





**The Format:**  
Classic Rock

**Core Audience:**

Adults 25-54  
Men 25-54

**On-Air Lineup:**

5a – 9a: The Danny Wright Show  
9a – 2p: Lauren Marks  
2p – 6p: Mike Watermann  
6p – 11p: The Alice Cooper Show

**The Music:**

Aerosmith  
Pink Floyd  
Rolling Stones  
Led Zeppelin  
ACDC  
Ozzy Osbourne





## **The Danny Wright Show**

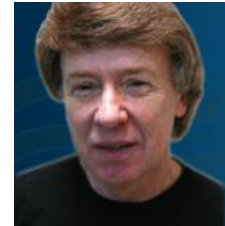
### **Mornings 6a-10a**

Danny Wright is a Bay Area Native, born and raised in San Francisco. Over the years, his radio career has taken him from San Francisco, to Sacramento and even to El Paso, Texas. Danny has been on Sonoma County Air Waves since 2001. He's a self proclaimed "Hard Core" 49ers and San Francisco Giants fan. Catch Danny on 97.7 The River each weekday morning, where he plays lots of Classic Rock, plus has fun on air features like Battle Of The North Bay, The Sports Buzz, The Jacked Up Person Of The Day, 3 For The Road and more! When he's not on the air, he loves spending time with his wife and 2 young daughters or biking around Sonoma County.

## **Lauren Marks**

### **Mid-Days 10am –2pm**

Lauren Marks was born in New York City and grew up "all over the place" from San Francisco, to Virginia, to Sacramento. Originally, she set out to play guitar... and really tried...and she sucked! However, immersed in the rock scene she grew respect for "rock guys" Her high school radio station gave her an outlet to channel her love of music and ability to absorb every little detail about music and pop culture. She also discovered that she could make people laugh! Lauren is on The River from 9am till 2pm entertaining you and playing classic rock for the North Bay. Join Lauren every noon time for The River Cafe where she will play your classic rock request, give her a call at 636-0977!



## **Mike Watermann**

### **Afternoon Drive 2pm –6pm**

Mike Watermann is a veteran of many years in major market radio who moved to Santa Rosa in 2002 to build a new classic rock radio station—97.7 The River. "We play the music I grew up listening to," said Mike, "and I've been fortunate that the jobs I've had in the past 20 years have been to program that music on great radio stations." When he is not at the radio station, you'll find him playing the drums with several Bay Area bands. Mike and his wife Jane make their home in Windsor. Mike and Jane also have two sons who are recent college graduates, living in Kansas City, Missouri. Their youngest son, Blaine, a recent Windsor High School graduate, attends the University of California at Santa Barbara.



## 97.7 The River Coverage Map

