



HITS NOW!

 Westwood One™



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

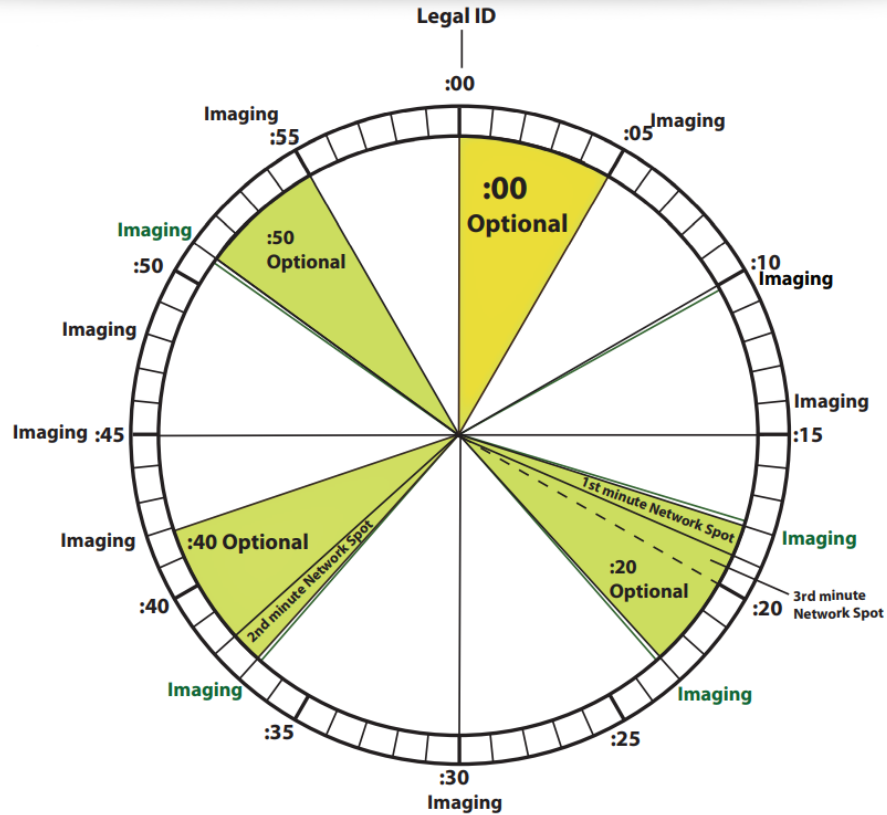
Core Artists

- 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 & NINA
(8p-1a eastern)

Hey-hey-hey, Elliott & Nina here! I guess both of us were born to entertain. We really want to brighten up your evenings with stories, pop culture and stuff you can relate to! Whatever is going on in your life, we want to hear about it, so let's talk! Elliott has always been the class clown, but his serious side is important. He's a strong advocate for mental health awareness. Nina raises awareness for breast cancer and suicide prevention. Seriousness aside, both have a LOT of fun on the radio every weeknight! Thanks for being a part of the music and mayhem!

THANK YOU!

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

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