



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

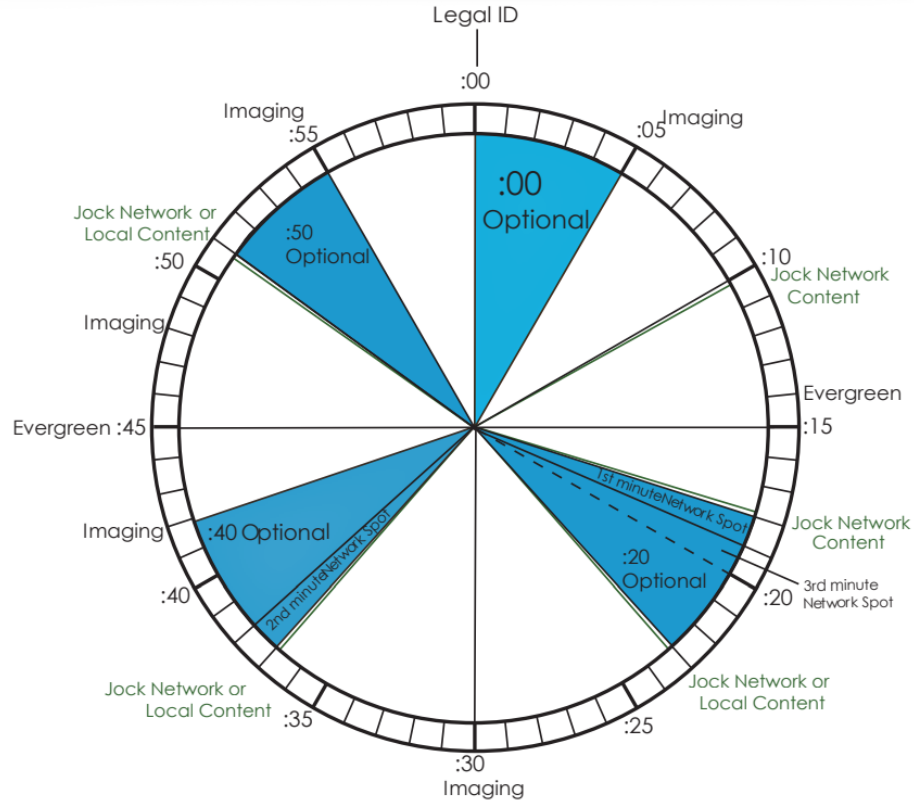
Core Artists

- 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



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.

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.

Programming Bios



LAURA DANIELS
(8p-1a 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



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.

THANK YOU!

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

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