



# 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%

## Target Demo

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

## Household Income

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

## ERA Balance

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

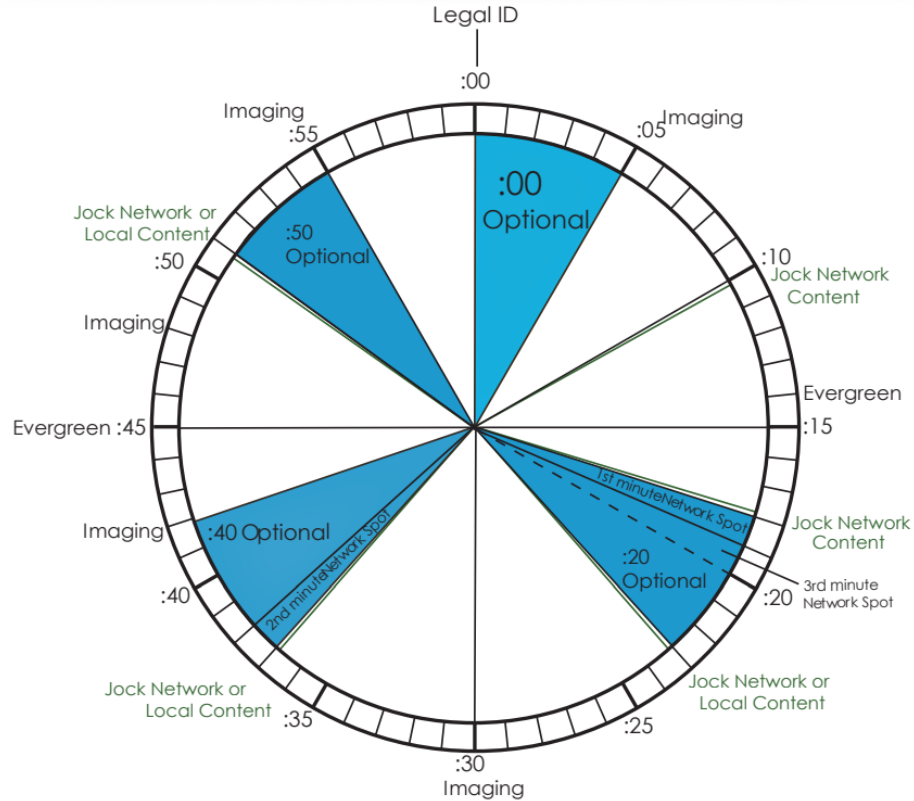
## Core Artists

- 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



**MARTY**  
(6a-10a eastern)

Marty has four loves in life: His three children, and racing! Put him in a go-kart and he's a happy boy. Put him in the stands with a Coors Light, and he's in heaven. Marty loves watching sports and knows heartbreak as a lifelong Buffalo Bills fan. He's done everything from club DJ to late night disc jockey in his 30-year career. The past sixteen years working with Shannon have obviously been his best in the business (Shannon \*may\* be writing this bio). And according to Marty pineapple does not belong on pizza.



**MCKENZIE RAE**  
(10a-3p eastern)

McKenzie hit the ground running in a major market with her very first job over thirty years ago. Writing, producing, programming, and being a top rated personality, she's done it all. McKenzie's a big fan of the outdoors. Exercising, walking her dogs, playing softball, and spending time with her daughter. She likes all kinds of music but has a passion mostly for classic rock. Led Zeppelin, Rush, Eric Clapton, and Van Halen are what she grew up with so they bring back fond memories.

# Programming Bios



**BRYAN JESTER**  
(3p-8p eastern)

Bryan first hit the air just as Disco Music and 8-Tracks were starting to die off. In his career, he's locked himself out of a live studio, ridden in a Chevy Chevette with George McGovern, and destroyed his hearing at SO MANY up close concerts—including AC/DC, The Kinks, The Stones, The Who, Tom Petty, Aerosmith, and The Moody Blues. He once asked Gene Simmons a stupid question backstage and paid the price. Classic Rock, classic car shows, and swap meets are what Bryan enjoys in his off time. Bryan has done a little bit of everything in radio. He loves it, and is quick to say "It sure beats working for living!" Also odd, but true, Bryan was once mistaken for a wax figure at Madame Tussaud's in London.



**ROBERT ELFMAN**  
(8p-1a 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.

# Programming Bios



**HARLEY**

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

Harley was born and raised in New York City, where he learned to play music at a very high volume to drown out the noise. His fascination with broadcasting began at a young age when he would hide his transistor radio under the pillow and listen to the late night rock 'n roll DJ while his parents thought he was sleeping. Now he IS the late night rock 'n roll DJ! When he's not on the radio, you'll find him at a baseball game. He'll be the guy lingering near the hot dog stand throwing shade at people who put ketchup on hot dogs.



# THANK YOU!

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

**George King, VP of Formats,**  
gking@westwoodone.com | 720.873.5128

**Neal Weiner, VP of Affiliate Sales Formats**  
nweiner@westwoodone.com | 206.706.1373