



CLASSIC ROCK



Westwood One™



CLASSIC ROCK is centered on the greatest rock songs of the 70s and 80s with a dash of tracks from the late 60s and early 90s. Classic Rock is a solid, stable format that attracts loyal and affluent listeners. The format is freshened by daily features, themed weekends, specialty programs & promotions, and a world-class airstaff that includes The Steve Gorman Rocks show, Mon-Fri 8p-1am ET, on our Classic Rock Total and Classic Rock Local Team A versions.

Classic Rock Programming Details



18+ Demo

- Male: 67%
- Female: 33%

Household Income

- <\$25k: 20%
- \$25k-\$49k: 31%
- \$50k-\$74k: 24%
- \$75k+: 25%

Target Demo

Core: Adults 35-49
Target: Adults 25-54

ERA Balance

- 6% 60's
- 46% 70's
- 41% 80's
- 7% 90's

Core Artists

- Led Zeppelin
- Bon Jovi
- AC/DC
- Def Leppard
- Van Halen
- Tom Petty
- ZZ Top
- Rolling Stones
- Queen
- Aerosmith
- Foreigner
- Lynyrd Skynyrd

Sample Hour

"Eruption / You Really Got Me" – Van Halen

"Refugee" – Tom Petty

"Photograph" – Def Leppard

"Sympathy for the Devil" – Rolling Stones

"Thunderstruck" – AC/DC

"Peace of Mind" – Boston

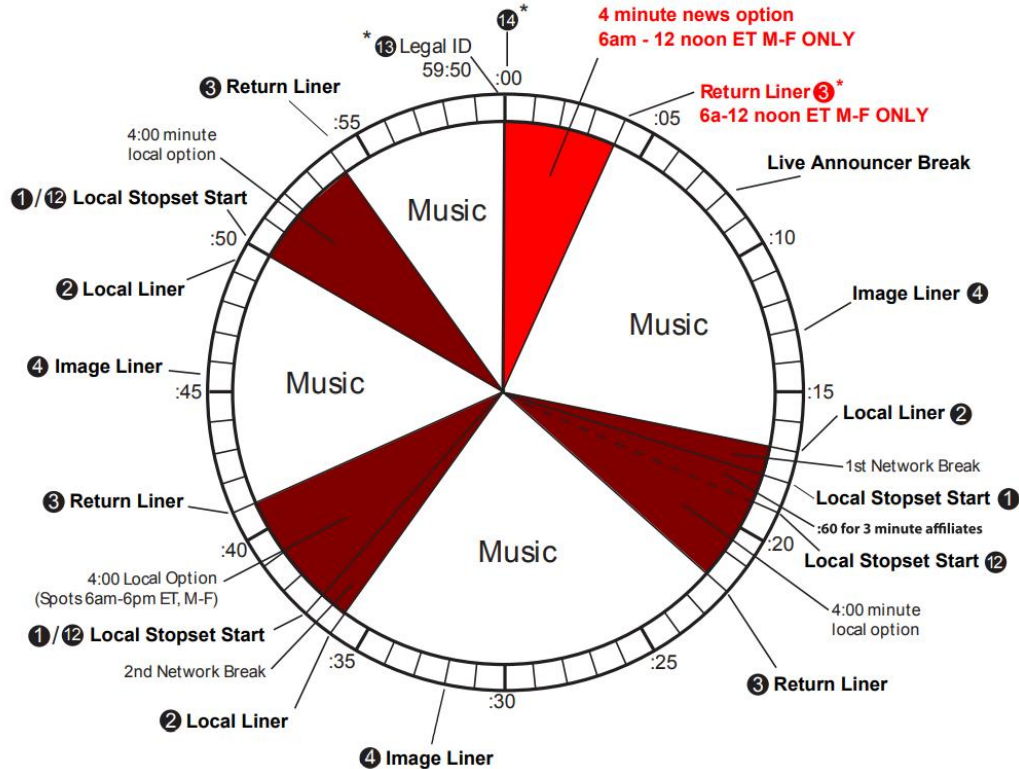
"We Will Rock You / We Are The Champions" – Queen

"You Give Love A Bad Name" – Bon Jovi

"Dream On" – Aerosmith

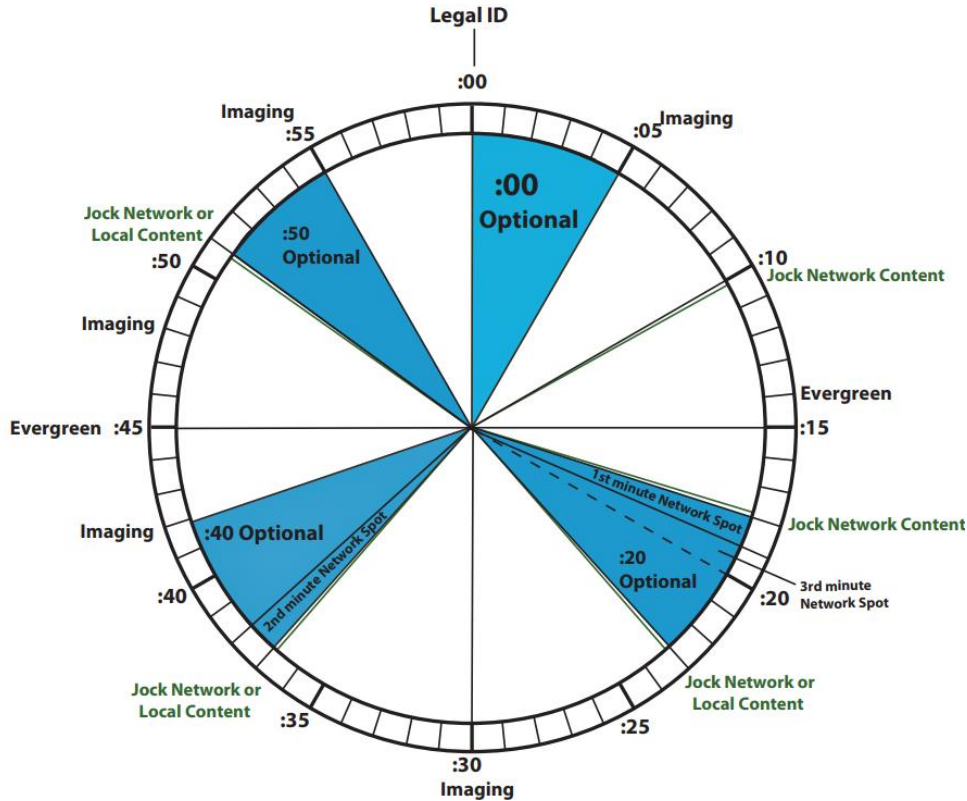
"Learning To Fly" – Pink Floyd

Classic Rock TOTAL Clock



Function	Wegener Relay
2 Minute Affiliate Stopset Start	1
Local Liner (:03)	2
Return Liner / Jingle (:10)	3
Image Liner – tags network sweeper (:03)	4
Promo Liner (:10)	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*

Classic Rock LOCAL Clock





**On-Air
Personalities
Total**

Total: 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.

Total: 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.



STEVE GORMAN
(8p-1a eastern)

Steve cut his rock-teeth in Bowling Green Kentucky and was a communications major at Western Kentucky University. That's where he became a founding member of the band that became The Black Crowes. Steve was the Black Crowes drummer for more than 15 years. Not only is Steve well-connected in the Classic Rock world, he's also an author, former host on Fox Sports Radio, and an incredible storyteller. Steve and his wife Rose Mary have two kids and entirely too many pets. Get more info on 'Steve Gorman Rocks' here: <https://www.westwoodone.com/programs/music-entertainment/daily-shows/steve-gorman-rocks/>

Total: 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.



On-Air Personalities Local

Local: Programming Bios



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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.

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THANK YOU!

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

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