



HOT AC

 **Westwood One**



HOT AC is a fun, adult friendly format with a focus on music and lifestyle. All the songs are familiar hits from the 90s through today. The target demographic is adults 18 – 49, with a tight target of women 30 – 38, the exact audience advertisers want to reach. The music is predominantly up-tempo and always easy to sing along with. Listeners take Hot AC to the workplace, to work out and everywhere they go on the weekends! Westwood One's Hot AC personalities are entertaining, upbeat and youthful (not juvenile). This contemporary format sits right in between AC and CHR, the sweet spot for mass market appeal!

Hot AC Programming Details



18+ Demo

- Male: 48%
- Female: 52%

Household Income

- <\$25k: 33%
- \$25k-\$49k: 31%
- \$50k-\$74k: 22%
- \$75k+: 14%

Target Demo

Core: Adults 25-44
Target: Female 18-49

ERA Balance

- 5% 1995-1999
- 22% 2000-2009
- 57% 2010-2019
- 14% 2020-Today

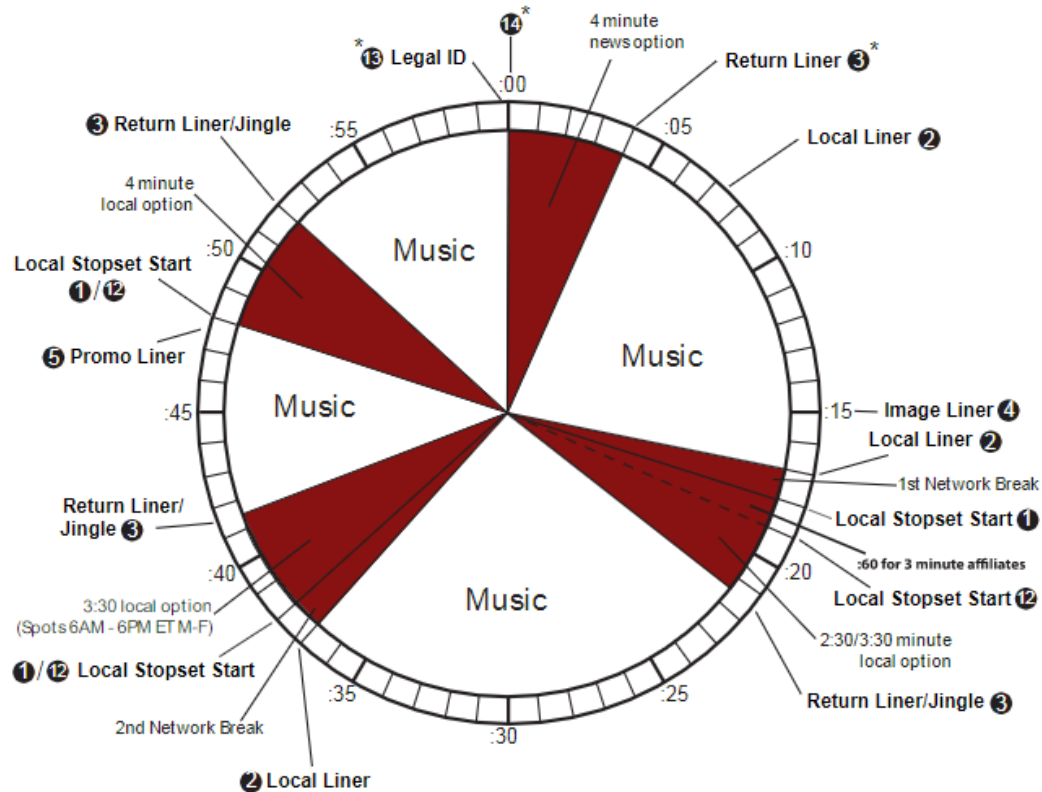
Core Artists

- Pink
- Maroon 5
- Taylor Swift
- Ed Sheeran
- Bruno Mars
- Katy Perry
- Shawn Mendes
- Imagine Dragons
- Adele
- Justin Bieber
- Lady Gaga
- Justin Timberlake

Sample Hour

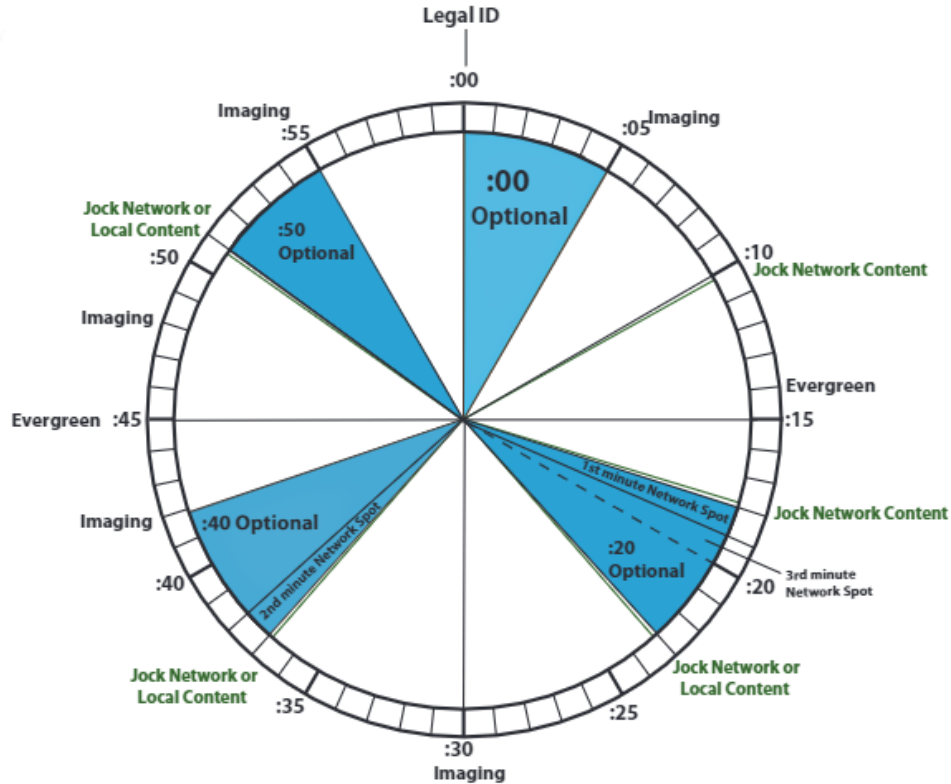
- "Wildest Dreams" – Taylor Swift
- "Golden" – Harry Styles
- "Circles" – Post Malone
- "Can't Stop The Feeling" – Justin Timberlake
- "Monsters" – All Time Low
- "Kings and Queens" – Ava Max
- "We Found Love" – Rihanna & Calvin Harris
- "Memories" – Maroon 5
- "Mood" – 24kGoldn
- "What About Us" – Pink
- "Afterglow" – Ed Sheeran
- "I Gotta Feeling" – Black Eyed Peas
- "Attention" – Charlie Puth

Hot AC TOTAL Clock



Function	Wegener Relay
2 Minute Affiliate Stopset Start	1
Local Liner (:05)	2
Return Liner / Jingle (:08)	3
Image Liner – tags network sweeper (:05)	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*

Hot AC LOCAL Clock





On-Air Personalities

** Hot AC personality teams are based on market availability.
Your affiliate sales rep will work with you to determine which team
you will receive.

Programming Bios



BERNIE MACK
(6a-10a eastern)

Bernie Mack is a mystery. We don't know where he was born... or if he has siblings. He told us that he was the proud winner of the 2006 Heisman trophy - a fact that took 3 minutes of Googling to prove false. He also said that he was tall (not true) and a former 5-time winner on Jeopardy (also not true). We can confirm he has a wife, daughter, two dogs and a pet lion (not true). [facebook.com/berniemackradio](https://www.facebook.com/berniemackradio)



KELSIE PAGE
(10a-3p eastern)

Hey friends, I'm Kelsie Paige! I was that quiet, reserved kid in high school who shocked her counselors by deciding radio was where I wanted to be! Why radio? I love music. Now I get to spend my days on the air playing music and hanging out with you! I share my home with one child...ok, he's actually a human sized senior German Shepherd mix named Sabo that I adopted many years ago- but don't tell him that! I'm a bit of a concert addict and will attend every live show I can. I'm also a lover of good beer, warm weather, horror movies, and home remodeling projects. Thanks for listening!

Programming Bios



CHUCK D
(3p-8p eastern)

Hey there, I'm Chuck D! I was born in the hills and hollers of West Virginia, but I've managed to travel all over this great nation of ours (in fact, of all 50 states, there are only two that I have yet to visit-can you guess which two?). I LOVE movies and music (naturally) and I spend a great deal of time fawning over my lovely wife and two sons. Now, if I could just get a few minutes alone in the bathroom from time to time, life would be perfect!



HAYDEN
(8p-1a eastern)

Hayden here, born and raised to be on the radio. Somewhere along the way I lost my hair but gained a wife and two kids. They're great, but I'm also into dogs, bourbon, and 007. My hobbies include golf, fishing and SCUBA diving. I'm a music lover and pop culture aficionado with a magnetic personality. (Or so they tell me) That's the story. What you hear is what you get!

Programming Bios



KENDALL
(1a-6a eastern)

Hi, I'm Kendall. A loud laughter that loves cheese, Snapchat filters and my toy poodle, Poe. When I'm not singing in the radio station studio, I'm drinking Moscow Mules, fiddling around in the kitchen, rooting for the Detroit Lions and pretending to be good at golf. Live Laugh Love is my favorite motto and I feel lucky to have a job where I get to play at work. Thanks for listening!

THANK YOU!

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

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