

# POPCRUSH NIGHTS

CHR

HOT  
AC

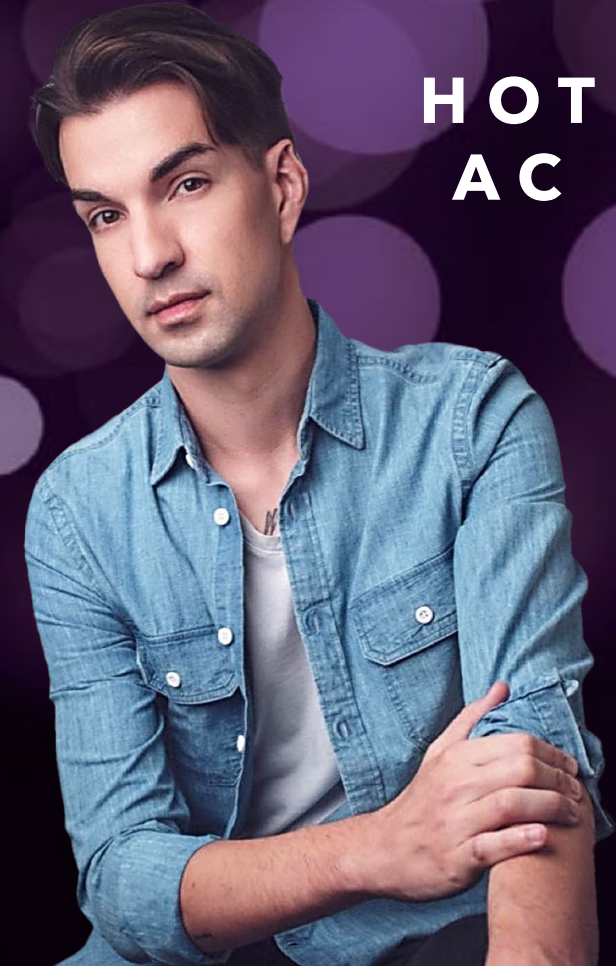
WITH

LAURYN SNAPP

DONNIE MEACHAM

townsquare 

 COMPASS  
MEDIA NETWORKS





# POPCRUSH NIGHTS

## OVERVIEW

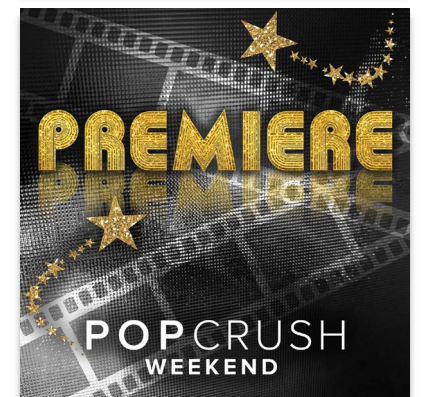
- » Five Hours of **CHR** or **HOT AC** Programming
- » **Weeknights and Weekends Including Show Specials, Countdowns, and Remixes**
- » Hottest New Music, Exclusive News, Content, and Artist Interviews from *Popcrush.com*
- » **Hosted by Lauryn Snapp and Donny Meacham**
- » Full Support of Townsquare Media & Compass Media Networks
- » **Website News Feed Widget Available for Affiliates**



# BENCHMARKS / SEGMENTS

# POPCRUSH NIGHTS

- » **PopCrush Pop-Ins** - This upbeat and fun 5-hour show features the biggest in pop music, pop culture from the most prominent artists on the planet. You never know who might pop-in.
  - » Recent PopCrush Pop-Ins include Harry Styles, Olivia Rodrigo, Luke Combs, Selena Gomez, Charlie Puth, Kelly Clarkson, SZA, Jelly Roll, and Meghan Trainor.
- » **PopCrush Positive Pop-Backs** - Throwbacks and "Oh Wows!" News @ 9p
- » **PopCrush Premieres** - "Just Released" Listeners hear new releases from the hottest artists on the day they are released.
- » **PopCrush Instant Requests** - Sent by listeners via our PopCrush app.
- » **PopCrush Exclusive Contests** - Fun promotional concert and event trips for listeners.
  - » Recent trips include: Harry Styles in Milan, Italy, Dua's Summer Shopping Spree, and many more.



# CHR WEEKEND OVERVIEW

## CHR WEEKEND FEATURES:

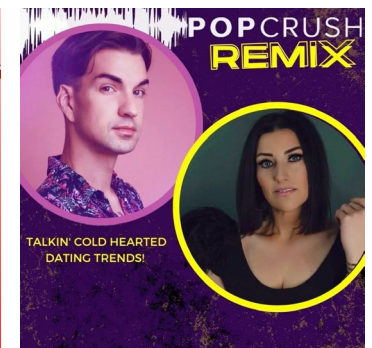
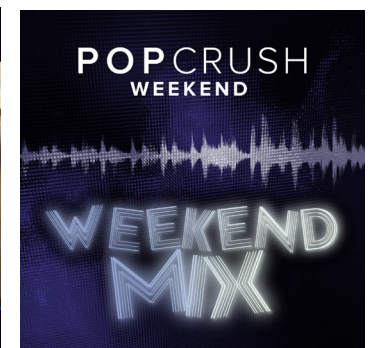
**PopCrush Weekend (CHR) - Hosts Donny Meacham and DJ Digital go BIG every weekend!**

On Saturdays, Donny hosts the **PopCrush Weekend Top 25 Countdown**, giving you two hours of the biggest songs in the nation

DJ Digital takes over the turntables and microphone for our 3-hour **PopCrush Weekend Mix**. You'll hear today's hits, the biggest throwbacks, and exclusive remixes mixed beat-to-beat and back-to-back.

Donny hosts the *PopCrush Weekend Top 25 Countdown* replay on Sunday, followed by the best segments and interviews from the past week.

## POPCRUSH WEEKEND



# HOT AC WEEKEND OVERVIEW

## HOT AC WEEKEND FEATURES:

Every weekend, Lauryn Snapp goes big!

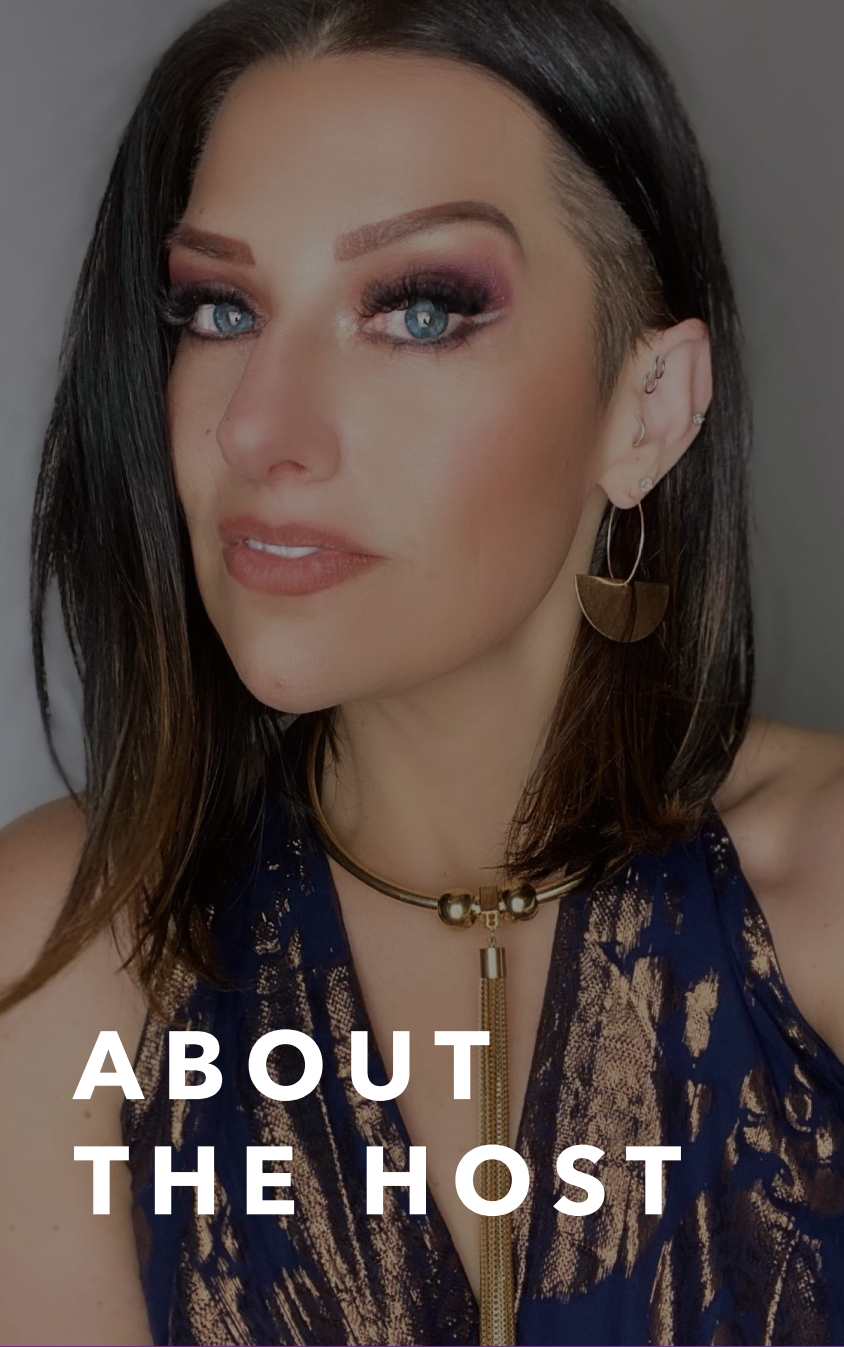
Lauryn hosts the **PopCrush Weekend Top 25 Countdown**, giving you two hours of the biggest songs in the nation.

Followed by our **PopCrush Party Mix**.

*Lauryn makes your weekend an 'OH WOW!' with a mix of hits from some of your favorite throwback artists like NSync, Usher, Jessica Simpson, Flo Rida, Gwen Stefani, and Pitbull. She brings it to today with the hottest Hot Adult Contemporary artists like Taylor Swift, Harry Styles, Dua Lipa, Ed Sheeran, Miley Cyrus, and more!*

POPCRUSH  
WEEKEND





# ABOUT THE HOST

## POPCRUSH NIGHTS

### Lauryn Snapp

Listeners know me as the “queen of a good time.” I like to pack a punch with fast music facts, oversharing my life, and telling mediocre dad jokes. I love to laugh and am obsessed with meeting new people, making real friendships, and building lasting connections.

When not chasing down the latest in trending pop culture news, listening to new music, or keeping my finger on the pulse of the latest social media crazes, I am sing-speaking to my dog, chasing waterfalls, or attempting a makeup or fashion tutorial.

I am bottom-heavy, but don’t let that fool you. I’m athletic and always have a dance and playlist prepared.

Everywhere I go, you will find me “dropping it like it’s hot” - even in the produce aisle at the grocery store.

Sorry, not sorry for my HYPE. Let’s connect, laugh, and rally together! Come say hi and join the party!



# ABOUT THE HOST

## Donnie Meacham

POPCRUSH  
NIGHTS

***“Popcrush is leading the way for the future of radio and I am honored and excited to be a part of it.”***

Donny Meacham is a Southern boy living in a Hollywood world! He has a long career in radio, TV, podcast, and more. His music obsession runs across all genres from Pop, Country, Alt, and Rap.

His passion is telling people’s stories with humor, heart, and a little sass. He also is a “dating expert,” where he uses a little tough love to help you love yourself and others.

In his downtime, he is binging TV shows and obsessively reapplying chapstick.



# SOCIALS

"Finding a great night show for Hot AC and CHR stations is tough. PopCrush Nights strikes a PERFECT balance of music, entertainment and real life."

–Tom Cook

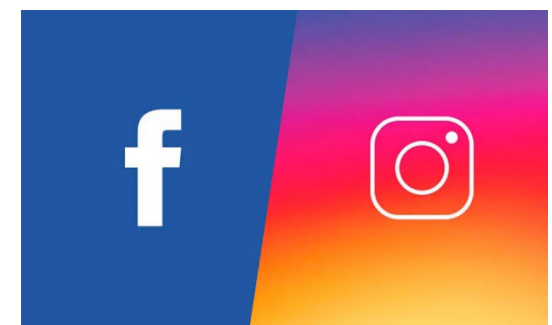
Operations Manager, Grand Rapids/  
Brand Manager, WLHT

## POPCRUSH NIGHTS

Digital  
5m PVs a month

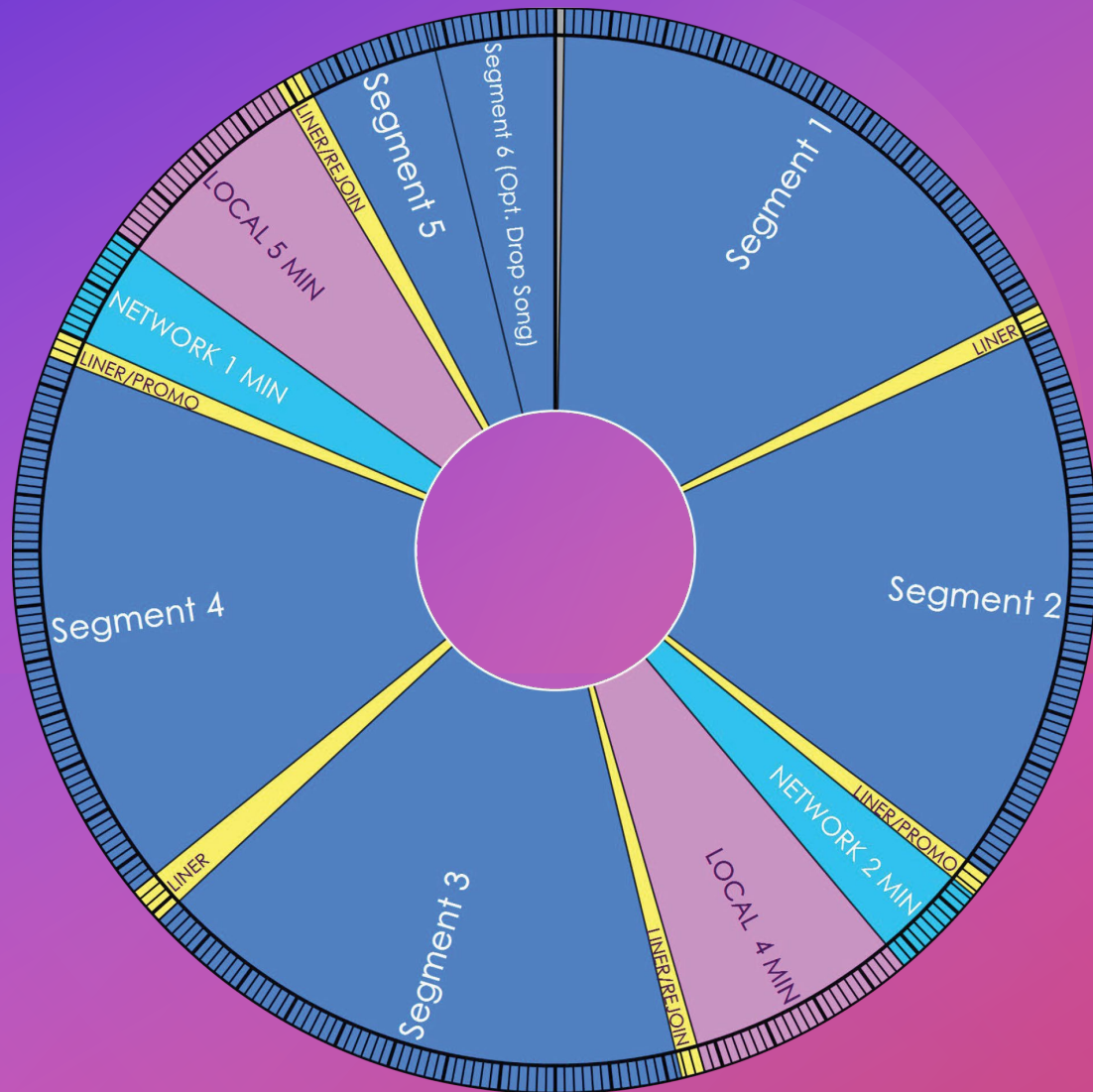
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112k

Facebook/YouTube  
604k/402K





# DELIVERY

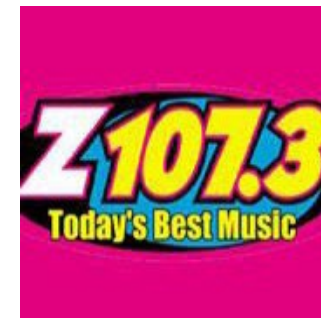


## POPCRUSH NIGHTS

- » **Hours:**  
Weeknights 7p - Midnight  
Weekends 7p - Midnight  
(Flexible Dayparts)
- » **Delivery:**  
Mr. Master, Cloud-based direct inject
- » **Network Inventory:**  
3 min/per hour Weekdays  
5 min/per hour Weekends
- » **Local Breaks:**  
2 Breaks/hour  
9 local minutes per hour
- » **Heard on over 80 stations nationwide**

# POPCRUSH NIGHTS

## POPULAR STATIONS



CHR

HOT AC

# POPCRUSH NIGHTS



## AFFILIATE INFO

**POPCRUSH** GIVES FANS THE LATEST DOSE OF NEWS ABOUT THEIR FAVORITE POP MUSIC, STARS, AND CELEBRITIES

Join Forces to Deliver **POPCRUSH NIGHTS & POPCRUSH WEEKEND** FOR **CHR & HOT AC** to your listeners.



Affiliate Today! 310-242-8746  
Call Compass Media Networks to learn more...

