008-Current

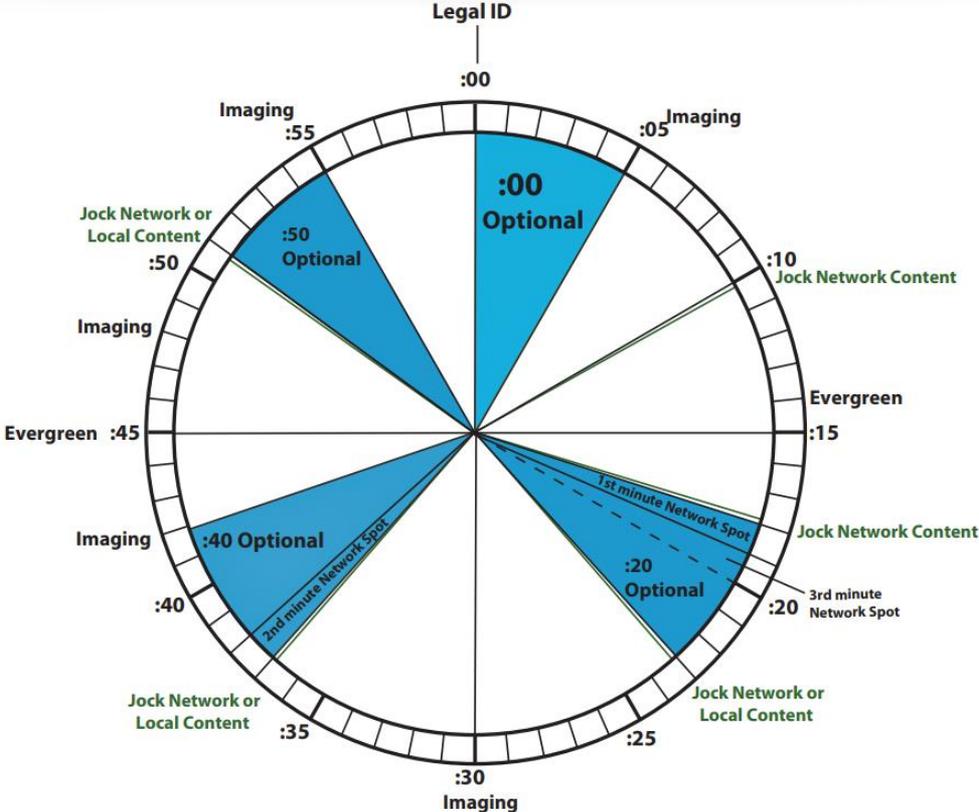
### Core Artists

- Nirvana
- Red Hot Chili Peppers
- Metallica
- Green Day
- Linkin Park
- Foo Fighters
- Alice in Chains
- Pearl Jam
- Stone Temple Pilots
- Disturbed
- Godsmack
- Shinedown

### Sample Hour

- “Heart-Shaped Box” - Nirvana
- “Animal I Have Become” - Three Days Grace
- “Black Summer” - Red Hot Chili Peppers
- “Bulletproof” - Godsmack
- “Remedy” - Seether
- “1979” - Smashing Pumpkins
- “Only Love Can Save Me Now” - The Pretty Reckless
- “Wish You Were Here” - Incubus
- “If Tomorrow Never Comes” - Bad Wolves
- “Better Man” - Pearl Jam
- “Monsters” - Shinedown
- “Bitter Sweet Symphony” - Verve
- “Times Like These” - Foo Fighters

# Rock 2.0 Clock



**ROCK2.0**

**On-Air  
Personalities**

# Programming Bios



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

Hey, Pyke here, I was conceived on a row boat fishing trip hence the name. I grew up in a small farm town in the mid-west. I started my radio career washing vans, passing out can koozies and applying temporary tattoos in weird places. When I'm not on the air you can find me at the gym or teaching martial arts.



**EDDIE BARELLA**  
(10a-3p eastern)

The name they gave me is Eddie Barella, what's up? My unhealthy obsession with rock and comedy was diagnosed in middle school. At age 15 I used an unreliable dial-up internet connection to create my own internet radio station—broadcasting to a vast audience of zero (on a good day). One can only talk to themselves for so long before important questions are asked, so fast forward to today, and it's a dream come true to hang out with you, play rock, and try to find irony in everything this crazy world throws at us.

# Programming Bios



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

I'm Anna, a Sagittarius (if you know, you know). One of five girls (I can get ready faster than anyone). Been a bartender, dance teacher and ice cream scooper (the resume is as random as it is extensive). I'm thoroughly amused by dating apps but have never in fact been on one single date from them (if I see one more pic of a guy taking a selfie behind the wheel...). Dogs (especially my dog Beaux) are better than most humans. I try to eat healthy but should not be left alone around cheese or fresh bread (that's a fancy way of saying pizza). Lord of the Rings is such an obsession that I visited The Shire in New Zealand (nerd!). Will go from Namaste to Sicilian if you disrespect anyone in service industry (red flag!). Tip!



**ETHAN**  
(8p-1a eastern)

My name is Ethan, just Ethan. I guess I never earned a cool radio nickname. When I'm not talking on the radio, I like to spend way too much time at the movies, going to concerts, and doing film photography (because I like to make things harder for myself). I like Nickelback. Sorry if that's a dealbreaker. My favorite movie is Jaws. I enjoy camping near mountains, canyons, beaches or anywhere else with a great view. Can't wait to hang with you on the night show!

# Programming Bios



**NUMBER ONE SON**  
(1a-6a eastern)

What's up, Rockers! My name is Number One Son, or at least that's what my mother always told me. I'm half Italian, Half Cuban, so I'm a good lover with a bad temper. The Mets and the Jets are my favorite teams, so I go through life with zero expectations. My hobbies include binge watching 1980s anti-drug PSAs. White Cheddar is my blood type. They say that sunlight is the best disinfectant, which explains why I prefer to work the graveyard shift. The first concert I ever attended was MC Hammer. Not only was I traumatized, but it also drove me into a lifelong devotion to real music. Pumps and a Bump is still my jam, though. See you on the radio!

# THANK YOU!

For more information on Rock 2.0 and affiliating in your market, contact:

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