

Paul Shaffer's Day in Rock

Hosted by the legendary **Paul Shaffer**, this daily 60-second feature delivers a snapshot of rock history—from chart milestones to iconic moments—all told through Shaffer's irreverent, insightful lens. Known best as David Letterman's longtime bandleader, Shaffer brings unmatched music industry perspective and personality to every installment.

With mass appeal and built-in credibility, **Paul Shaffer's Day in Rock** gives stations a high-quality, PPM-friendly feature that creates sponsorable moments every single day.

Features & Services: Music & Content Testing. Billboard & Spot Research. Custom Surveys. Mobile-Friendly. Hook Libraries. Listener Feedback Tools.

Demo: Adults 25-54

Length: 60-Second Daily Feature

Featured Markets: Phoenix, St. Louis, Salt Lake City

Format: Classic Hits, Classic Rock



RADIO RESOURCES

5525 North MacArthur Blvd.
Suite 545, Irving, TX 75038



radioresources.com



info@radioresources.com



1 (888) 271-7521