



THE *Touch*

TODAY'S R&B AND OLD SCHOOL

 Westwood One



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THE TOUCH features the Best Mix of Today's R&B, along with some soulful classics, all wrapped up by fresh, yet mature major market talent delivering artist notes, music, and entertainment news. Smooth imaging sets the mood for an intimate R&B listening experience. This format targets Women, although it attracts all 25-54 Adults looking for what's happening on the R&B music scene today.

The Touch Programming Details



18+ Demo

- Male: 49%
- Female: 51%

Household Income

- <\$25k: 39%
- \$25k-\$49k: 31%
- \$50k-\$74k: 17%
- \$75k+: 14%

Target Demo

Core: African American
Female 35-54
Target: Adults 25-54

ERA Balance

- 13% Current/Recurrent
- 18% 10's
- 21% 00's
- 29% 90's
- 19% 80's

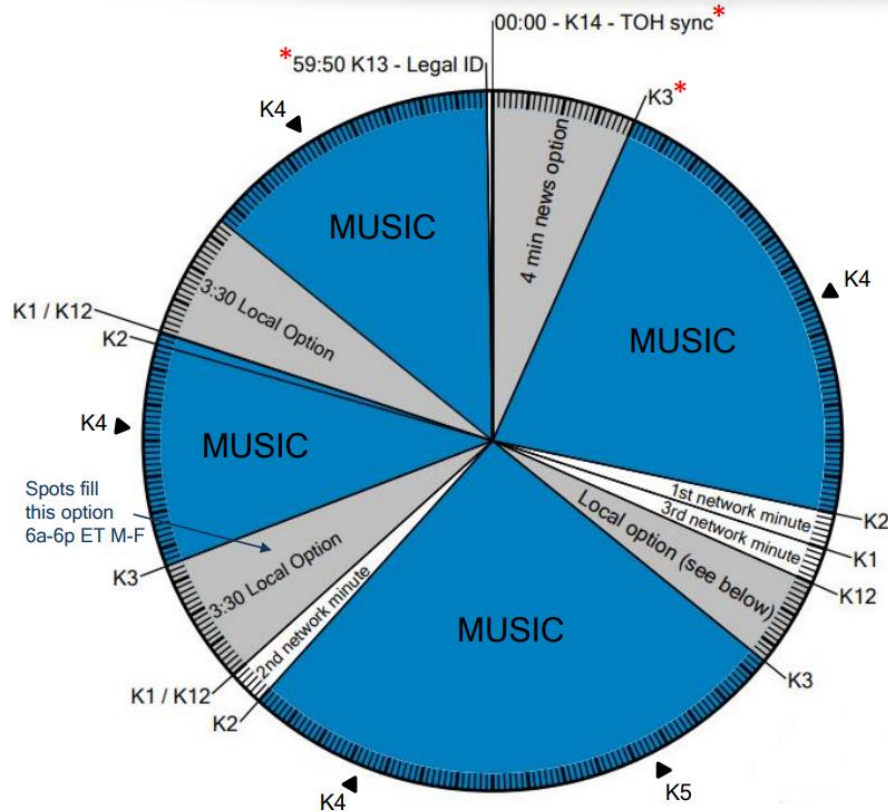
Core Artists

- Mary J. Blige
- Michael Jackson
- Usher
- Alicia Keys
- Kem
- Lauryn Hill
- Beyonce
- Bobby Brown
- Charlie Wilson
- Jill Scott
- Maxwell
- Luther Vandross

Sample Hour

- "Pretty Wings" – Maxwell
- "Go Crazy" – Chris Brown
- "Cry For You" – Jodeci
- "When Doves Cry" – Prince
- "If I Ain't Got You" – Alicia Keys
- "You" – Nicole Bus
- "Love's Holiday" – Earth Wind & Fire
- "Can't Stop" – After 7
- "All Of My Love" – Charlie Wilson
- "Crazy In Love" – Beyonce
- "Family Affair" – Mary J. Blige
- "Baby-Baby-Baby" – TLC
- "PYT" – Michael Jackson

The Touch TOTAL Clock



Function	Wegener Relay
2 Minute Affiliate Stopset Start	K1
Local Liner (:03)	K2
Return Liner / Jingle (:10)	K3
Image Liner – tags network sweeper	K4
Promo Liner (:13)	K5
3 Minute Affiliate Stopset Start	K12
Legal ID (:10) – fires at exactly 59:50	K13*
Top of the hour sync, fires at exactly 00:00	K14*



On-Air Personalities

Programming Bios



BIG ANT
(6a-10a eastern)

HEY YO! It's your Brother from another Mother, Big Ant and I LOVE RADIO!!! You want stories?!? I got 'em!!! A career dating back to when DJ's carried wax (that's records) and passed out flyers (no social media). Now a days I'm a Dad first and foremost to my favorite (and only) son, I am a son to my favorite (and only) Dad and a brother to my favorite and (only... notice a theme here?!?) Brother. The self-proclaimed quintessential gen X'er (It's ok, I'm not really sure what that means either). I have a distinctive sound and crazy mindset. I keep it simple, have fun and don't ask why, just ask why not and then go for it!



TONI TERRELL
(10a-3p eastern)

I'm "Your Best Girlfriend" on the radio, I love my career, but in my spare time I enjoy cooking for family and friends. My specialties are Toni's homemade desserts! Apple Pie and Lemon Meringue, not to mention Chicken Taco's and Potato Salad. Fishing is a new hobby for me, and I like a few new T.V. shows, 'Black-ish' for a good laugh and 'Queen Sugar' for some weekly drama. I'm a big fan of most sports and love a good laugh, so expect to smile and giggle while spending time with me!

Programming Bios



KENNY SMOOV
(3p-7p eastern)

Hello, Kenny Smoov here! I'm the type of guy you meet and like right away, although I will always tell you what I think without holding back. You always get a sense that I'm just being genuine and direct. If you run into me around town the first thing you'll notice is that I'm always having fun and I think that will make you want to have fun too! I'm a proud dad and an avid supporter of children's issues and military veterans having served in the U.S. Army. Thanks for listening to my show!



TASHA SIMONE
(7p-12mid eastern)

Hola Mi Amors! When you hear that you know it's time to Groove. It's Tasha Simone, the only sista rock'n your raaaaay-diddy-io! Here's the long and short of it: I'm Zuri's Mom. You'll hear her occasionally on my show. I hold a couple of degrees, including a Master's in Education. Let my friends tell it, I'm always teaching something. I include my faith and my family in all I do. And if you ever want to see how this southern girl gets down in the kitchen, I'm easy to find on all social media platforms. Ok, I gotta go! It's time for the Evening Groove!

Programming Bios



MISS MOKA
(12a-6a eastern)

Hey there, I'm Sissy, but you can call me Miss Moka! I've been in the entertainment industry over 25 years. Choreographer, personal trainer, fitness instructor, radio personality, host/emcee... you name it, I've done it. My professional dance career includes being a former member of the Tennessee Titans Cheerleaders! I have also been a proud member of the AFL Dream Team, traveling across the United States supporting our US Troops.

THANK YOU!

For more information on The Touch and affiliating in your market, contact:

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