



 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

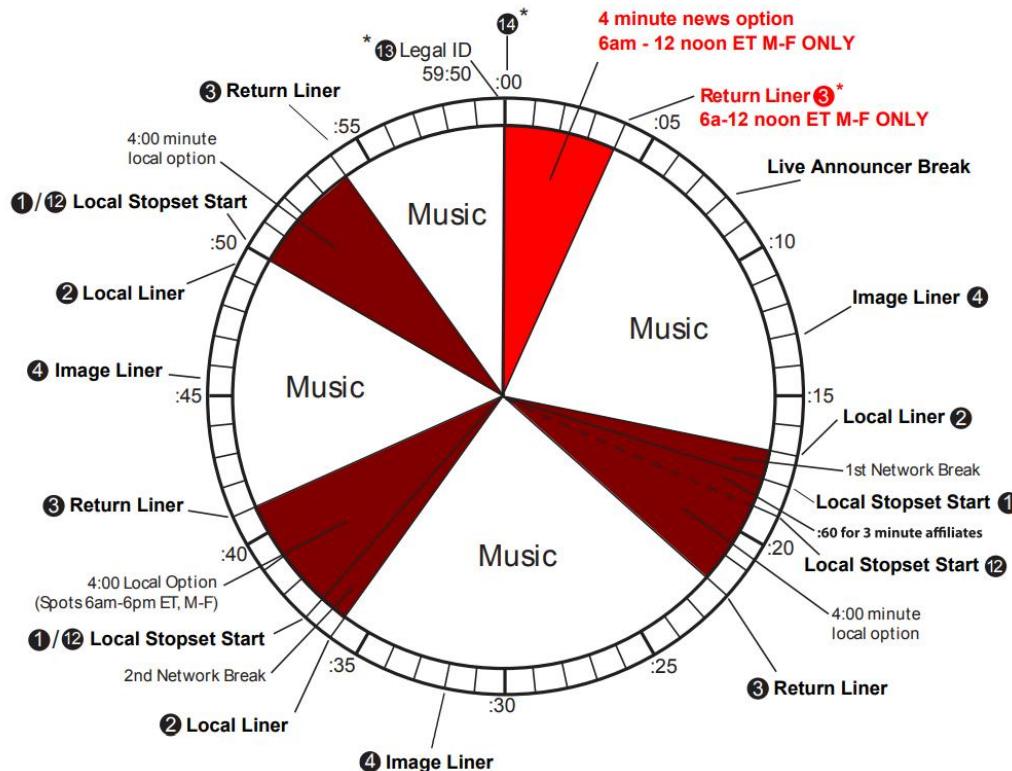
Core Artists

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

Sample Hour

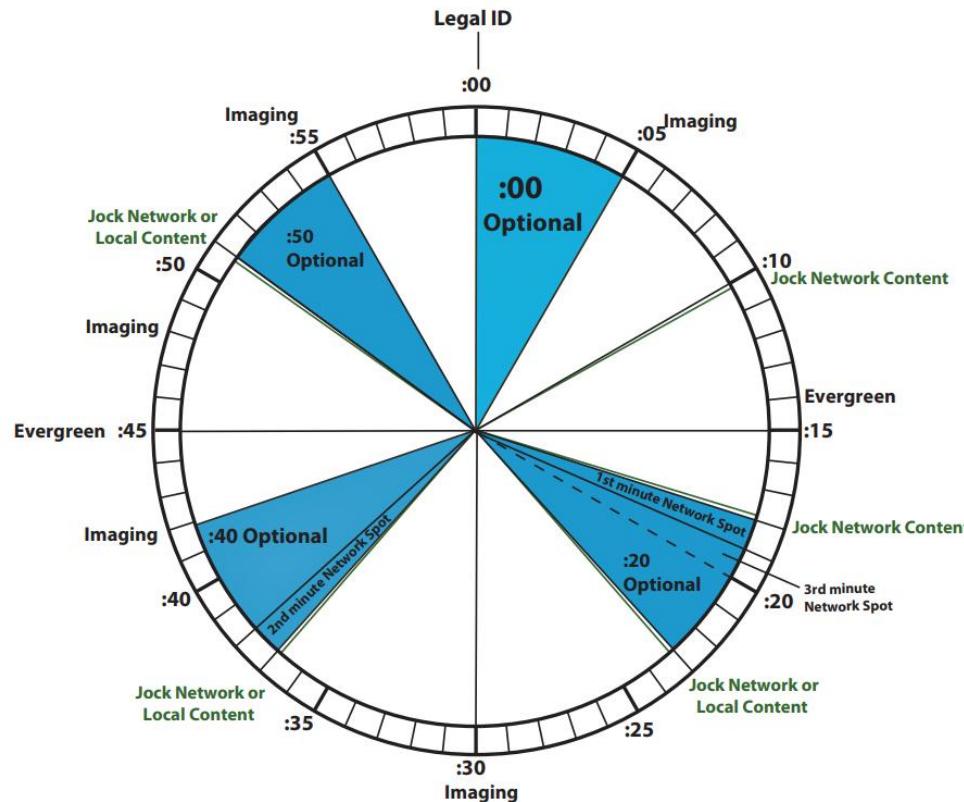
- "Eruption / You Really Got Me" – Van Halen
- "Refugee" – Tom Petty
- "Photograph" – Def Leppard
- "Sympathy for the Devil" – Rolling Stones
- "Thunderstruck" – AC/DC
- "Peace of Mind" – Boston
- "We Will Rock You / We Are The Champions" – Queen
- "You Give Love A Bad Name" – Bon Jovi
- "Dream On" – 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 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



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.



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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Local: Programming Bios



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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).

Local: Programming Bios



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THANK YOU!

For more information on Classic 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 | 206.335.5259