



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

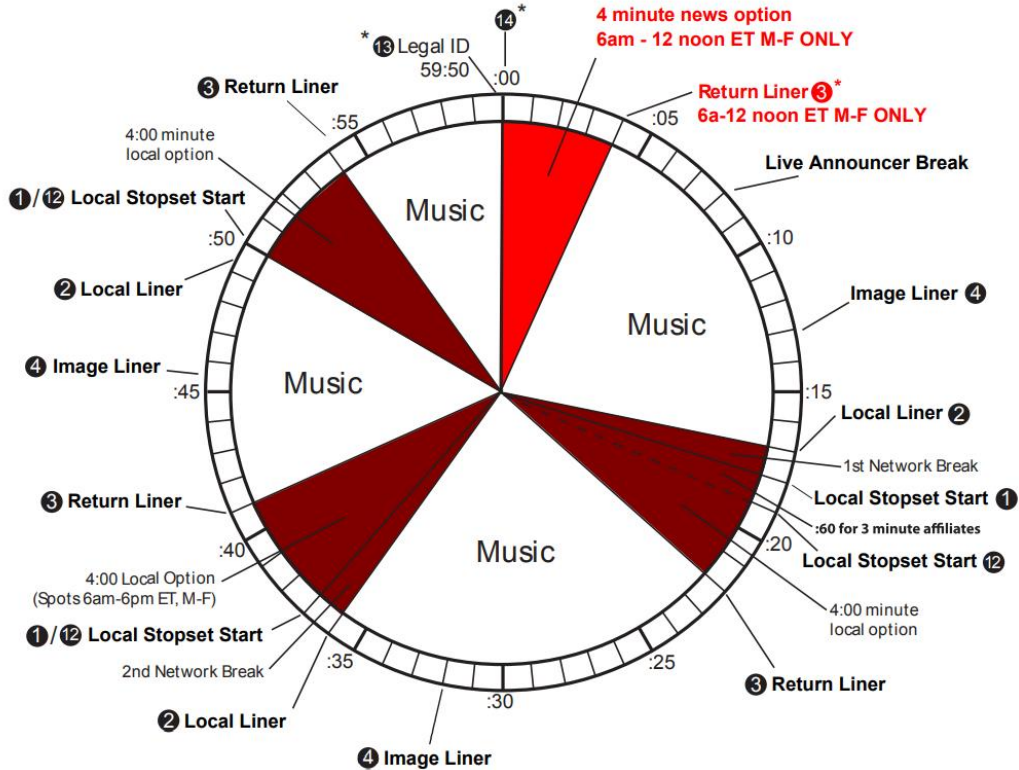
"We Will Rock You / We Are The Champions" – Queen

"You Give Love A Bad Name" – Bon Jovi

"Dream On" – Aerosmith

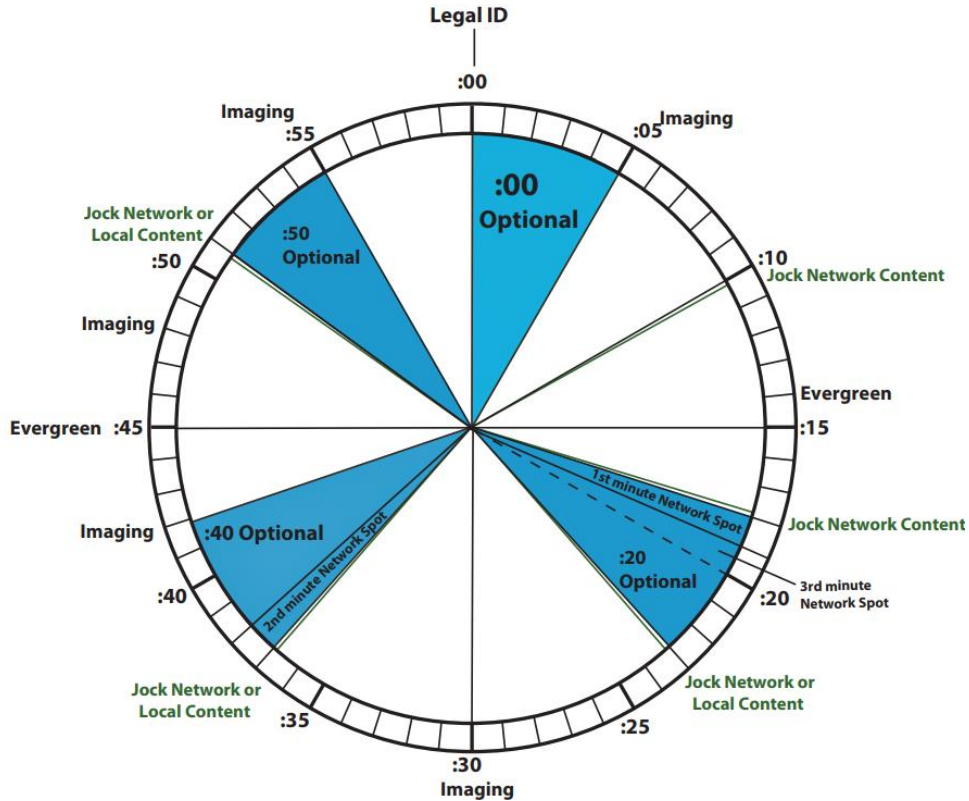
"Learning To Fly" – Pink Floyd

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 Total

Total: 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.

Total: 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.

Total: 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. 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. Get more info on 'Steve Gorman Rocks' here: <https://www.westwoodone.com/programs/music-entertainment/daily-shows/steve-gorman-rocks/>



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 Local

Local: 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.

Local: 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.

Local: 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 Rock and affiliating in your market, contact:

David Felker, VP of Gold Formats,
dfelker@westwoodone.com | 972-406-6816

Neal Weiner, VP of Affiliate Sales Formats
nweiner@westwoodone.com | 206.335.5259