



*Lite* **AAC**

 Westwood One™

A close-up, blue-tinted photograph of a vintage-style microphone with a ribbed grille, set against a dark background.

# *Lite* AC

**Lite AC** is the format that radio's been missing... a traditional Adult Contemporary with a wide variety of music spanning five decades. The format offers your listeners warm personalities with family-friendly presentations that bring back the true sound of At Work listening to your radio station.

# Lite AC Programming Details



## 18+ Demo

- Male: 67%
- Female: 33%

## Household Income

- <\$25k: 11%
- \$25k-\$49k: 22%
- \$50k-\$74k: 56%
- \$75k+: 11%

## Target Demo

Core: Women 30-45  
Target: Adults 25-54

## ERA Balance

- 17% 70's
- 41% 80's
- 23% 90's
- 12% 0's
- 7% 10's

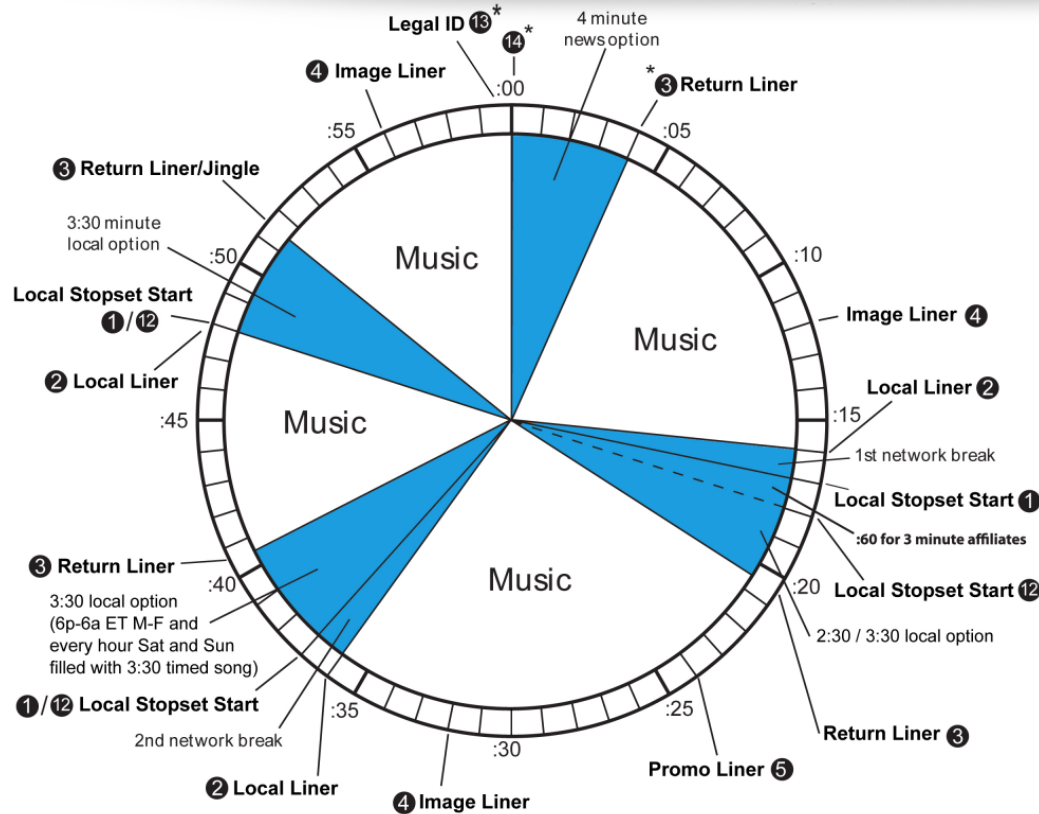
## Core Artists

- Adele
- Billy Joel
- Celine Dion
- Chicago
- Elton John
- Fleetwood Mac
- Hall & Oates
- Phil Collins
- Whitney Houston
- Michael Buble

## Sample Hour

- “The Longest Time” – Billy Joel
- “Follow Me” – Uncle Kracker
- “Because You Loved Me” – Celine Dion
- “That’s All” – Genesis
- “All Of Me” – John Legend
- “Just You ‘n Me” – Chicago
- “Africa” – Toto
- “Hello” – Adele
- “Landslide (Live '97)” – Fleetwood Mac
- “Against The Wind” – Bob Seger
- “Big Girls Don’t Cry” – Fergie
- “You Are” – Lionel Richie
- “Photograph” – Ed Sheeran

# Lite AC TOTAL Clock



Function	Wegener Relay
2 Minute Affiliate Stopset Start	1
Local Liner (:03)	2
Return Liner / Jingle (:10)	3
Image Liner (:03)	4
Promo Liner (:13)	5
3 Minute Affiliate Stopset Start	12
Legal ID (:10) – fires at exactly 59:90	13*
Top of the hour sync, fires at exactly 00:00	14*

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# On-Air Personalities

# Programming Bios



**RICHARD STEVENS**  
(6a-10a eastern)

Richard Stevens lives for quiet simplicity away from the constant barrage of noise and information-overload. He grew up in North Dakota, where life moves at a slower pace, and radio signals seem to go on forever, and finds satisfaction in entertaining listeners with insights, ideas... and a certain wacky perspective on life. Richard is married to his soulmate Amy and, together, they have three children. They enjoy long walks, yoga, movies, quirky television shows and enjoying time together at home.



**CHRIS MICHAELS**  
(10a-3p eastern)

Chris Michaels here, I like to think of just one listener spending their day with me enjoying the music and hopefully appreciating what I have to say. I hope you are that person. When not on the Radio, I love trying to find the perfect river to fish. When not fishing, I'm reading, studying, thinking and dreaming of...fishing! My wife and I are 'empty-nesters' with three grown children, three grandchildren and three cats who are 'raising' us! I guess we love things that come in threes!

# Programming Bios



**KAREN**  
(3p-8p eastern)

Hi! I'm Karen. (And I don't want to speak to your manager!) I've been doing this radio thing for almost 25 years now, and I love it!! When I'm not on the air, I enjoy traveling with my boyfriend. We took a helicopter ride down into the Grand Canyon & recently went to Spain! I love taking pictures of our travels, as well as the food we eat along the way because we both love cooking & trying new cuisines! When I'm not traveling you will find me out on our motorcycle, or just hanging out with our two cats.



**PAUL HORTON**  
(8p-1a eastern)

Hey, Paul Horton here. You know about the Whisper Challenge - a simple story is whispered to one person and then that person whispers it to the next and so on. After five or six people you almost never get the same story. This shows the importance of clear communication and I love communicating! Sharing information, ideas, hopes, and dreams is my passion. That's why I love being on the radio. So let's listen to some great music and share some ideas, hopes, and dreams. I promise not to whisper.

# THANK YOU!

For more information on Lite AC and affiliating in your market, contact:

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