



# 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

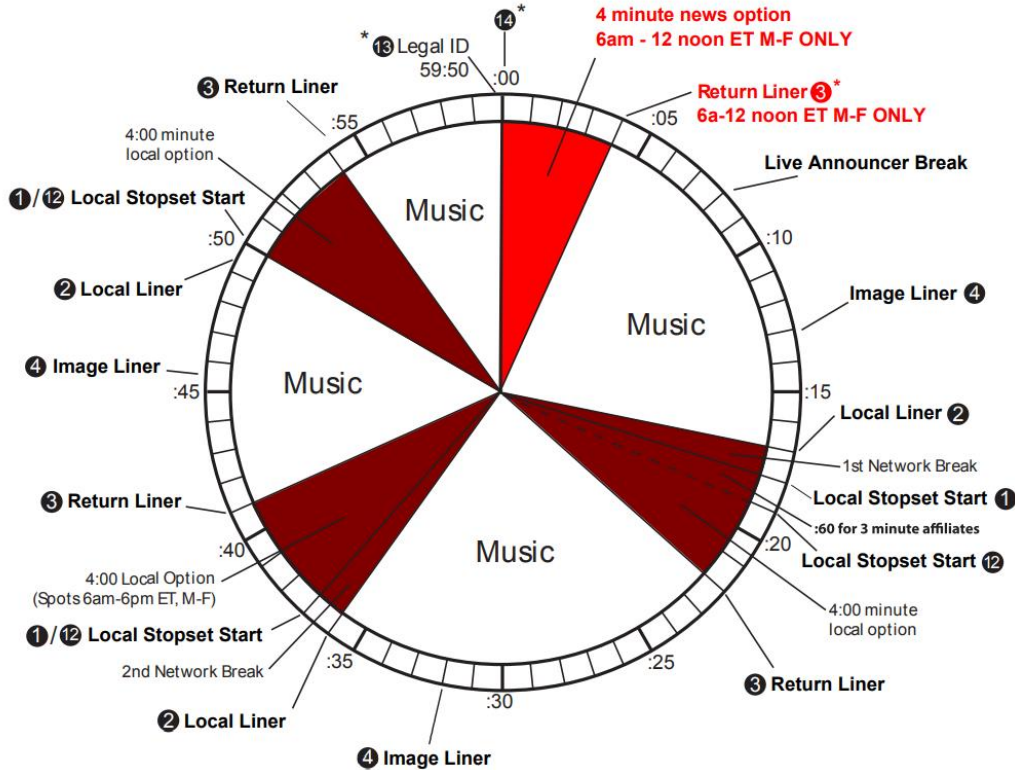
"We Will Rock You / We Are The Champions" – Queen

"You Give Love A Bad Name" – Bon Jovi

"Dream On" – Aerosmith

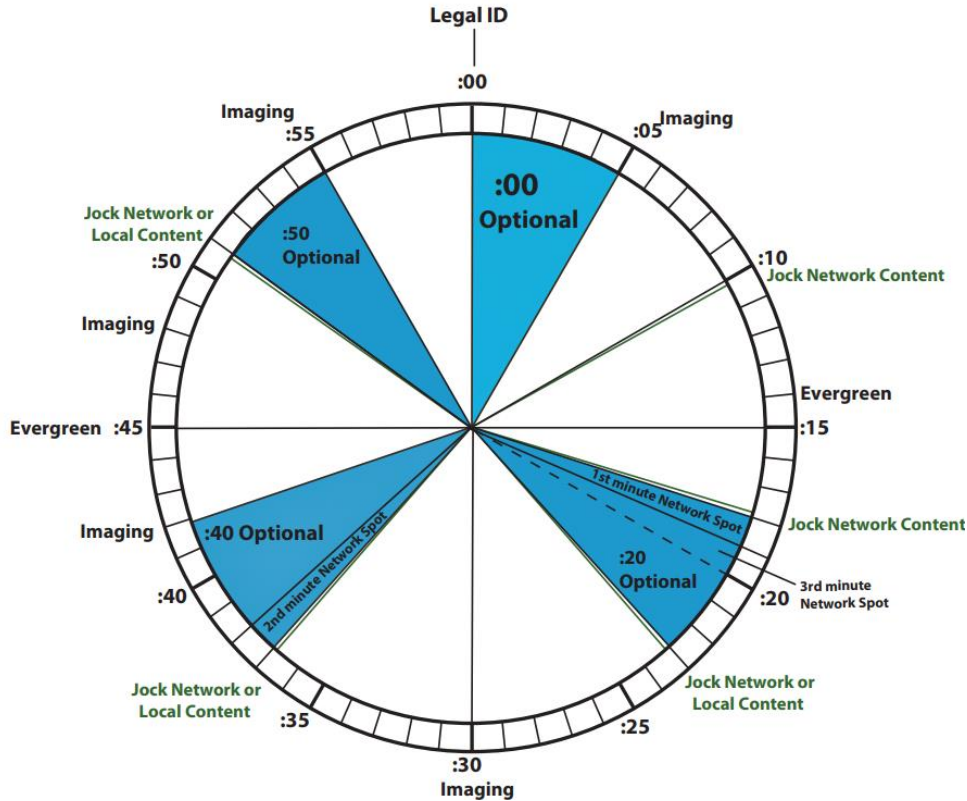
"Learning To Fly" – Pink Floyd

# 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.



**BRYAN JESTER**  
(3p-8p eastern)

Bryan first hit the air just as Disco Music and 8-Tracks were starting to die off. In his career, he's locked himself out of a live studio, ridden in a Chevy Chevette with George McGovern, and destroyed his hearing at SO MANY up close concerts—including AC/DC, The Kinks, The Stones, The Who, Tom Petty, Aerosmith, and The Moody Blues. He once asked Gene Simmons a stupid question backstage and paid the price. Classic Rock, classic car shows, and swap meets are what Bryan enjoys in his off time. Bryan has done a little bit of everything in radio. He loves it, and is quick to say "It sure beats working for living!" Also odd, but true, Bryan was once mistaken for a wax figure at Madame Tussaud's in London.

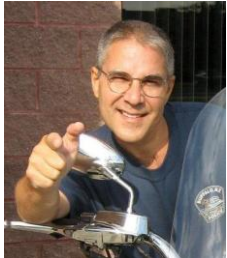


# Team A: Programming Bios



**JOEY NEAL**  
(8p-1a eastern)

Joey says honestly, he can't believe that he's been in the radio business for over 20 years. It all started when he was 17 and looking for a cool job site for my Career Placement class. Once he stepped foot into the radio station, he was hooked. Joey fell in love with two things while in high school...radio and a cute cheerleader named Amanda. Luckily neither has kicked him to the curb yet! Over the years Joey's had had the privilege of making days a bit better by playing music and telling stories. Also, he and Amanda have given two of the most amazing kids a forever home, and their lives are full!



**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.

# Programming Bios



**ROBERT ELFMAN**  
(6a-10a eastern)

Robert says after 40 years in radio – an exciting journey fueled by a passion for sharing stories and a love for music – it still seems like yesterday when he started at a radio station while still in high school. Robert took a broadcasting class and it's the only class in which he ever got an A, so he thought this must be the career to go with. Through all these years, it's never felt like a job! When he's not behind a microphone, you can find Robert and his wife Tammy busy with the granddaughters or "ruff"housing with their three dogs, Ozzy, Benatar, and Halen.



**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!

# Programming Bios



**WHIP**  
(3a-8p eastern)

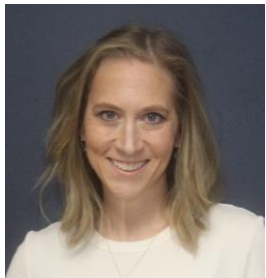
Whip's first taste of radio was when he was 9, calling into Denver morning shows and winning sports trivia contests. The DJs hated him, and he's pretty sure he's the reason stations started a "must be at least 12 to win" rule. He got his start at his college's station. After flunking, er, dropping out,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



**MIKE WALSH**  
(8p-1a eastern)

Mike was born in Butte, Montana and is the son of a logger. He knew immediately that wasn't for him. Soon into a short, but honorable stint in the USAF, he also knew that wasn't for him. 30 years into Radio, he's hoping...! When he's not on the air, you can find Mike on his Harley, at a charity ride, a rally, or a biker bar. Mike, his beautiful wife Chris, and their rescue chiweenie (part chihuahua, part wiener dog) Vivie hope you'll listen (so he doesn't have to spend his days trying not to die on a mountain again).

# Programming Bios



**LAURA DANIELS**  
**(1a-6a eastern)**

Laura entered the radio scene on a whim in 1998. She planned a different career path with her bachelor's in Interpersonal Communications, but the radio bug bit! A loud and proud Sagittarius, Laura likes anything with peanut butter, is an avid dog lover, and quite a good cook! She grew up watching classic cooking shows and MTV, a winning combination for her current lifestyle. She taught herself how to crochet amigurumi, and you might find "fun Aunt Laura" making a dinosaur for a friend's kid. Laura loves all classic music genres, and as a Pink Floyd fan, her prized possession is an autographed copy of The Final Cut on vinyl. She's banking on that for her retirement fund.

# THANK YOU!

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

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