



CLASSIC
Flip Flop

 Westwood One™



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Classic Hip-Hop is a new 24-hour format reaching 25 to 54-year-olds who have matured in age, lifestyle, and social awareness. This diverse group of listeners grew up embracing Hip Hop culture and listening to Hip Hop and now, while older, this group still follows the latest trends in technology, entertainment, and fashion. We call them “The Hip-Hop Nation!”

Classic Hip-Hop Programming Details



18+ Demo

- Male: 41%
- Female: 59%

Household Income

- <\$25k: 29%
- \$25k-\$49k: 29%
- \$50k-\$74k: 21%
- \$75k+: 21%

Target Demo

Core: Adults 25-44
Target: Adults 25-54

ERA Balance

- 55% 90's
- 45% 80's

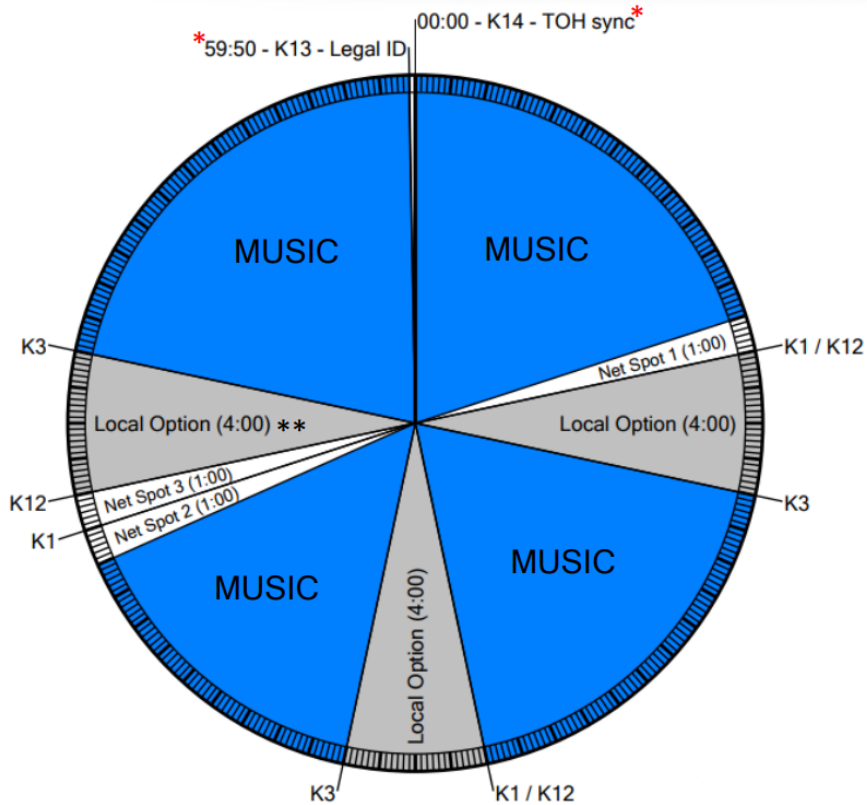
Core Artists

- 2 Pac
- JaRule
- Jay Z
- Ice Cube
- Missy Elliot
- Blackstreet
- TLC
- Puff Daddy
- Notorious B.I.G.
- Mary J. Blige
- Dr. Dre
- Snoop Dogg
- Salt N Pepa
- 50 Cent

Sample Hour

- “Can’t Nobody Hold Me Down” – Puff Daddy
- “Ain’t No Half Steppin” – Big Daddy Kane
- “One More Chance” – Notorious B.I.G.
- “Wild Thing” – Tone Loc
- “Area Codes” – Ludacris
- “No Diggity” – Blackstreet
- “Get Low” – Lil’ Jon & Eastside Boys
- “Still Dre” – Dr. Dre
- “What’s Luv” – Fat Joe ft. Jennifer Lopez
- “Where The Party At” – Jagged Edge
- “How Do You Want It” – 2Pac
- “Only You” – 112

Classic Hip-Hop Clock



| Function | Wegener Relay |
|--|---------------|
| 2 Minute Affiliate Stopset Start | K1 |
| Local Calls (:03) | K2 |
| Return Liner / Jingle (:10) | K3 |
| 3 Minute Affiliate Stopset Start | K12 |
| Legal ID (:10) – fires at exactly 59:90 | K13* |
| Top of the hour sync, fires at exactly 00:00 | K14* |



On-Air Personalities

Programming Bios



TONY ZAZZA
(6a-12n eastern)

Born and raised in San Diego, Tony grew up dreaming of being a professional baseball player. In college, however, between classes he got hired to write for MTV and also took a job at the local radio station. Before he knew it he was working for major market radio stations, winning awards like the On-Air Personality of the Year by AWRT (American Women in Radio and Television), and getting nominated for On-Air Personality of the Year by R&R (Radio and Records) and The RMA's (Radio Music Awards). Tony loves to play golf, cook, entertain, swim, and spend time with family, friends, and his two dogs and two cats.



MS. EKLASS
(12n-6p eastern)

Cue the Fresh Prince theme music. Born and raised in good old Indianapolis, by a radio is where Ms. Eklass spent most of her days growing up. She'd listen to Stevie Wonder and Jay Z and everything in between. Ms. Eklass actually got her start as a TV personality before getting into radio. Aside from the media she's obsessed with Beyoncé, Harry Potter and Marvel (yes she's a Marvel chick). Ms. Eklass enjoys anything girly, listening to music, writing, shopping (what lady doesn't), watching romantic comedies and chick flicks, and daydreaming! Oh and, did we mention she's a proud mom of two boys, and one girl. Babysitter anyone?

Programming Bios



SWEEZY
(6p-12a eastern)

Sweezy grew up with radio in his blood. In fact, as a kid he had a toy radio system that broadcasted on 1610AM. He's been a music producer and DJ for nearly a decade, and you can find him catching live music anywhere music is played. When he isn't messing around with music, you can find Sweezy at local breweries, filling his face with the best local cuisine, or hitting the gym (a rare sight!).

THANK YOU!

For more information on Classic Hip-Hop and affiliating in your market, contact:

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