



# CLASSIC HITS

 Westwood One™



# CLASSIC HITS

**CLASSIC HITS** is one of the most popular and best formats for delivering 35-54 Adults. The greatest pop, soul, and rock n' roll from `70s, `80s, and early `90s. This format plays feel-good music, hosted by outstanding personalities along with fun daily features and weekend themes.

# Classic Hits Programming Details



## 18+ Demo

- Male: 55%
- Female: 45%

## Household Income

- <\$25k: 23%
- \$25k-\$49k: 26%
- \$50k-\$74k: 22%
- \$75k+: 28%

## Target Demo

Core: Adults 35-54  
Target: Adults 25-54

## ERA Balance

- 57% 80's
- 40% 70's
- 3% 90's

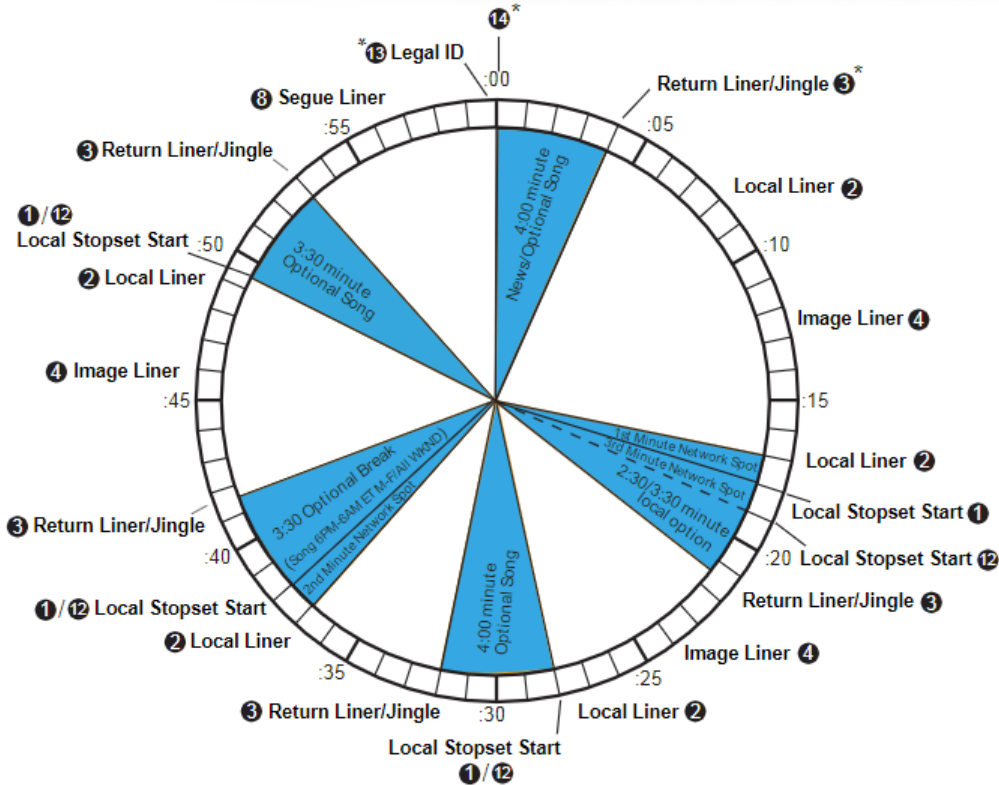
## Core Artists

- Journey
- Madonna
- Eagles
- Bon Jovi
- Billy Joel
- Phil Collins
- Prince
- Elton John
- U2
- Michael Jackson
- Fleetwood Mac

## Sample Hour

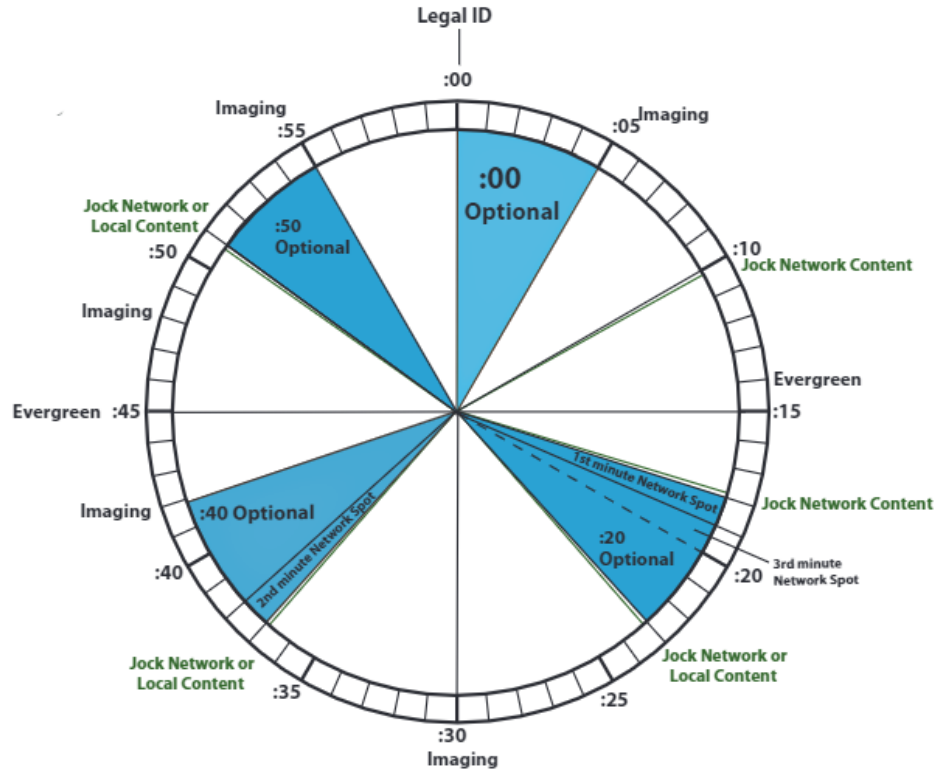
- “Go Your Own Way” – Fleetwood Mac
- “It’s Still Rock & Roll To Me” – Billy Joel
- “More Than A Feeling” – Boston
- “Wanna Be Startin’ Somethin’” – Michael Jackson
- “The Boys Of Summer” – Don Henley
- “Dancin’ Queen” – Abba
- “When Doves Cry” – Prince
- “Here I Go Again” – Whitesnake
- “Africa” – Toto
- “Take Me Home” – Phil Collins
- “Last Dance” – Donna Summer
- “Faith” – George Michael

# Classic Hits TOTAL Clock



Function	Wegener Relay
2 Minute Affiliate Stopset Start	1
Local Liner (:05)	2
Return Liner / Jingle (:07)	3
Image Liner – tags network sweeper (:05)	4
Segue Liner (:05)	8
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*

# Classic Hits LOCAL Clock





# On-Air Personalities Team A

\*\* Classic Hits personality teams are based on market availability. Your affiliate sales rep will work with you to determine which team you will receive.

# Team A: Programming Bios



**JAY COFFEY**  
(6a-10a eastern)

Jay's been Rockin' and Rollin' for decades, beginning as a bass player in San Francisco Bay Area bands. His radio career began at a small station in Modesto, and after four years moving around Central California, he wound up playing the hits in Los Angeles for over 28 years. A lifelong lover of Golden retrievers, he acquired a tolerance for miniature Schnauzers thanks to his wife Janet who's been afflicted with Schnauzer-itis since her childhood on Long Island. Jay is dedicated to making radio fun and informative for his listeners.



**JOYCE JEFFERSON**  
(10a-3p eastern)

Joyce landed her first radio job while working at a pizza parlor. She and her twin teenage daughters have three dogs, three cats, two leopard geckos, a chinchilla and a fish. Joyce loves studying clouds and "weather watching." She also sings and pulls out her guitar to entertain friends now and then. By the way, she still loves pizza.

# Team A: Programming Bios



**JOHN SUMMERS**  
(3p-8p eastern)

John's 30+ year radio career has taken him all across the country. His love of music from the player's perspective has done the same: Lots of traveling as the guitarist in his own rock band! He's also worked as a session musician for other great artists. When John's not rockin' on stage or entertaining us on the radio, he's hitting the hills off-road on his mountain bike or motorcycle, or he's buried in his music room going through his huge collection of LPs. He also loves a great novel and never misses the latest block-buster movie.



**KEITH STEPHENS**  
(8p-1a eastern)

Keith grew up in New England, but escaped the cold to graduate from Arizona State where he started his radio career. When he's not on the radio, he's a true soccer dad with two daughters (one a teenager so wish him luck). Keith loves classic TV, especially Seinfeld and MASH. He likes to work out, read on his Kindle, and watch the latest trends on social media. First album he ever bought? "Band On The Run" by Paul McCartney and Wings. He still has it and is excited because vinyl is cool again.



# Team A: Programming Bios



**CHRIS KELLOGG**  
(1a-6a eastern)

Chris has been on the radio for over 40 years and still loves hearing his favorite songs from his youth and the early years of his career. Chris and his wife Lisa met in high school and have been married 35+ years (or as she says, "a really, really, long time"). They have four children and five grandchildren and two dogs, Molly and Flounder. Their favorite hobbies include reading (novels for Lisa, non-fiction for Chris), riding bikes, and traveling to spend time with the kids.



# On-Air Personalities Team B

\*\* Classic Hits personality teams are based on market availability. Your affiliate sales rep will work with you to determine which team you will receive.

## Team B: Programming Bios



**RYDER MICHAELS**  
(6a-10a eastern)

Ryder says honestly, he can't believe that he's been in the radio business for over 20 years. It all started when he was 17 and looking for a cool job site for my Career Placement class. Once he stepped foot into the radio station, he was hooked. Ryder fell in love with two things while in high school...radio and a cute cheerleader named Amanda. Luckily neither has kicked him to the curb yet! Over the years Ryder's had had the privilege of making days a bit better by playing music and telling stories. Also, he and Amanda have given two of the most amazing kids a forever home, and their lives are full!



**ALAN CRAIG**  
(10a-3p eastern)

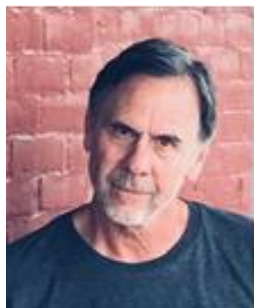
Alan was born in California, "arriving" the same year The Beatles arrived in America! When he was a kid, he used to play Elvis records and pretend to be a DJ. Well, some things never change! Alan loves being a part of your day and playing your favorite songs. And when he's not playing radio, you'll find him playing sports. Alan's really really good at yelling 'Foreeeee!'

## Team B: Programming Bios



**TERESA BROWN**  
(3p-8p eastern)

For more than 30 years, Teresa Brown has been heard between the songs on the radio--from Virginia Beach to Las Vegas and some places in between, with husband Jim and three kids. Teresa says "My life is exciting and drama-filled just like yours. Family comes first and then it's all about having fun. I love stories that make me laugh, smile, and cry. I'm an awful cook, but I love reading, hiking, and attempting DIY crafts. I waste a bit of time on the internet and love a midnight snack. My favorite job is being a Gigi to the grandkids. We just love each other more than anything else."



**BRET CONNOR**  
(8p-1a eastern)

For over 35 years, Bret has considered himself very lucky to be able to make a living in radio while loving it every day and getting to play the greatest music of all time. He found his radio career in college at Boise State--getting credit for an internship in the communication department--and never looked back. Bret loves golf, fishing, hiking, movies, and his wonderful wife and five grown kids. Bret says thanks for listening, and he hopes he can make your day that much better.

## Team B: Programming Bios



**GREG BROWNING**  
(1a-6a eastern)

For Greg, home life is all about family. He and his wife have a 5-year-old who loves drawing, writing books, basketball, and Spiderman. Never a dull moment at the Browning home with their two dogs, 'Gunther,' a puggle, and 'Oscar,' a whippet terrier. Greg says his favorite time of the week is Sunday, having dinner with their parents. He's a big fan of 'Dateline' on NBC, and also trying new pizza restaurants. He loves Classic Hits artists like The Doobie Brothers, Joe Cocker, Queen, Journey, and Lita Ford.

# THANK YOU!

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

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