



# Classic Hits

ROCK

 Westwood One



**Classic Hits-Rock** has just the right mix of pop and rock hits from the 60s, 70s, 80s and some early `90s, without the Dance, R&B, and Motown. It's the perfect choice to compete in a market that already has a Classic Rock and/or a Classic Hits. The best rock, the best rock pop, and the best pop all in one. Plus personalities that are timely and topical with hip contemporary presentations.

# Classic Hits Rock Programming Details



## 18+ Demo

- Male: 57%
- Female: 43%

## Household Income

- <\$25k: 20%
- \$25k-\$49k: 30%
- \$50k-\$74k: 26%
- \$75k+: 24%

## Target Demo

Core: Adults 45-54  
Target: Adults 35-64

## ERA Balance

- 55% 70's
- 35% 80's
- 10% 90's

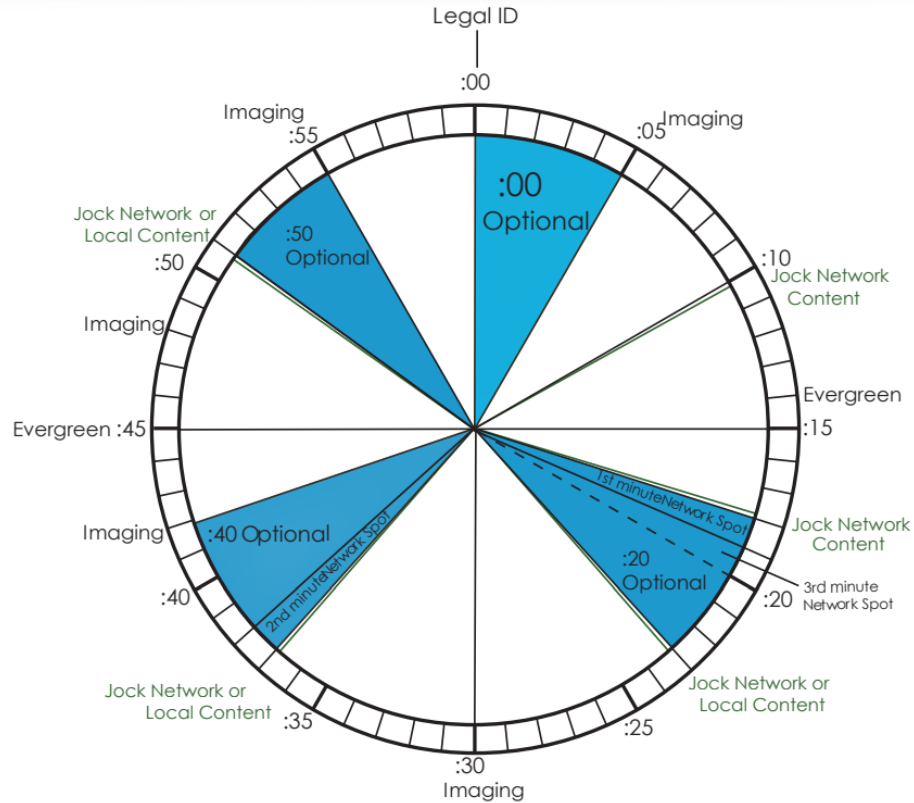
## Core Artists

- Eagles
- The Doobie Brothers
- The Steve Miller Band
- Fleetwood Mac
- Queen
- The Rolling Stones
- Pat Benatar
- Tom Petty
- The Cars
- Bob Seger
- Bruce Springsteen
- Journey

## Sample Hour

"Sweet Home Alabama" – Lynyrd Skynyrd  
"Bennie and the Jets" – Elton John  
"Mony, Mony" – Billy Idol  
"Old Time Rock & Roll" – Bob Seger  
"Go Your Own Way" – Fleetwood Mac  
"Whole Lotta Love" – Led Zeppelin  
"One of These Nights" – Eagles  
"I Love Rock & Roll" – Joan Jett & The Blackhearts  
"Hold the Line" – ToTo  
"Come Together" – The Beatles  
"25 or 6 to 4" – Chicago  
"Livin' on a Prayer" – Bon Jovi  
"Feels Like the First Time" – Foreigner  
"Couldn't Get It Right" – The Climax Blues Band

# Classic Hits Rock Clock





# On-Air Personalities

# Programming Bios



**ROBERT ELFMAN**  
(6a-10a eastern)

Robert says after 40 years in radio – an exciting journey fueled by a passion for sharing stories and a love for music – it still seems like yesterday when he started at a radio station while still in high school. Robert took a broadcasting class and it's the only class in which he ever got an A, so he thought this must be the career to go with. Through all these years, it's never felt like a job! When he's not behind a microphone, you can find Robert and his wife Tammy busy with the granddaughters or "ruff"housing with their three dogs, Ozzy, Benatar, and Halen.



**ELENA PAGE**  
(10a-3p eastern)

Elena was born and raised on Long Island, New York, and then relocated to Dallas, where she graduated from the University of North Texas with a BA in Radio, TV, and Film. Her love of music, and lack of ability to sing, dance or play instruments led her to radio, where she's been for almost 30 years! She loves spending time with family, and volunteering at the animal shelter (she has two rescue dogs and one cat of her own). Elena loves collecting vintage Barbies from the '60s and '70s. Nostalgia is her thing!

# Programming Bios



**WHIP**  
(3a-8p eastern)

Whip's first taste of radio was when he was 9, calling into Denver morning shows and winning sports trivia contests. The DJs hated him, and he's pretty sure he's the reason stations started a "must be at least 12 to win" rule. He got his start at his college's station. After flunking, er, dropping out, he found a DJ job in Santa Fe and has been chasing it ever since. Whip's worked all over, including New York, where he got into a well-publicized on-air spat with his co-worker, Howard Stern. Guess who won that one?! Whip's been married for many years and has two kids in college. He's a huge sports fan, especially baseball and football, and sings in a punk rock band.



**MIKE WALSH**  
(8p-1a eastern)

Mike was born in Butte, Montana and is the son of a logger. He knew immediately that wasn't for him. Soon into a short, but honorable stint in the USAF, he also knew that wasn't for him. 30 years into Radio, he's hoping...! When he's not on the air, you can find Mike on his Harley, at a charity ride, a rally, or a biker bar. Mike, his beautiful wife Chris, and their rescue chiweenie (part chihuahua, part wiener dog) Vivie hope you'll listen (so he doesn't have to spend his days trying not to die on a mountain again).

# Programming Bios



**TIM HARTT**  
(1a-6a eastern)

Tim was born in Woodstock Illinois, where the movie Groundhog Day was filmed. He started his career in Chicago in the 80s doing grunt work for The Loop WLUP, and says it was a great place to learn radio. Tim's a big football and baseball fan. And, when he's not on the radio, he's cooking! Tim loves to cook and made it to the second round of Master Chef where he "got run off by an awesome lady and her awesome dish." Tim says, 'I love radio and will hopefully always be here along with a possible retirement with a food truck!'



# THANK YOU!

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

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