

# BIG 105.9

PAUL & YOUNG RON MORNINGS



VAN HALEN



NIRVANA



METALLICA



BRUCE

MAGIC



AC/DC

**MEDIA KIT**

[www.big1059.com](http://www.big1059.com)

MEDIA KIT



**IF IT'S BACKGROUND MUSIC.....IT'S NOT BIG 1059.....**

This is the music you grew up with. Every song gets you through your day packing the punch of memories that shaped who you are today. Over 40 years of Classic Rock so infectious, it's used to tug your emotions in famous movies like - "Goodfellas", T.V. shows like Nip/Tuck, and 24.

**NOT AN AUDIENCE.....A LIFESTYLE.....**

When it comes to Classic Rock, there's "no" class limit to who you are, what you do, economic status, race, gender, or age limit! It's the universal bond between brothers. When you hear Aerosmith's / Dream On, the song is your own journey.

**NOT A FREQUENCY.....A VIBE.....**

Anywhere you are in South Florida you can get your vibe on with BIG 1059 cranking 100,000 watts of pure Classic Rock sure to be your wingman on the beach, in the house, or stuck on a highway.



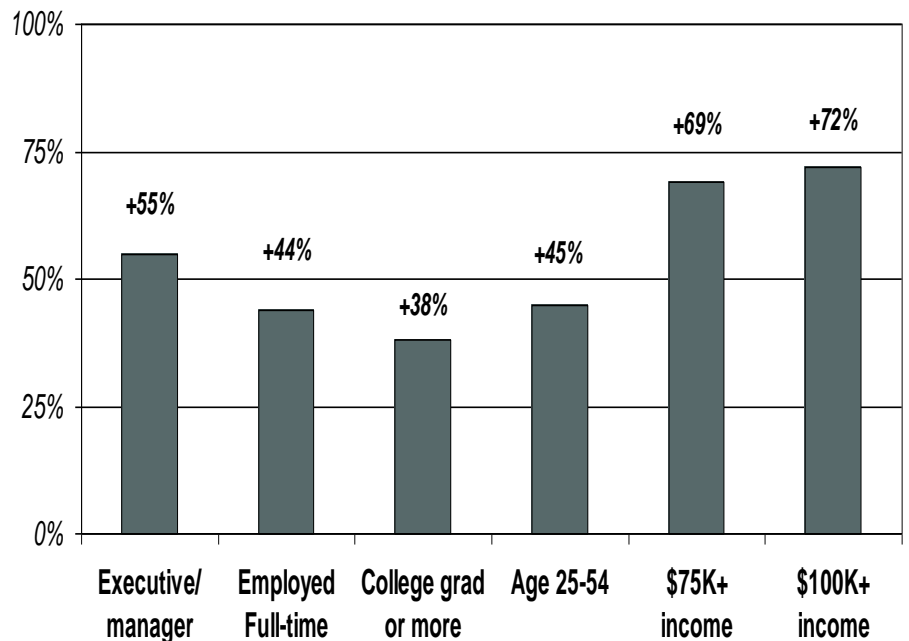
- **Format:**  
Classic Rock
- **Target:**  
Adults 25-54 / Men 25-54
- **Ethnicity:**  
72% White, 26% Hispanic, 2% Black
- **Coverage:**  
Florida Keys to the Palm Beaches
- **Web address:**  
[www.big1059.com](http://www.big1059.com)

**Station Profile**



**BIG 105.9 Consumers have a higher socio-economic profile than the average South Floridian.**

**WBGG % GREATER THAN THE MIAMI MARKET AVERAGE**



*How to read: WBGG adults are +55% more likely to have an Executive or Manager occupation than the average South Florida adult.*

Source: January 2011 Miami Ft. Lauderdale Scarborough Research©, Adults 18+.

**LISTENER PROFILE**

South Florida's home of Classic Rock with songs from artists like:



The Eagles  
Led Zeppelin  
Pink Floyd  
The Beatles  
Van Halen  
Queen  
Metallica  
AC/DC  
Def Leppard  
Bon Jovi  
Guns N' Roses  
U2  
Fleetwood Mac  
Aerosmith  
The Rolling Stones  
Santana  
Steve Miller Band  
Tom Petty  
Foreigner  
Boston  
The Who  
Eric Clapton  
Journey  
The Police  
Jimi Hendrix  
Billy Joel  
and more



### Paul & Young Ron | Weekdays - 6am - 10am

“Have a Hectic Day” with Paul & Young Ron in the morning! Radio & Records calls Paul Castronovo and Ron Brewer “Real Life – a reflection of what’s going on in South Florida”. Voted 8th Wonder of Florida” in SunSentinel.com’s online poll. City Link voted them “Top Local Radio Personalities”. Gulfstream magazine readers picked them as “Best Morning Show” and the New Times Broward Palm Beach Readers Poll chose Paul as “Best FM Radio Personality”!  
Producer/Air Talent Steve Harmon and Webby contribute daily.

### Maria Milito | Weekdays - 10am - 2pm

Maria was at K-Rock NY in the good ol' Classic R&R All Day days! Maria’s been on Keith Olbermann's Countdown show on MSNBC many times talking about AmericanIdolandentertainmentnews. She’sbeeninradioforeverandsays: “I lie about my age lol” Maria LOVES animals and dealing with animal charities. Current dog is Carmine (the Big Ragu), a boxer/bulldog mix. Maria also loves food, music, working out and hangin' with friends.  
Oh yeh and if counts...she’s single!



Paul & Young Ron



Doc



Maria

### Doc Reno | Weekdays - 2pm - 7pm

Doc is considered by many fellow broadcasters to be one of the Best and most successful Radio Personalities in the market. Doc has a long history of ratings success in Afternoon Drive. Doc is a spokesman for many local and worldwide advertisers. He is involved in countless charities in South Florida and is one of the most requested on air talents for appearances for Big 105.9. Doc is a huge sports fan and has both a working and personal relationship with all the major sports franchises in Miami. Same with the local music scene. If there is a Big event happening (no pun intended!) there's no doubt that Doc will probably be there.

### Ken Dashow | Weekdays - 7pm 12mid

Brooklyn-born Ken Dashow is a graduate of NYU’s Tisch School of the Arts. Before that, he attended Poly Prep High School in Brooklyn, where he became the artsy-farsty guy, building the school’s first radio station with hammer, nails, and hundreds of bake sales. Needless to say, the radio was the window to music and the world for him as a child. Since those days, Ken has become a fixture of rock radio. Having been on the air in New York City for 30 years, Ken has interviewed everyone from Pete Townshend, Paul McCartney, and the Grateful Dead, to Mick Fleetwood and Yoko Ono.  
Ken is thrilled and excited to be a part of the staff at BIG 1059 – “Awesome City – AMAZING radio station! I am proud to continue to bring OUR “Classical” music – The Stones, the Beatles, the Who. Led Zeppelin...to a stressed-out world. ‘LONG LIVE ROCK!’”



Ken

# Personalities

