

CLASSIC



COUNTRY



Westwood One™



**CLASSIC COUNTRY** is America's only all classic country 24-hour format. We feature the biggest country songs and artists from the 70's, 80's and 90's. We play songs that most country stations have stopped playing – but listeners still want to hear. Our personalities know country music and engage listeners through contests, requests, and daily features.

# Classic Country Programming Details



## 18+ Demo

- Male: 61%
- Female: 39%

## Household Income

- <\$25k: 26%
- \$25k-\$49k: 32%
- \$50k-\$74k: 19%
- \$75k+: 23%

## Target Demo

- Core: Adults 45-59
- Target: Adults 40-64

## ERA Balance

- 63% 80's
- 15% 70's
- 12% 90's
- 10% 60's

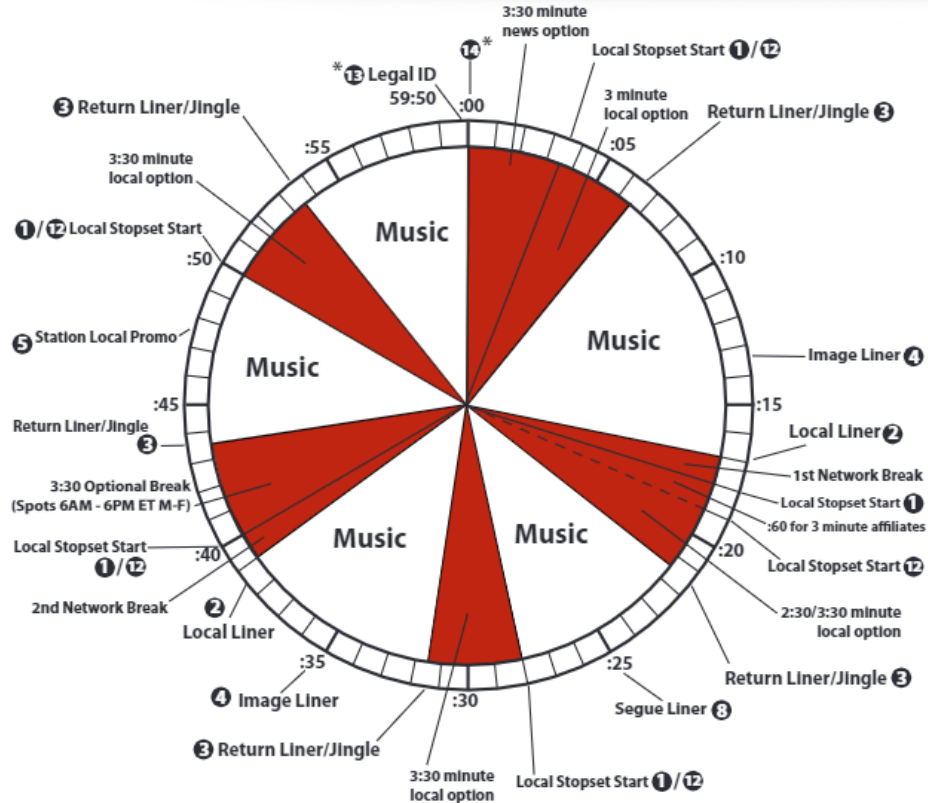
## Core Artists

- Alabama
- Willie Nelson
- George Strait
- Hank Williams Jr.
- Conway Twitty
- Barbara Mandrell
- Merle Haggard
- Don Williams
- Ronnie Milsap
- George Jones
- Johnny Cash
- The Judds
- Kenny Rogers
- Reba McEntire

## Sample Hour

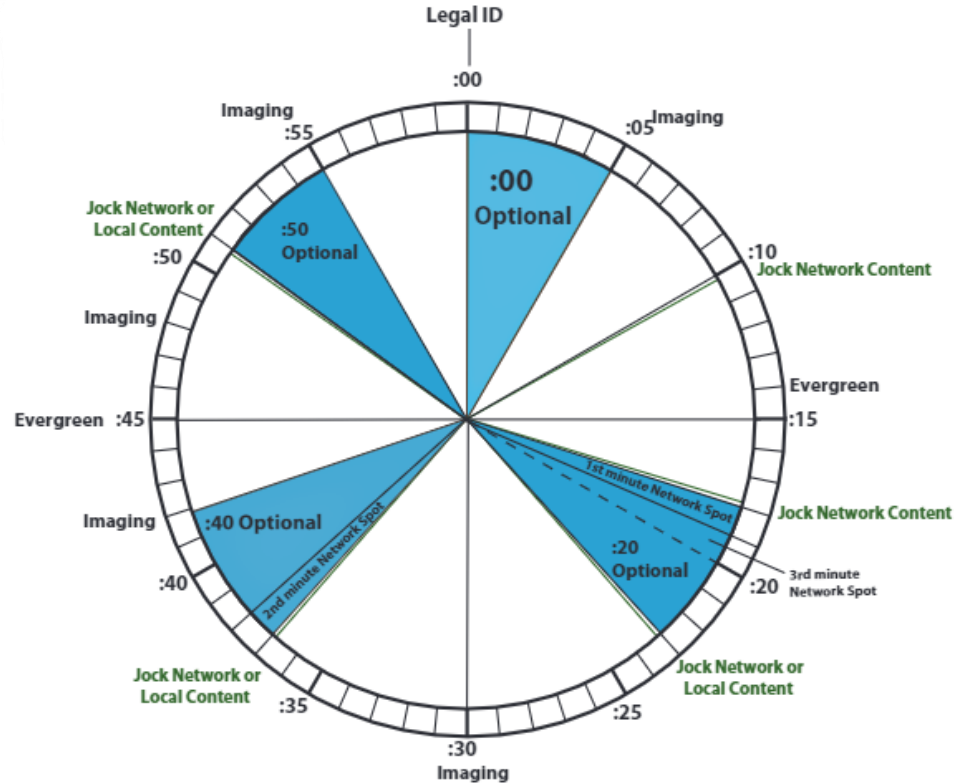
- "Too Cold At Home" – Mark Chesnutt
- "Talk To Me" – Mickey Gilley
- "Back On My Mind" – Ronnie Milsap
- "Why'd You Come In Here Looking" – Dolly Parton
- "Flowers On The Wall" – Statler Brothers
- "Heartland" – George Strait
- "Sleepin' With the Radio On" – Charly McClain
- "Once In A Blue Moon" – Earl Thomas Conley
- "I Can Tell By The Way You Dance" – Vern Gosdin
- "Help Me Make It Through The Night" – Sammy Smith
- "Older Women" – Ronnie McDowell
- "Seminole Wind" – John Anderson

# Classic Country TOTAL Clock



Function	Wegener Relay
2min Affiliate Stopset Start	1
Local Liner (:05)	2
Return Liner/Jingle (:10)	3
Image Liner – tags network sweeper (:05)	4
Station Local Promo (:10 max)	5
First Network Minute	6
Second Network Minute	7
Segue Liner (:05)	8
3min Affiliate Stopset Start	12
Legal ID 59:50 (:10)	13
TOH 00:00	14

# Classic Country LOCAL Clock





# On-Air Personalities

# Programming Bios



**RICK MORGAN**  
(6a-10a eastern)

MORGAN IN THE MORNING has always been a morning person so this job is perfect for him. In fact, he credits it with keeping his marriage together for 26 years. His wife says if he was at the breakfast table everyday she'd been out of there long ago. His daughters will second that. The boy does like to talk! He started waking people up on the radio years ago when he realized that he didn't have to sweat. And now 'Morgan in the Morning' enjoys misbehaving with his listeners on a daily basis. "The free coffee and internet ain't bad either," he says.



**ASHLEY BLAKE**  
(10a-3p eastern)

Country music runs deep in my roots. As a young girl, my parents would listen to vinyl records of George Jones, Tammy Wynette, Bill Anderson and others on our turntable. In 1989, I waltzed into a radio and said, "I want to be on the air." I was told to show up at midnight on Saturday and the rest is history. Lite Rock is where I started. However, when I got my first taste of being on a country station. It was like Strawberry Wine. I never looked back. Country music has taken me down the back roads of Illinois. I stayed in the Midwest, until all four of my daughters had attended K-12 at the same school. One by one, they moved to Texas. When the last one graduated in 2020, I followed her to Fort Worth. I have been doing what I love for more than 30 years and I'm blessed to spend my days with you!

# Programming Bios



**TIM MURPHY**  
(3p-8p eastern)

I like long walks on the beach... wait, what is this for? Ohhh...never mind that. I come from a show business family background, my grandmother parachuted out of hot air balloons in a travelling circus. I decided to stay closer to the ground. My teachers always said I should get a job that paid me to talk because that's what I did most of the time; once I found out that you could make a career of this, I was hooked. I've had the opportunity to play radio in great cities like Seattle, Houston, and Nashville and meet most of the stars we play. A detour into the Nashville music business gave the opportunity to work with Dolly Parton, The Nitty Gritty Dirt Band, and others. I love playing your favorite country music so it's like not working. Maybe someday I'll get a real job.



**KRIS CARSON**  
(8p-1a eastern)

As a shy little girl growing up in a small Michigan town, Kris remembers listening to the her Mom's shiny red kitchen radio and wondering "how" do they squeeze all those different people and musicians into one studio? To this day she can sing some of her favorite radio jingles. Curiosity led her to a radio career spanning three decades. When she's not playing her favorite music and telling stories Kris is busy playing with her dog Lucy or hitting a thrift store in search of a vintage treasure to repurpose. Kris admits to being a serious foodie who loves comfort food, homemade bread and beer!



# Programming Bios



**KEVIN FREEMAN**  
(1a-6a eastern)

I caught the radio bug at a young age. As a kid he would lay in bed at night listening to stations from Chicago, Cincinnati, Nashville and Pittsburgh. Then as a teenager, he got to work at his high school radio station. FYI, I'm slightly taller than Kenny Chesney and about a foot shorter than Trace Adkins. In 1984 I married my high school sweetheart. I have 3 daughters, 3 sons-in-law, and 5 grandchildren. When I'm not on the air playing my favorite music (country) or hanging out with my family, I enjoy working outside. I love getting on my tractor and mowing. It is like therapy to me! I am also actively involved in my church, and serve on the board of an inner city community center.

# THANK YOU!

For more information on Real Country and affiliating in your market, contact:

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