



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

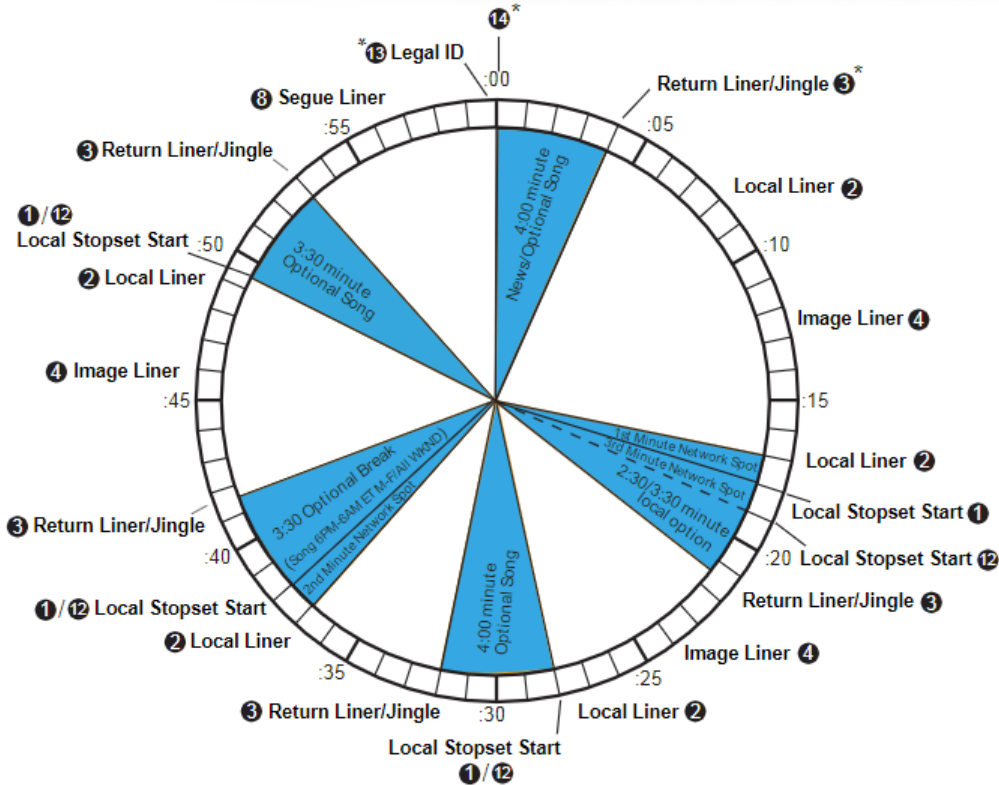
Core Artists

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

Sample Hour

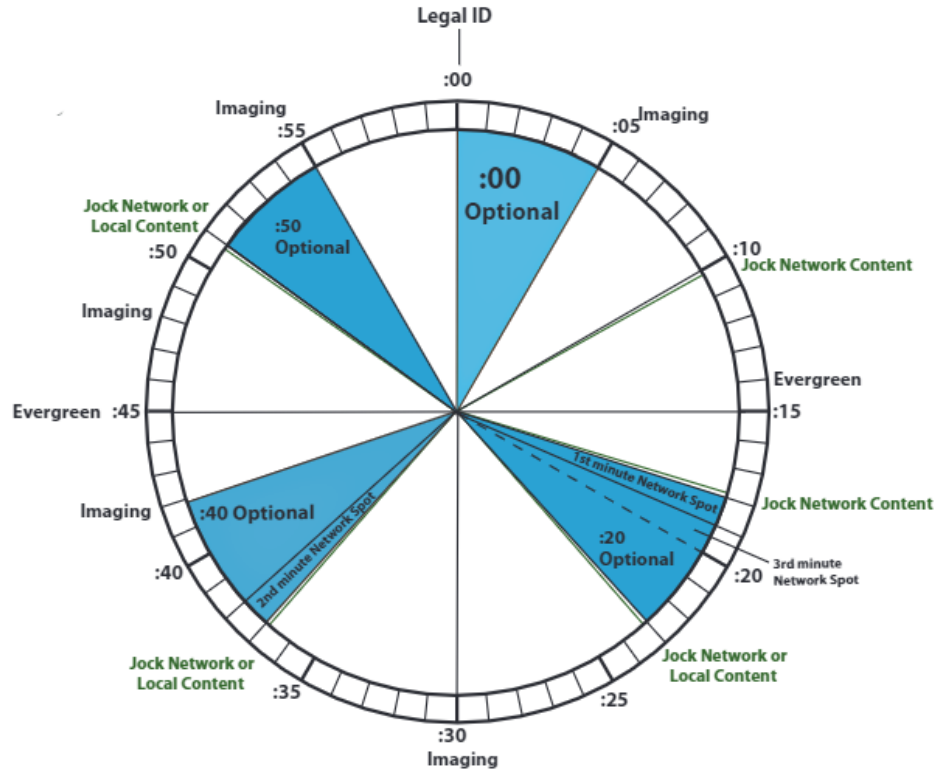
- “Go Your Own Way” – Fleetwood Mac
- “It’s Still Rock & Roll To Me” – Billy Joel
- “More Than A Feeling” – Boston
- “Wanna Be Startin’ Somethin’” – Michael Jackson
- “The Boys Of Summer” – Don Henley
- “Dancin’ Queen” – Abba
- “When Doves Cry” – Prince
- “Here I Go Again” – Whitesnake
- “Africa” – Toto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



CLASSIC HITS

On-Air Personalities

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.

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.

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.

THANK YOU!

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

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