





**NASH Icon** is the new mainstream country format that features a current-based music mix with a superstar library based in the late '80s, '90s and early 2000s. It's produced on Westwood One's WWO-Local platform, providing you with a flexible clock, and localized content.

As a branded format, NASH Icon provides a host of merchandising and marketing elements, all designed to tie your station tightly to the host of high-profile events and media presence. Most importantly, NASH Icon is already winning, showing great success in Nashville, where it has become the most-listened-to country station.

# NASH Icon Programming Details



## 18+ Demo

- Male: 52%
- Female: 48%

## Household Income

- <\$25k: 16%
- \$25k-\$49k: 29%
- \$50k-\$74k: 22%
- \$75k+: 33%

## Target Demo

Core: Adults 30-49  
Target: Adults 25-54

## ERA Balance

- 5%: Currents
- 28%: Recurrents
- 32%: 2000's
- 32%: 90's
- 3%: 80's

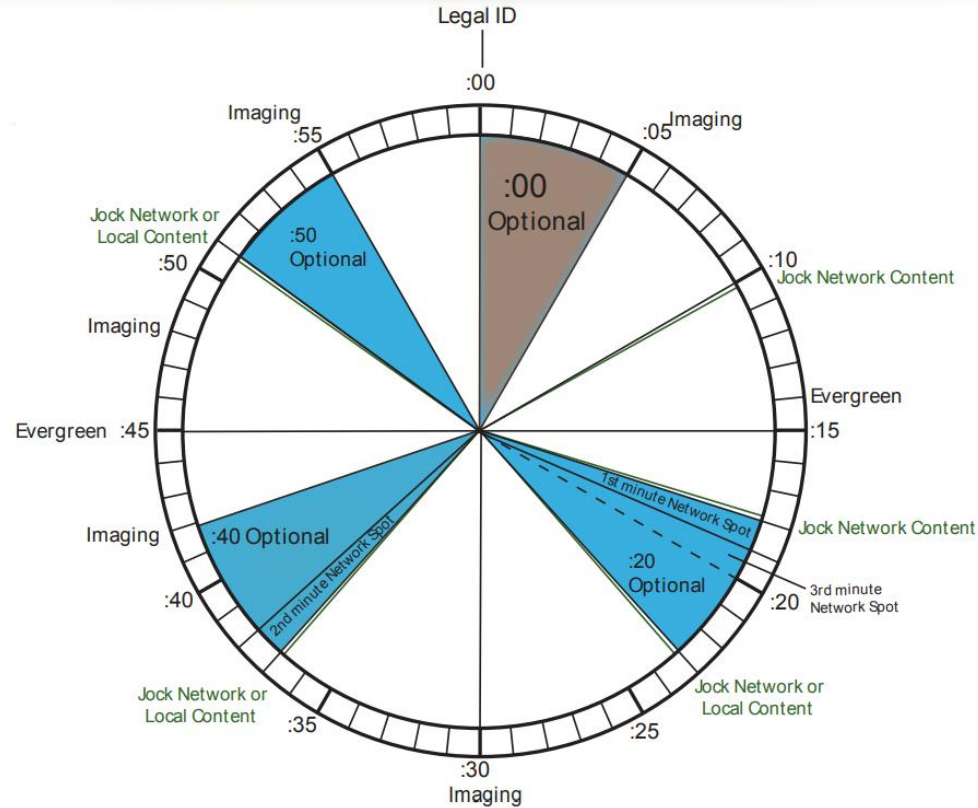
## Core Artists

- Alan Jackson
- Blake Shelton
- Carrie Underwood
- Garth Brooks
- George Strait
- Keith Urban
- Luke Combs
- Miranda Lambert
- Tim McGraw
- Luke Bryan
- Brad Paisley
- Kenny Chesney

## Sample Hour

"As She's Walkin' Away" – Zac Brown Band w/ Alan Jackson  
"Not Counting You" – Garth Brooks  
"Settlin' Down" – Miranda Lambert  
"She Don't Know She's Beautiful" – Sammy Kershaw  
"Drunk On Your Love" – Brett Eldredge  
"Amazed" – Lonestar  
"Little Rock" – Reba McEntire  
"Lady" – Brett Young  
"My List" – Toby Keith  
"We Didn't Have Much" – Justin Moore  
"Strawberry Wine" – Deena Carter  
"You Know Me Better Than That" – George Strait  
"Daddy's Money" – Ricochet

## NASH Icon LOCAL Clock





# On-Air Personalities

# Programming Bios



**CRAIG VAUGHN**  
(6a-10a eastern)

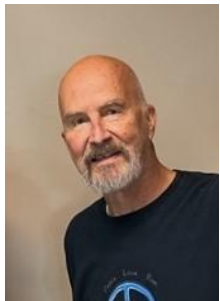
Craig Vaughn knew he wanted to be in radio since his sophomore year in high school. He's always loved music, but he can't dance, and he can't play an instrument to save his life, but God blessed him with a deep voice, so radio was the obvious choice. Ironically, he got his start working for an AM all talk station in St. Louis in the late 90's and he avoided country music like it was the plague. After years of dj'ing at a classic rock station Texas, he found himself relating to country music and jumped at the chance to work for country radio. Today, there's not a single genre of music he'd rather be listening to. (Although you might still catch him rocking out to AC/DC or Bon Jovi.) When he's not on the air Craig likes to spend time with his family, smoking cigars, collecting classic country vinyl records, and seeing as many live shows as he can.



**MEGAN MARIE**  
(10a-3p eastern)

Megan Marie is a 20+ year Radio veteran who lives and loves the Country Music lifestyle. Megan has worked in radio nationwide in many formats, but Country is what she calls home. Megan is an Army wife, boy mom, and has two horses which she and her husband show competitively, as well as a Siberian Husky who is famous in his own right. (Look up "Cash the Husky"). Megan enjoys the outdoor lifestyle, reading, working out, coffee and red wine, and of course, Country Music. She's excited to share her life and love of music with you every weekday.

# Programming Bios



**DOUG JAMES**  
(3p-8p eastern)

I was always drawn to music, and as a kid realized I didn't have the skill to be a musician but thought the people that talked between the songs on the radio were cool. I got my first radio job playing a Polka show on Sunday mornings. After 52 straight Sundays I was offered the overnight job at their country station. And I am still playing country after all these years. I feel blessed to make a living doing something I love. Thank you for making us a part of your day.



**DAVE MYERS**  
(8p-1a eastern)

I discovered my passion for country music and broadcasting at a young age. As a kid, I was glued to TNN and Nashville Now with Ralph Emery, I can't remember a time when I wasn't captivated by the magic of country music." My radio journey began early, inspired by calling into my favorite stations as a child. By 17, I was behind the mic, a dream I've fulfilled with dedication and authenticity that hopefully resonates with listeners. As a proud father of two pre-teens, I put parenting above all else. In my downtime, I enjoy soaking in live music, hitting the gym, and dabbling in hobbies like playing guitar and golf.

# Programming Bios



**JACK WOMACK**  
(1a-6a eastern)

A second-generation broadcaster with not one, but two parents in the business, it's no surprise that Jack has been fascinated by broadcasting from an early age. Womack was born in the Big Sky Country of Montana and was raised in Marietta, GA. Jack got his first job in radio before getting his driver's license and worked up to doing the weekday morning show before he graduated high school. Jeff has worked in Billings & Dillon, MT , Spokane, WA, Colorado Springs, CO, New Orleans, LA and most recently Nashville, TN. He says, "The best part of this job is every time I play the music that made country great it's like a home coming."



# THANK YOU!

For more information on NASH Icon and affiliating in your market, contact:

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