

A person wearing a cowboy hat and a light-colored shirt is seen from the back, with their arms raised in a celebratory gesture. The background is a blurred crowd of people at what appears to be a country music event. The entire image has a blue color overlay.

mainstream
COUNTRY

GOLD

 Westwood One™



mainstream
COUNTRY
GOLD

MAINSTREAM COUNTRY GOLD plays all the new music (32%), reccurents (25%) and gold (31%) songs from our Mainstream Country library but adds to our gold category by dipping into more of the biggest hits from the 90's, 80's and 70's (12%).

Mainstream Country Gold Programming Details



18+ Demo

- Male: 52%
- Female: 48%

Household Income

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

Target Demo

Core: Adults 35-49

ERA Balance

- 23%: Currents
- 30%: Recurrents
- 35%: 2000's
- 12%: 90's, 80's, 70's

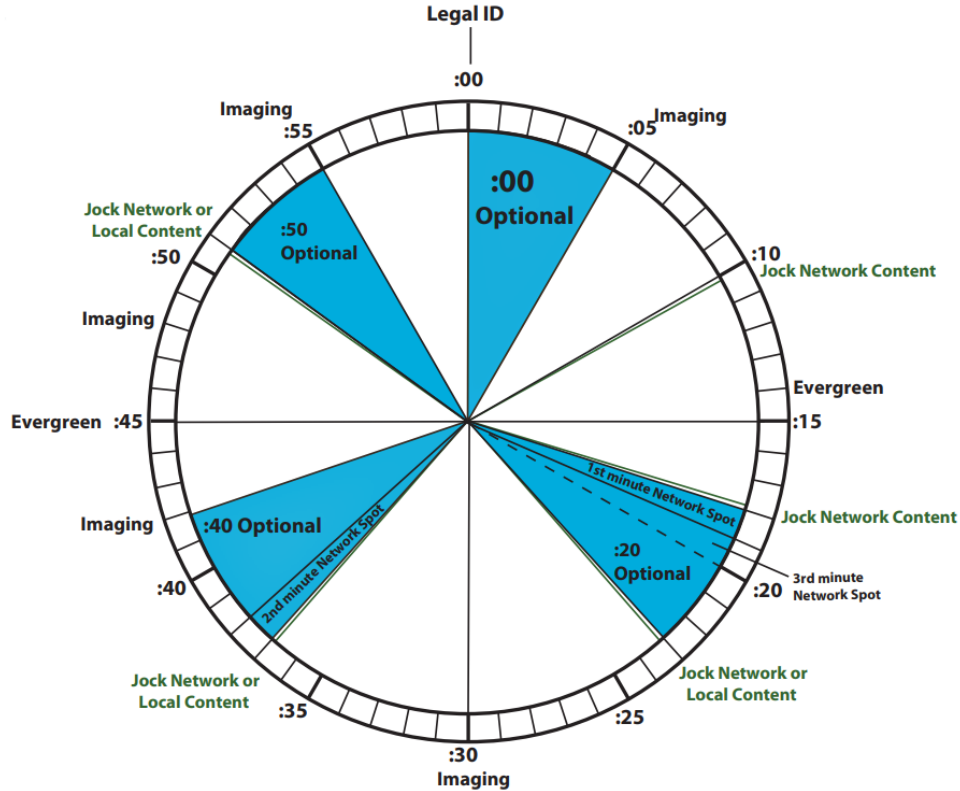
Core Artists

- Luke Combs
- Blake Shelton
- Tim McGraw
- Lady A
- Justin Moore
- Rascal Flatts
- Scotty McCreery
- Chris Stapleton
- Dierks Bentley
- Miranda Lambert

Sample Hour

- "Take It From Me" – Jordan Davis
- "Beers And Sunshine" – Darius Rucker
- "Whenever You Come Around" – Vince Gill
- "Everywhere But On" – Matt Stell
- "It Don't Hurt Like It Used To" – Billy Currington
- "One Night Standards" – Ashley McBryde
- "Catch" – Brett Young
- "Making Memories of Us" – Keith Urban
- "Minimum Wage" – Blake Shelton
- "Think A Little Less" – Michael Ray
- "What's Your Country Song" – Thomas Rhett
- "I Hope You Dance" – Lee Ann Womack
- "Gone" – Dierks Bentley
- "Sunrise, Sunburn, Sunset" – Luke Bryan

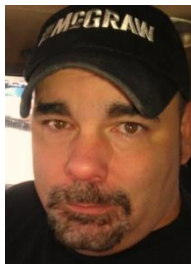
Mainstream Country Gold Clock





On-Air Personalities

Programming Bios



RICK TAYLOR
(6a-10a eastern)

I've known since I was about 10-years-old I wanted to be a disc jockey. Well, kind of. Originally I wanted to be a country singer, but that seemed a little out of reach, and if I couldn't sing on the radio, I at least wanted to talk on it. It didn't hurt that there was a radio station directly across the highway from where I was raised. I've been on the radio somewhere ever since, working in Shreveport, LA, Texarkana, AR, Dallas, TX, and on stations coast-to-coast. I'm happily single and my two boys are grown and on their own, so when I have time I love to drift fish or take my Bayliner out for a spin when the weather is nice. I also love spending time at home with my Min Pin, Puggle and Maine Coon. I am thrilled to have the opportunity to still be doing what I have always loved to do! I hope you enjoy the new morning show and be sure to let us know what you think about it, or if you have any suggestions reach out to us by contacting the radio station.



KIM STEWART
(10a-3p eastern)

Kim Stewart has a strong Country background. She most recently worked as the midday jock on KSCS/Dallas. She previously worked at KPLX/The Wolf in Dallas, did PM Drive at KVIL in Dallas and mornings at Majic in Austin. Before all of that, she did mornings nationally at Radio Disney and was also the midday talent for Westwood One's 24/7 Hot AC format. Kim brings lots of energy to her show and really knows how to connect with listeners.

Programming Bios



MAC
(3p-8p eastern)

Growing up in small Indiana town, Mac grew up on country music. From Buck Owens (thanks dad) to Morgan Wallen, he has a passion for the music he plays. His love for the genre brought him to his local country radio station when he was a senior in high school. Since then, he and his wife have travelled all over before making a home in Tennessee, with their two kids and two dogs. Mac loves baseball, college football Saturdays, and travelling.



TYLER REESE
(8p-1a eastern)

Tyler Reese grew up in a small town called Monticello, Wisconsin. After playing three sports in high school, he went on to attend the University of Wisconsin, graduating in Journalism and Broadcasting. He loves and has worked in radio since the age of 18, starting on his birthday, the first day he was old enough to be on the air. Radio has led him through Charlotte, NC, Charleston, SC and Nashville, TN. His lovely wife, Kimmie, works in the record business on Music Row and they are both dog lovers with a 7-year-old Aussie/Lab mix rescue named Ellie and 4-year-old German Shepherd mix, Layla. You can usually find him grilling or cooking, exploring the outdoors, following his favorite sports teams... and he admits that he MAY have an Apple TV and Netflix problem.

Programming Bios



KRYSTAL PINO
(1a-6a eastern)

Krystal was born and raised in Colorado. She comes from a big family and shares three daughters with her husband, Junior. Krystal has been a radio and television personality for almost two decades. She is also a stand-up comic. In 2020, Krystal started a weekly lifestyle and entertainment Vlogcast with Crystal Stark. Candidly Krystal focuses on supporting local entertainers. Krystal airs every week on YouTube, Twitch, and Facebook Live. Krystal is a Silver Mic recipient, receiving the prestigious award from Colorado State University-Pueblo in May 2005. She worked as a Girls Inc. Ambassador for Girls Inc. Denver from 2010-2012 and hosted the "Miracle Party: A Magical Night for Kids with Cancer" from 2010-2015. Krystal considers her work giving back to the community some of the best moments of her career.

THANK YOU!

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

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