



AC

ADULT

CONTEMPORARY

 Westwood One



The AC format plays familiar music from the 80s all the way up to today's soft hits. Every song has proven appeal to adults 25-54, and specifically the target 35-44 core. The format leans towards women, but nearly 40% of the audience is men. It's the upscale adult audience advertisers want to connect with. The music is light enough for background, but bright enough to turn up and enjoy. Its music that helps people feel good! AC is the perfect workplace format, but our listeners enjoy it at home and on weekends too. Westwood One's major market personalities add topical content and fun without getting in the way of the great music flow. The variety of tempos, styles, and music eras holds listeners hour after hour. Watch your TSL grow with Westwood One's AC format!

AC Programming Details



18+ Demo

- Male: 49%
- Female: 51%

Household Income

- <\$25k: 18%
- \$25k-\$49k: 24%
- \$50k-\$74k: 22%
- \$75k+: 37%

Target Demo

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

ERA Balance

- 34% 1980-1989
- 14% 1990-1999
- 17% 2000-2009
- 30% 2010-2019
- 5% Today

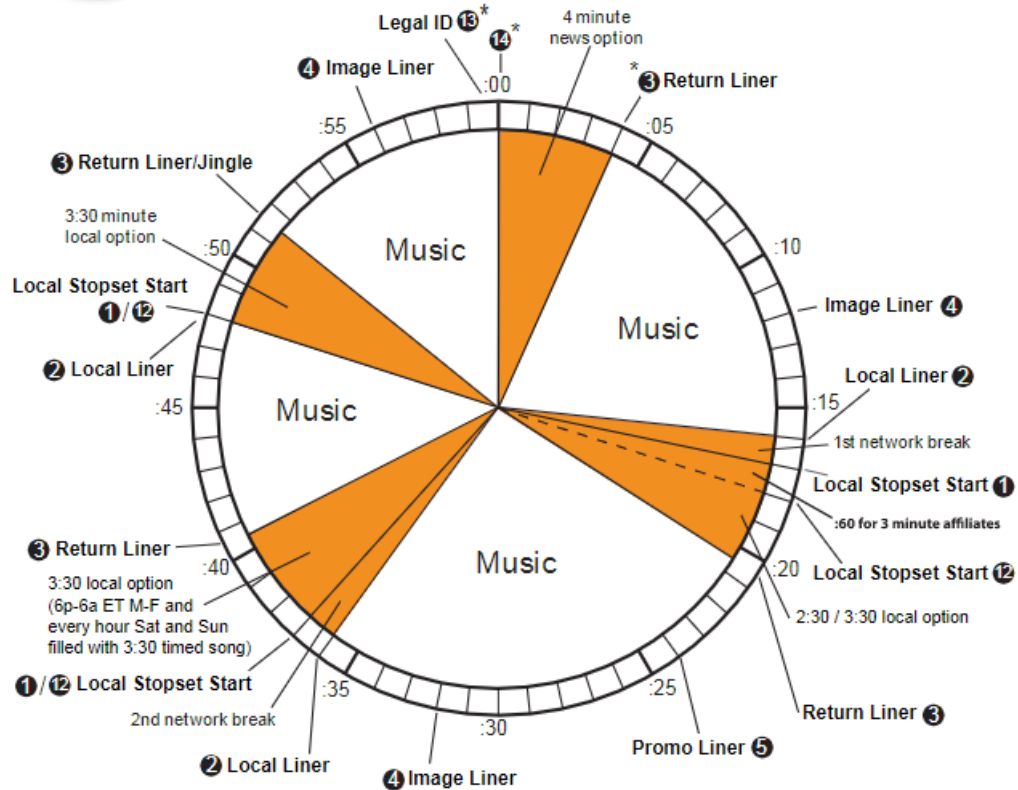
Core Artists

- Maroon 5
- Pink
- Madonna
- Taylor Swift
- Michael Jackson
- Bruno Mars
- Prince
- Lady Gaga
- Ed Sheeran
- Adele
- Katy Perry
- Kelly Clarkson

Sample Hour

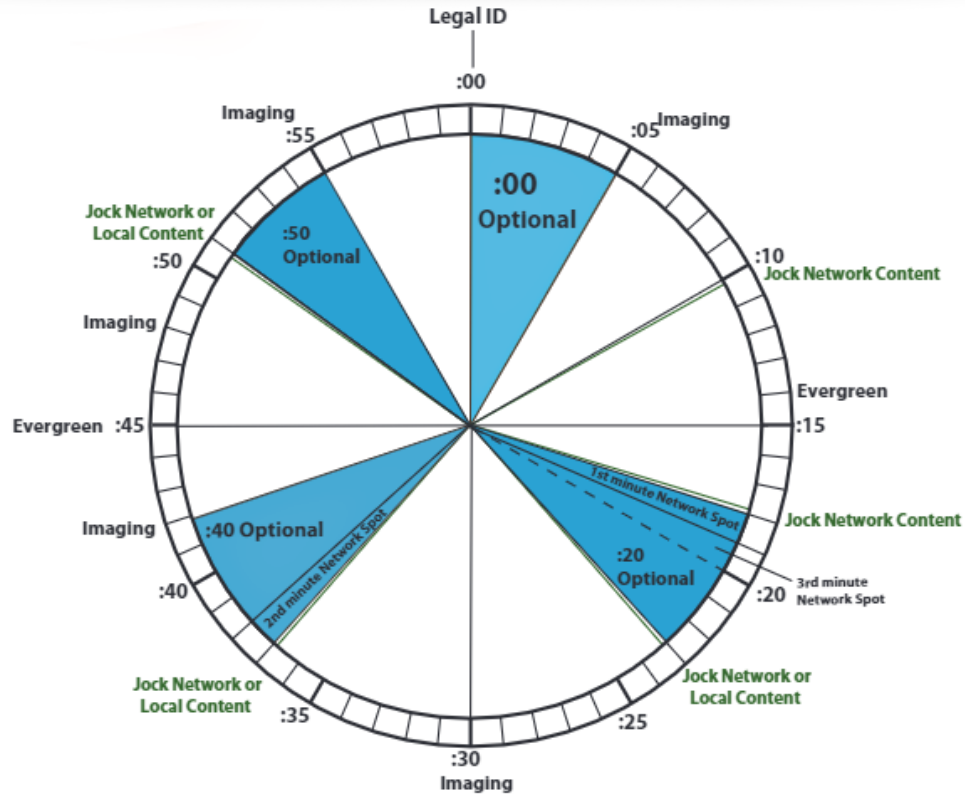
"Leave The Door Open" - Bruno Mars
"The Boys Of Summer" - Don Henley
"What About Us" - Pink
"A Thousand Miles" - Vanessa Carlton
"Say You Won't Let Go" - James Arthur
"Cold Heart" - Elton John
"Right Here Waiting" - Richard Marx
"Set Fire To The Rain" - Adele
"Thinking Out Loud" - Ed Sheeran
"Don't Stop Believin" - Journey
"Heat Waves" - Glass Animals
"I Knew You Were Trouble" - Taylor Swift
"Hold On" - Wilson Phillips
"Drops Of Jupiter (Tell Me)" - Train

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*

AC LOCAL Clock





On-Air Personalities Team A

** AC 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



LIZ & CHRIS
(6a-10a eastern)

Hi, I'm Liz Bell, a single mom to 2 gorgeous girls! I love throwing theme parties, read that as 'Pinterest addict.' I believe there is no better feeling than a sloppy ponytail and yoga pants. I enjoy traveling, things that sparkle and my partner, Chris Tyler.

Chris Tyler here! I also have two kids, plus an awesome wife! I run marathons, but in real life I love to spend time at our neighborhood pool. And I'm a huge sports fan. It's hard for me to choose a favorite type of music! I like many different types! Except maybe Gangsta Rap. I have to draw the line somewhere.



ANDREA JAXSON
(10a-3p eastern)

I'm Andrea Jaxson and when I'm not on the radio, there is a good chance you will find me making plans to travel to a new, fun and exciting city or country. My husband Mike, A.K.A "Marvelous Mike", is completely supportive of my need to capture the perfect "shot" while I roam the streets looking for unique architecture and landscape. We share a love for music, art and travel which makes for a fun life together! I absolutely love sharing time with my nieces and nephews and as soon as football season rolls around, it's all about food, family and dark chocolate!

Team A: Programming Bios



KARL SOUTHCOTT
(3p-8p eastern)

Karl Southcott here! I'm a giant movie fan, and love everything from the classic films to all the new exciting flicks. I enjoy the outdoors too, and am crazy about being around the water. I love swimming, kayaking, surfing and diving. I've always figured that I'm at least part fish. I also like to hang with my family. My two small boys keep me very busy! Musically, I'm crazy about everything from Sinatra to Bruno Mars. Sharing this music on the radio is such a kick!



DENNIS MITCHELL
(8p-1a eastern)

My name is Dennis Mitchell, and I knew at a very young age that I wanted to be on the radio. After high school, I attended The Broadcasting Institute of Maryland, and now I've been on the airwaves for more than 25 years! Along with my love for music and sports, I enjoy playing the drums and instructing a high school drumline part time. I like to relax by hunting, fishing, and playing golf, and I'm married to my high school sweetheart, Heather. We have three children!

Team A: Programming Bios



JOHN LAURENTI
(1a-6a eastern)

Hi, I'm John Laurenti! Thanks for taking a little bit of your time to find out about me. I've been fortunate to have been doing this radio thing for a while and it's the best job I've ever had! Every day is different and fun! Plus, I get to play music for you. In my spare time I try to go to as many concerts as I can, 2,500 and counting, playing golf (badly), and I've done a little bit of acting as well. I'll see you on the radio!



On-Air Personalities Team B

** AC 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



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!

Team B: 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.

Team B: Programming Bios



JOSH GEARS
(1a-6a eastern)

Hi, it's Josh Gears! I'd like to tell you that I was raised by poodles out in the forest, but my parents and station management told me not to. Actually, I rose through the ranks of board-op for sports and syndicated countdown shows until I finally got a shot at overnights. Thanks again for listening and I promise we'll have fun on any day that ends with "y"!

THANK YOU!

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

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