



# HITS NOW!

 Westwood One<sup>™</sup>



# HITS NOW!

**HITS NOW** is Top 40 for the 21st Century! The music mix is predominantly Currents and Recurrents encompassing various genres including pop, rock, dance, hip hop, alternative and R&B. The imaging and on-air personalities have an upbeat, youthful attitude designed to attract women age 20 – 30. It's Contemporary Hit Radio, the ultimate mass appeal, high-impact format, featuring today's most popular hits!

# Hits Now Programming Details



## 18+ Demo

- Male: 43%
- Female: 57%

## Target Demo

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

## Household Income

- <\$25k: 11%
- \$25k-\$49k: 43%
- \$50k-\$74k: 11%
- \$75k+: 36%

## ERA Balance

- 15% 2000-2010
- 13% 2011-2016
- 42% 2017-2020
- 30% 2021-2022

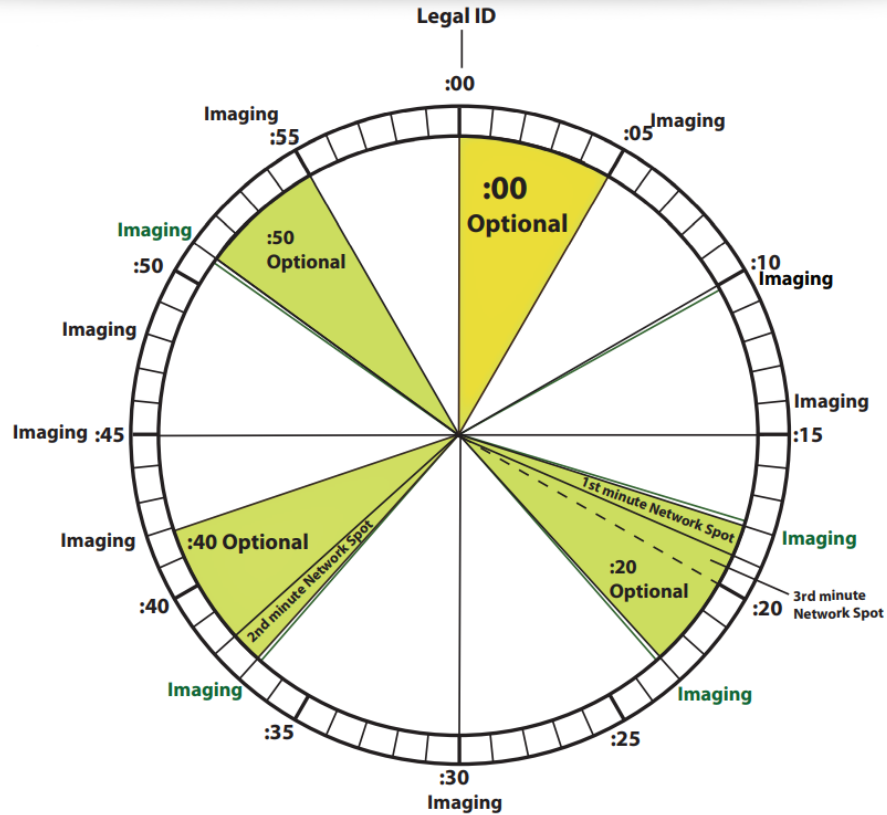
## Core Artists

- Ariana Grande
- Post Malone
- The Weeknd
- Dua Lipa
- Rihanna
- Ed Sheeran
- Justin Bieber
- Shawn Mendes

## Sample Hour

- "As It Was" - Harry Styles
- "Thank U, Next" - Ariana Grande
- "Get Into It (Yuh)" Doja Cat
- "Bam Bam" - Camila Cabello
- "My Ex's Best Friend" - Machine Gun Kelly
- "WOW" - Post Malone
- "Peaches" - Justin Bieber
- "Boyfriend" - Dove Cameron
- "Bad Habits" - Ed Sheeran
- "When You're Gone" - Shawn Mendes
- "Blinding Lights" - The Weeknd
- "All 4 Nothing" - Lauv
- "Good 4 U" - Olivia Rodrigo
- "Bang!" - AJR

# Hits Now Programming Clock



**HITS  
NOW!**

**On-Air  
Personalities**

# Programming Bios



**JONATHAN DOLL**  
(6a-10a eastern)

Jonathan Doll here! Don't worry, you're in good hands because I'm a licensed disc-jockey and standup comic (Fun Fact: I was on Star Search and I was a writer for Jay Leno). My down time activities include bicycling, boating and small dogs. I'm not afraid to use a coupon on "Date Night" with my wife either. I've done mornings in L.A., Houston and Indianapolis and I'm proud to be here at my very favorite station so far INSERT YOUR STATION HERE!



**JAY CRUZE**  
(10a-3p eastern)

Hey, how's it going, I'm Jay Cruze! Born and raised in New York City. Brooklyn, to be exact. I knew I wanted to be on the radio when I would spend my free time tape-recording myself, talking into hairbrushes, as I talked up the intros of my vinyl records (before they were retro). I still do that by the way. Just kidding. I wish I could meet each and every one of my listeners. We'd have a blast. My two daughters are the loves of my life, and they keep me humble.

# Programming Bios



**KELSIE PAIGE**  
(3p-8p eastern)

Hi, I'm Kelsie Paige! I ended up on the radio because of my absolute love of music, but my complete lack of musical talent or ability. I'm not even good at lipsyncing! But that's okay, because now I am lucky enough get to spend my afternoons on the air playing incredible music for you! I'm also a concert addict, so I go to live shows every chance I get. When I'm not having a blast on the radio I love spending time with my human-sized rescue dog, Sabo. Plus, I really like to travel to strange and mysterious places, and most of those destinations involve a beach, just because I'm water puppy. Thanks for listening, I love hanging out with you!



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

Hey-hey-hey, Elliott here! Originally from the west side of Indianapolis, I attended college and honed my radio skills in Michigan. I spent 10 years hosting radio gigs across the country from Los Angeles, Houston, Indianapolis, and Philadelphia before settling in Atlanta. I'm a strong advocate for mental health awareness. You can catch me on social media with plenty of content and ridiculous videos!

# THANK YOU!

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

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