



CLASSIC HITS

ROCK

 Westwood One™



CLASSIC HITS ROCK

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

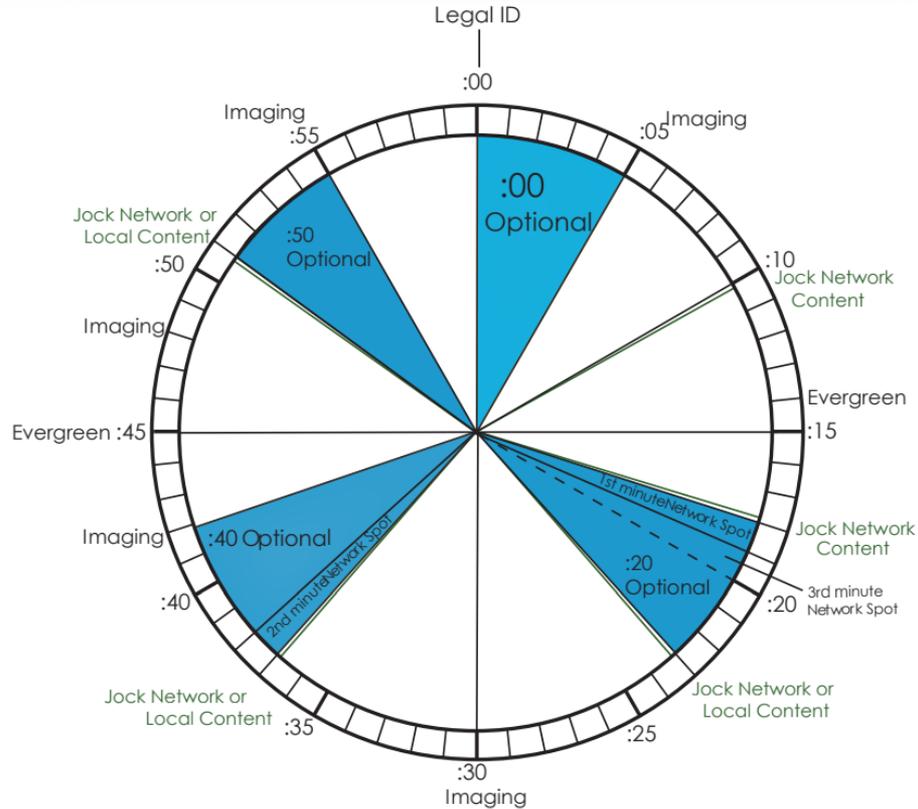
Core Artists

- 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. 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



DAN DIMARIA
(3p-8p eastern)

Dan was born into a large family from New York, so he learned early to either talk louder or get a microphone. He chose the latter and got his first job in radio when he was 14. Sports has always been a love of Dan's whether he's actively playing or watching from the sidelines. He's big on family and friends too and always enjoys nature with his hiking trips and his new hobby of firing up the BBQ smoker. Dan's mostly casual all the way, with 50% of his wardrobe being rock T-shirts.



MIKE WALSH
(8p-1a eastern)

Mike was born in Butte, Montana and is the son of a logger. He knew immediately that wasn't for him. Soon into a short, but honorable stint in the USAF, he also knew that wasn't for him. 30 years into Radio, he's hoping...! When he's not on the air, you can find Mike on his Harley, at a charity ride, a rally, or a biker bar. Mike, his beautiful wife Chris, and their rescue chiweenie (part chihuahua, part wiener dog) Vivie hope you'll listen (so he doesn't have to spend his days trying not to die on a mountain again).

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:

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