



*mainstream*  
**COUNTRY**

 Westwood One



# *mainstream* **COUNTRY**

**MAINSTREAM COUNTRY** is the largest and most popular 24-hour music network in America. We play the biggest country hits from the 1990s & 2000s – plus today's hottest songs. Mainstream Country hits the money demo of Adults 25-54, with top-shelf personalities, weekend specials, daily features, topical information and one-of-a-kind promotions.

# Mainstream Country Programming Details

## mainstream COUNTRY

### 18+ Demo

- Male: 52%
- Female: 48%

### Household Income

- <\$25k: 24%
- \$25k-\$49k: 26%
- \$50k-\$74k: 20%
- \$75k+: 31%

### Target Demo

Core: Adults 30-40  
Target: Adults 25-54

### ERA Balance

- 33% Currents
- 27% Recurrents
- 33% Gold
- 7% Late 90's

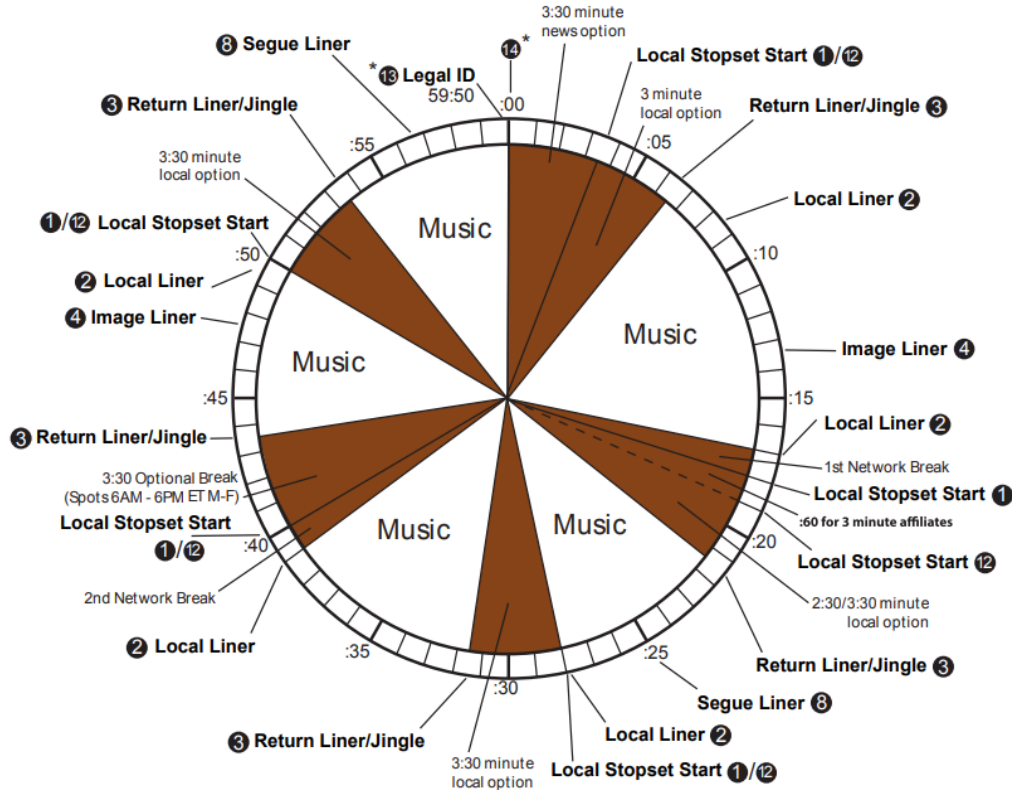
### Core Artists

- Luke Combs
- Carrie Underwood
- Blake Shelton
- Kenny Chesney
- Luke Bryan
- Florida Georgia Line
- Keith Urban
- Lady A
- Morgan Wallen
- Chris Young

### Sample Hour

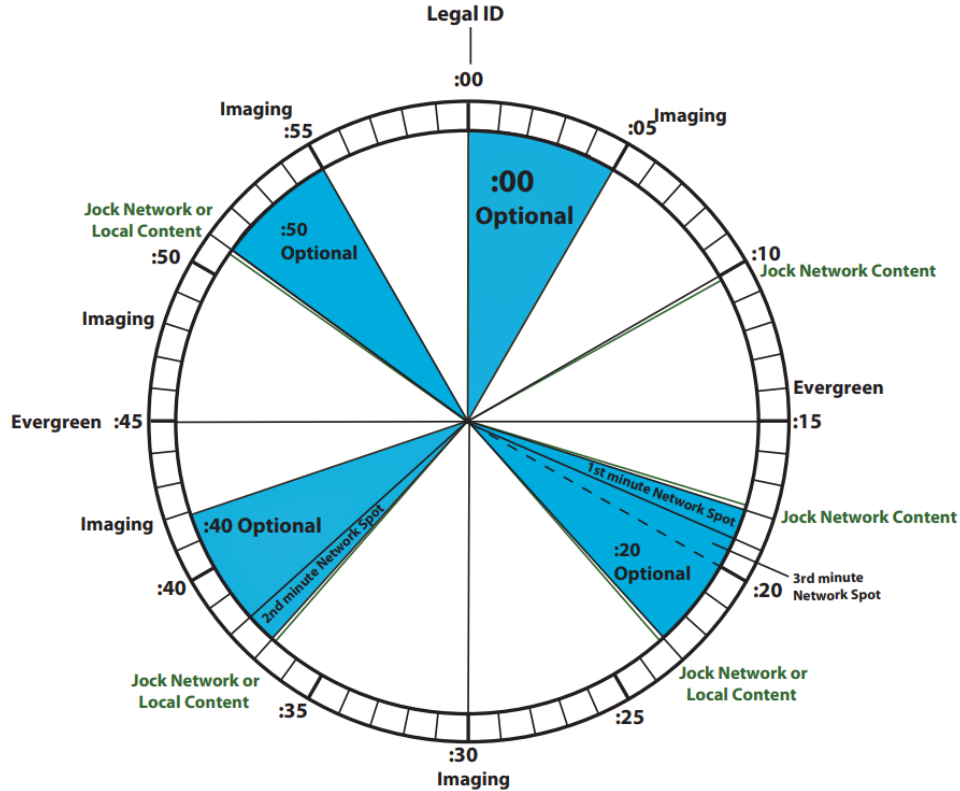
- “Country Again” – Thomas Rhett
- “I Love This Life” – LoCash
- “Pick Me Up” – Gabby Barrett
- “Trouble With A Heartache” – Jason Aldean
- “Slow Dance in a parking Lot” – Jordan Davis
- “Waves” – Luke Bryan
- “Wasted On You” – Morgan Wallen
- “Drink In My Hand” – Eric Church
- “You” – Chris Young
- “Take My Name” – Parmalee
- “Dibs” – Kelsea Ballerini
- “Til You Can't” – Cody Johnson
- “I Wouldn't Be A Man” – Josh Turner
- “Damn Strait” – Scotty McCreery

# Mainstream Country TOTAL Clock



Function	Wegener Relay
2 Minute Affiliate Stopset Start	1
Local Liner (:05)	2
Return Liner / Jingle (:10)	3
Image Liner – tags network sweeper (:05)	4
Segue Liner (:05)	8
3 Minute Affiliate Stopset Start	12
Legal ID (:10) – fires at exactly 59:50	13*
Top of the hour sync, fires at exactly 00:00	14*

# Mainstream Country LOCAL Clock



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**On-Air  
Personalities**

# Programming Bios



**STEVE HARMON**  
(6a-10a eastern)

After years of college classes at SUNY-Adirondack to lose a "NY accent," Harmon found himself on stage with "Reba" winning a CMA Award for Air Personality of the Year. He is one of the very few to become a member of the Country Radio Hall of Fame-Nashville. He did ask the CMA board members if they had the right Steve Harmon?! Harmon is an avid cyclist and horrible guitar player. You will find his lifetime love of Country Music here, with Penny, Tad, Nikki and Rich. When not working, you can find Harmon at animal shelters helping find pets their "forever homes." #Adoptdontshop



**PENNY MITCHELL**  
(10a-3p eastern)

I have always been absolutely enamored of radio. After I figured out that the music coming from the radio of our family car wasn't being produced by teeny tiny little people who lived in the dashboard (for real...I did think that) I was always really interested in the nuts and bolts of how radio works. However, I fell completely slam-bam in love with radio when I was about 13. I was always a huge music buff and would spend hours poring over liner notes while listening to albums through headphones. However, this was definitely pre-Internet, and I wasn't allowed to have a phone (or even TV) in my room. When I was in there by myself, I was totally and completely by myself. As much as I loved my albums, I would invariably get to feeling a little lonely, and I discovered THE COOLEST THING I HAD EVER ENCOUNTERED: all I had to do was turn the turntable off and flip the radio on. And just like that, with the flip of just one switch, I was no longer all alone in my room. With the flip of a switch, I was hanging out with a friend, listening to music. It was, and remains, the coolest magic trick I've ever seen. I am so honored to get to do this for a living.

# Programming Bios



**NICK FOX**  
(3p-8p eastern)

I became a fan of country music after my family moved me from New York City to a horse farm in South Alabama when I was in High School. Talk about a culture shock! I graduated from the University of Alabama in 2008. I started my radio career in 2010 in Mobile, AL by submitting a YouTube video of my celebrity impressions pitching me as a station staff member. Been doing this ever since. I met my wife, Sarah, through a radio bit in December 2014 and we eloped November of the next year. She is a barrel racer, so we have horses, dogs, and cats on our farm. They keep us busy! Also, Sarah went to Auburn, so we are a house divided. We normally just don't talk about football and focus on the things that we have in common like outdoor sports, music, and Star Wars. On the weekends, when we aren't at a barrel race I like to cook and lately I've been teaching myself how to make my own sushi which is messy but saving us a ton of money.



**CHRIS MATTHEWS**  
(8p-1a eastern)

As a five-year-old boy refusing to go to bed because I had to “entertain the girls”, my goal has been to make people laugh and smile. Fortunately, I managed to turn a crippling need for approval into a fun career! My love of Country radio began at my very first Garth Brooks concert in Shreveport, LA in the 90's. Country Music has come a long way since then, but I love it all! From Garth, George and Reba to Chris Stapleton, Sam Hunt and Eric Church – I'm country through and through! I'm Arkansas born and a graduate of the University of Arizona (Bear Down Wildcats!). Living my best life with my wonderful wife Rosey, our two amazing kids Eve and Harvey and a diabolical bunny rabbit named Jude. Twitter and IG: @chrismatthewsdj



# Programming Bios



**RICH CREEGER**  
(1a-6a eastern)

I've been involved in Country music since I was hired to be a bar back in the early 80's at the World Famous Gilley's nightclub in Pasadena, Texas during the height of the Urban Cowboy craze. Although Country music has gone through many variations since then it has always been the first preset on my radio because it still has the foundation of real stories told by real people about real life. Some of my favorite current artists are Chris Young, Brantley Gilbert and Jana Kramer. Some of my all-time favorites are Willie Nelson, George Jones and Reba. My wife Fran and I are a blended family of 5 kids, 2 dogs and a cat and when her and I get some free time (ha ha what's that?) we usually point the car toward the beach, set up camp and just stare at it.

# THANK YOU!

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

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