



real country

 Westwood OneTM



REAL COUNTRY has over 25 years of research and development as the industry's leader in traditional Country radio programming. **Real Country's** approach combines older Country hits with newer songs by traditional-sounding Country artists. On-air personalities embrace Country's roots to position this format from other contemporary or mainstream Country formats.

Real Country Programming Details



18+ Demo

- Male: 51%
- Female: 49%

Household Income

- <\$25k: 31%
- \$25k-\$49k: 36%
- \$50k-\$74k: 14%
- \$75k+: 19%

Target Demo

Core: Adults 40-54
Target: Adults 35-59

ERA Balance

- 30%: 80's
- 30%: 90's
- 18%: 2000's
- 12%: Currents
- 10%: 60's/70's

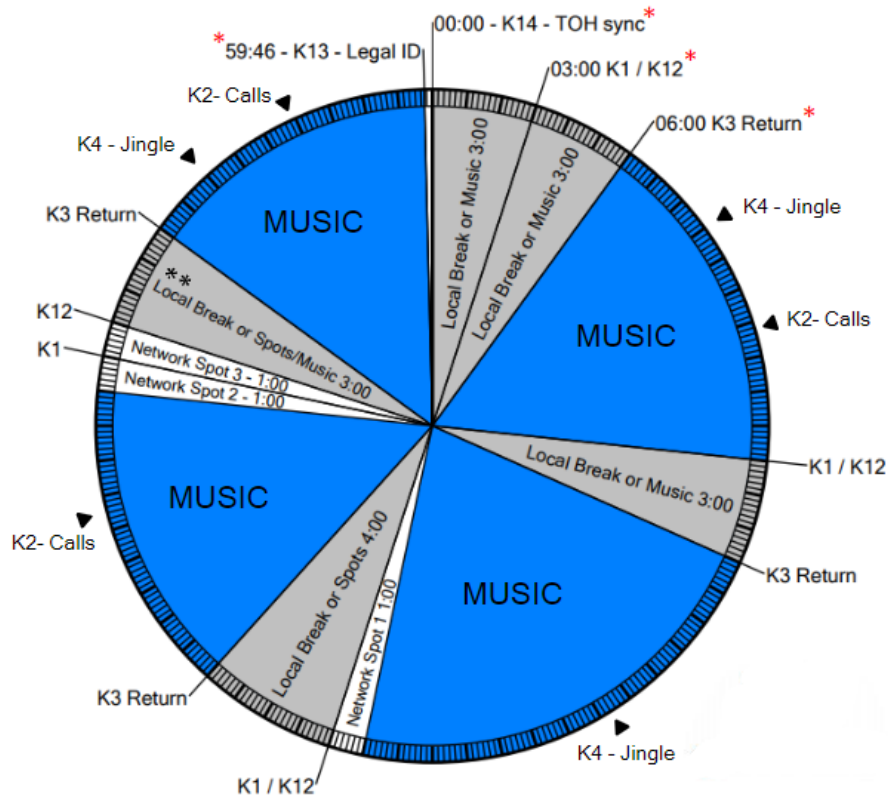
Core Artists

- George Strait
- Alabama
- Reba McEntire
- Willie Nelson
- Tim McGraw
- Alan Jackson
- Garth Brooks
- Travis Tritt
- Merle Haggard
- Ronnie Milsap
- George Jones
- Conway Twitty

Sample Hour

"Home" – Joe Diffie
"It's Been A Crazy Afternoon" – Merle Haggard
"Blame It On Texas" – Mark Chesnutt
"I'm No Stranger To The Rain" – Keith Whitley
"My Town" – Montgomery/Gentry
"Almost Persuaded" – David Houston
"I Like It, I Love It" – Tim McGraw
"Jose Cuervo" – Shelly West
"Blame It On You" – Jason Aldean
"Drift Off To Dream" – Travis Tritt
"Nobody" – Sylvia
"Here For A Good Time" – George Strait
"1982" – Randy Travis
"You Should Probably Leave" – Chris Stapleton

Real Country Clock



Function	Wegener Relay
Local Stopset Start (2min)	K1
Local Calls/Slogan (:03)	K2
Return Local Liner (:07)	K3
Jingle End Liner (:04)	K4
Local Stopset Start (3min)	K12
Legal ID (:14) + 3min option	K13*
Top of the hour sync	K14*



On-Air Personalities

Programming Bios



BUZZ JACKSON
(6a-12p eastern)

Buzz loves playing your favorite country songs and keeping you company on the radio. He's won air personality of the year awards from both the Country Music Association and Academy Of Country Music, and in 2021 he will be inducted into the Country Radio Hall Of Fame in Nashville. When he's not on the radio, you might find him riding his bike, or walking his dogs Archie and Levi in the neighborhood. His favorite movie is Star Wars Episode IV: A New Hope, and his favorite country artists are the ones you know by one name: Garth, George, and Miranda. Brad Paisley liked one of his twitter posts once. If given the choice between eating sushi for life, and eating tacos for life, he'd choose the tacos.



SHOTGUN TAYLOR
(12p-6p eastern)

Shotgun grew up on Long Island, New York, just outside Manhattan which makes him about as country as a bowl of spaghetti. He attributes his love of country music to his father who was a big fan of Hank Williams, Merle Haggard, Don Gibson, Patsy Cline, Johnny Cash and Ray Charles. "My dad only played country music on the Zenith Console Stereo in our living room; cranked it up loud too. Drove my mom nuts but I couldn't get enough of it! I introduced him to Alan Jackson, Randy Travis, George Strait, Reba, Alabama and The Judds and he loved those guys as much as he loved his stuff." Shotgun's an automobile enthusiast, Civil War buff and avid sports fan, especially football and has worked in radio on Long Island, New York City, Connecticut, Dallas, Nashville and Cleveland, Ohio.

Programming Bios



AL FARB
(6p-12m eastern)

I'm a native Texan, born and raised in Houston, and pretty much as far back as I can remember I've wanted to work in radio. All of my friends and even my family call me a radio nerd, and I wear my title proudly! My favorite artist of all time is The King, George Strait. I've had the pleasure of meeting him twice, the first time I met him I cried... and I'm not ashamed to admit it! My other favorite artists, in no particular order, include Garth Brooks, Tracy Lawrence, Clint Black and of course, Reba! In my spare time, I enjoy giving back to the community, helping out with various non-profit organizations. I love supporting our First Responders and Military, and if I could I would adopt every animal on the planet!



TAMMY LIVELY
(12m-6a eastern)

Tammy Lively is a seasoned radio veteran with a career that spans four and a half decades. Her first radio job offer came during her first semester at Vincennes University, where she studied broadcasting. Taking the advice of a professor, Tammy quit school to work and has never looked back. Tammy spent over half her career in Indianapolis, working full time as a personality at stations like WENS, WKLR and WFMS. Tammy says the most unique thing about her career is that she has been employed full-time as a personality since 1980 and has never been unemployed.

THANK YOU!

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

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