

# XXL

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# A

AVAILABLE  
NOW  
FOR  
URBAN  
HIP-HOP  
AND  
R&B

# D

# XXL HIGHER LEVEL RADIO

# R

WEEKNIGHTS  
7 PM – 12 MID

# A



**LISTEN TO SHOW DEMO**

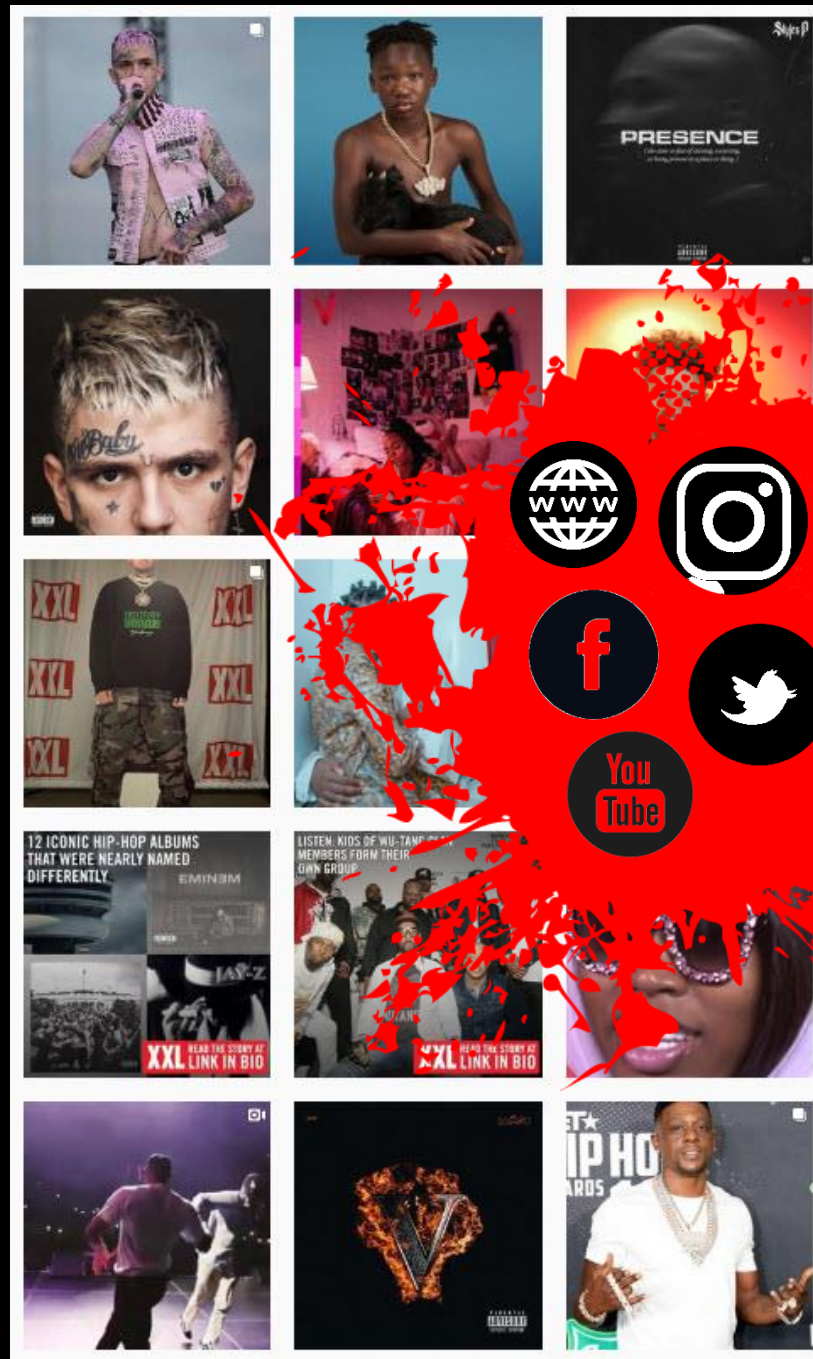


## XXL Higher Level Radio

is a five-hour weeknight urban music program following the popular **XXL** magazine and website, hosted by nationally well-known talent, DJ Wire, incorporating music, news and artist interviews from the latest **HIP-HOP**, **URBAN** and **R&B** worlds.

# XXL HIGHER LEVEL RADIO

FIVE-HOUR WEEKDAY URBAN MUSIC PROGRAM






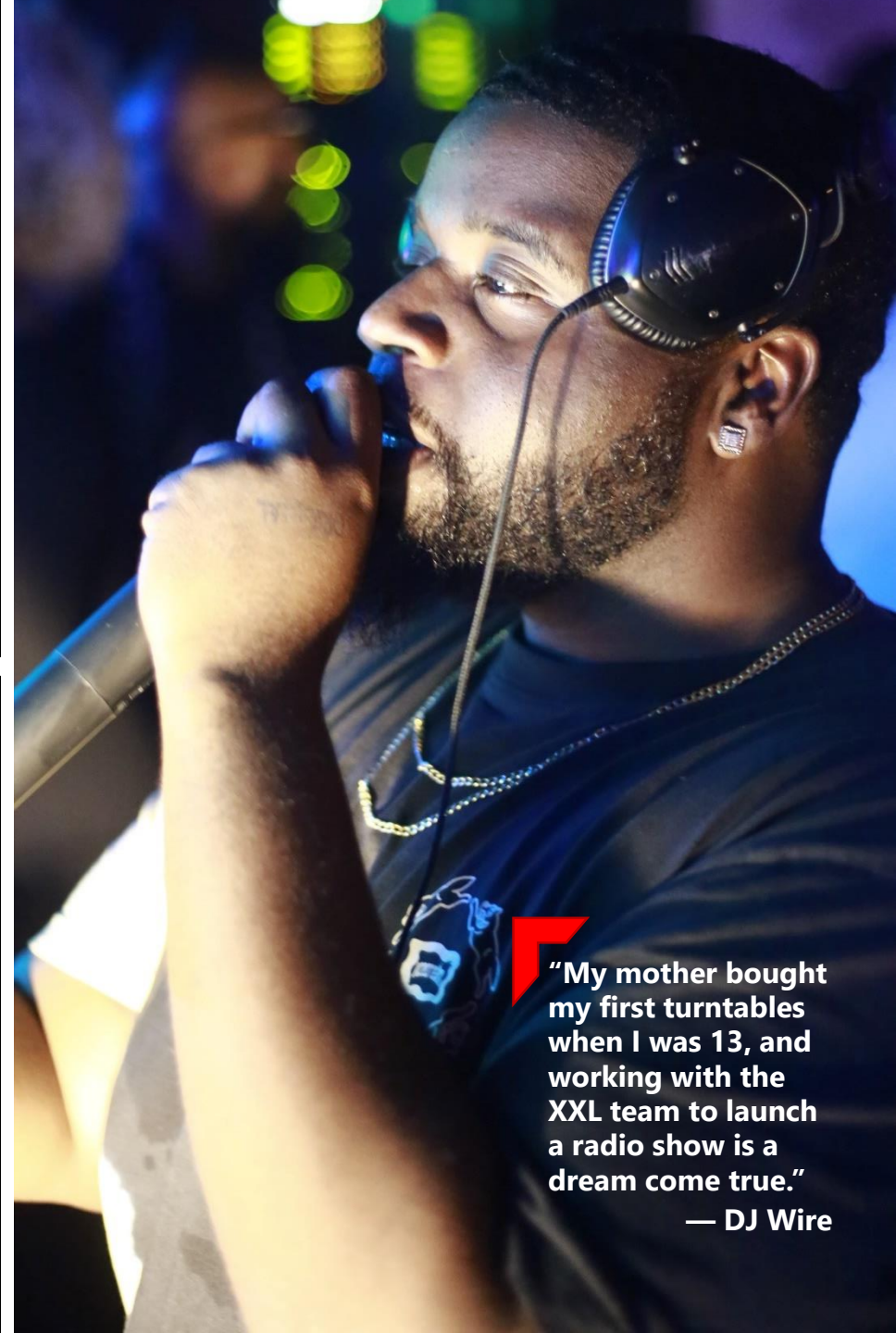
About the host

## DJ WIRE

DJ Wire has made it his mission to be one of New York's most sought out DJs. A Buffalo native, DJ Wire's mother bought him his first set of turntables when he was 13yrs old. Since then, he has invested time and effort into something that started out as a hobby but quickly has developed into his life's passion. Wire continues to develop mad skills as his network expands, all while entering the big stage as host of **XXL HIGHER LEVEL RADIO**.

# XXL HIGHER LEVEL RADIO

FIVE-HOUR WEEKDAY URBAN MUSIC PROGRAM



"My mother bought my first turntables when I was 13, and working with the XXL team to launch a radio show is a dream come true."

— DJ Wire



## Show Details

# HIGHLIGHTS & FEATURES

The show features content from the annual **XXL Freshman Class**, the brand's definitive list of the hottest new artists in hip-hop, whose esteemed alumni includes **Kendrick Lamar**, **Travis Scott**, **Chance the Rapper**, **Big Sean**, **Future**, **J.Cole**, **Meek Mill** and **Logic**.

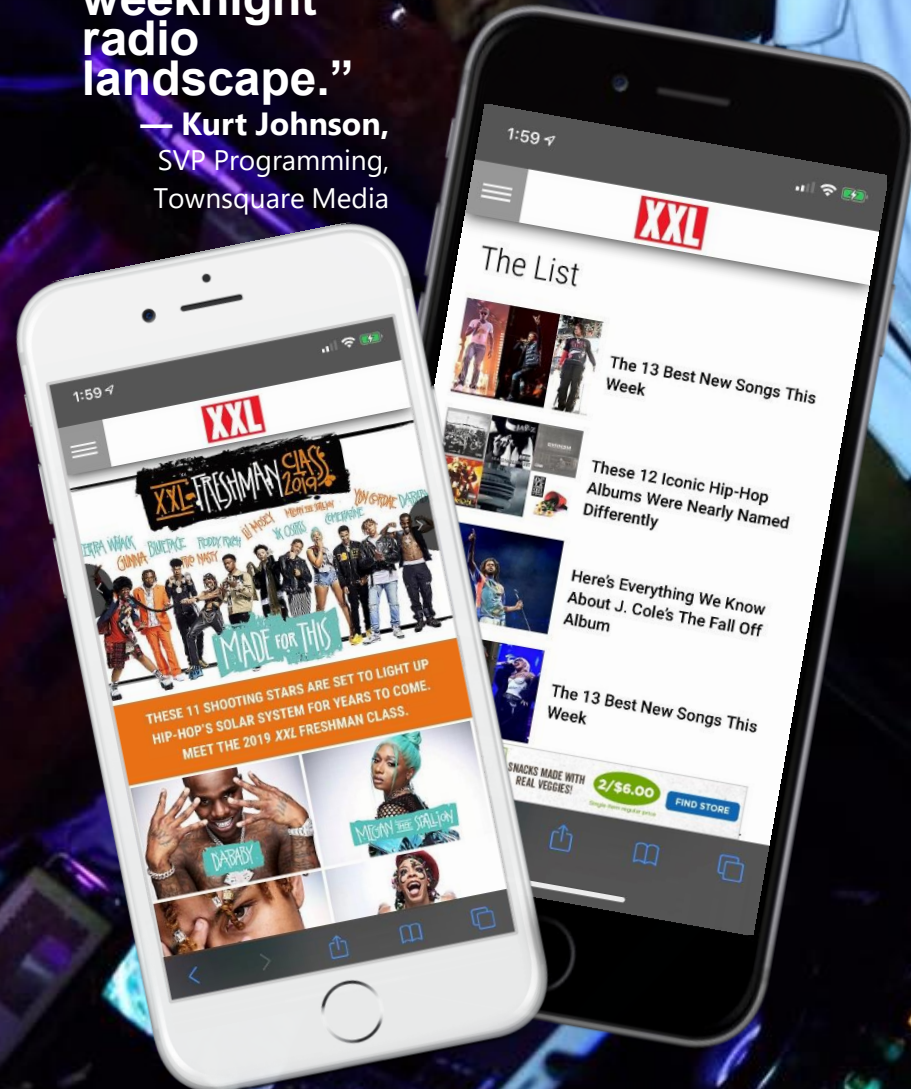
The show's music playlist is largely driven by data culled from the **XXL** website, mobile app and social media.

Listeners interact with DJ Wire as well as participate in the show in various ways via the free **XXL** mobile app, available on both the Android and iOS platforms.

**XXL HIGHER LEVEL**  
**RADIO**

“We’re thrilled to bring a fresh new show to the Urban weeknight radio landscape.”

— **Kurt Johnson**,  
SVP Programming,  
Townsquare Media





## TESTIMONIALS

# XXL HIGHER LEVEL RADIO

"**XXL HIGHER LEVEL RADIO** is an exciting extension for us that will both respect and celebrate hip-hop like our website and magazine do. The music comes first and this show will not only highlight who and what everyone is listening to, but showcase stars of the future as well."

— Vanessa Satten, **XXL** Magazine Editor-in-Chief





## TESTIMONIALS

**XXL HIGHER LEVEL  
RADIO**

"When Townsquare acquired **XXL** Magazine in 2014, our mission was to expand the iconic brand via social, video, podcasting, events and more while maintaining the core print magazine which is so important to the community. **XXL HIGHER LEVEL RADIO** is the next phase of that strategy, and like the **XXL** brand itself, we are excited for it to be influential, interactive and digital-forward."

— **Jared Willig**, SVP Digital, Townsquare Media

**SHOW DETAILS**  
**CLOCK & DEMO**

# XXL HIGHER LEVEL RADIO



To Affiliate, Contact:  
Compass Media Networks  
914-600-5099

[SEND EMAIL](#)



**LISTEN TO SHOW DEMO**

### Show Details:

5 Hour Show Mon-Fri Nights  
28 Segment Carts  
30 Network Spot Carts  
\*Segment 6 OPTIONAL Fill Song  
\*All Liners are :10 seconds  
Times listed are approximate

Available exclusively via  
[Synchronicity.co](http://Synchronicity.co)  
Technical Support:  
888-420-7590 x1  
[Support@Synchronicity.co](mailto:Support@Synchronicity.co)  
Compass Media Networks  
914-600-5099

