

A large crowd of people is gathered at a concert, with a blue overlay across the entire image. The crowd is dense and extends far into the background. In the foreground, several people are visible on a stage, some with their arms raised. The overall atmosphere is energetic and festive.

# HOT COUNTRY



Westwood One

A person wearing a cowboy hat with their arms outstretched, set against a blue background. The person is wearing a dark long-sleeved shirt and a light-colored cowboy hat with a dark band. The background is a blurred outdoor scene with trees and a bright sky, all tinted in a deep blue color.

# HOT COUNTRY

**HOT COUNTRY** emphasizes popular, current songs and mixes in top-testing songs from the 1990s and 2000s. Hot Country draws a young, active segment of the Country audience. The music is wrapped with clever imaging, engaging air personalities and fun, large-scale promotions.

# Hot Country Programming Details



## 18+ Demo

- Male: 53%
- Female: 47%

## Household Income

- <\$25k: 16%
- \$25k-\$49k: 24%
- \$50k-\$74k: 28%
- \$75k+: 32%

## Target Demo

Core: Adults 25-40  
Target: Adults 18-49

## ERA Balance

- 42%: Currents
- 38%: Recurrent
- 20%: 2000's

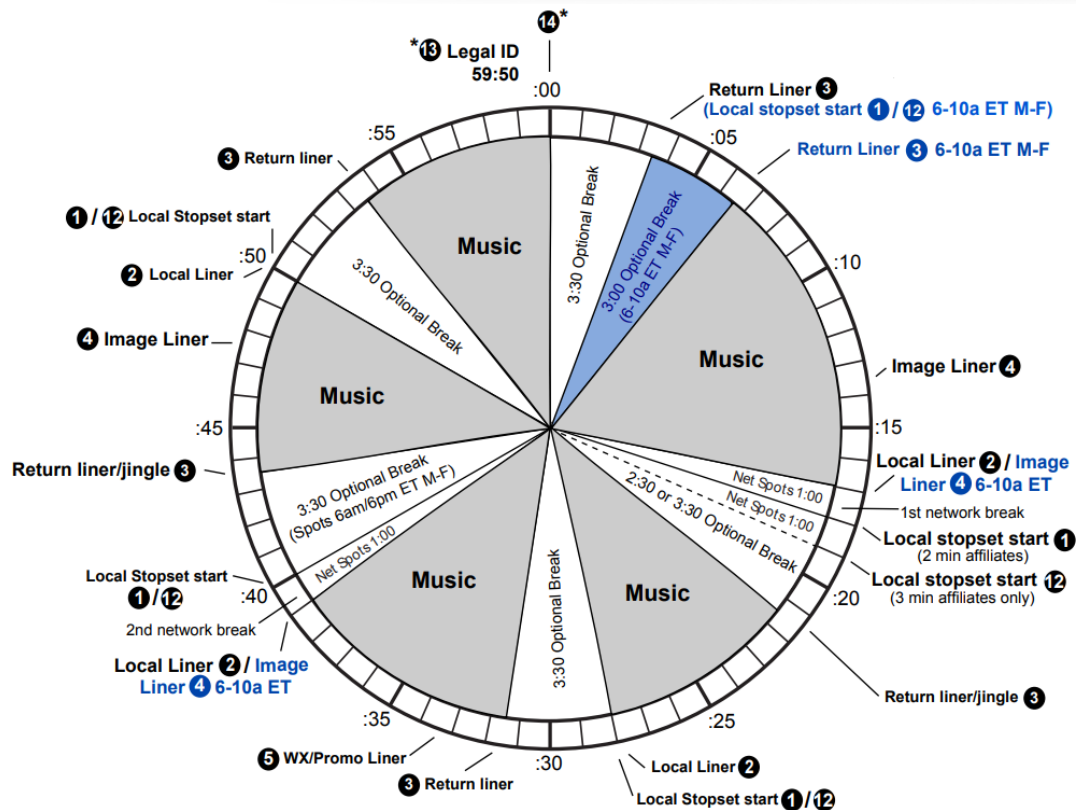
## Core Artists

- Morgan Wallen
- Thomas Rhett
- Sam Hunt
- Gabby Barrett
- Like Combs
- Old Dominion
- Maren Morris
- Jason Aldean
- Kane Brown
- Luke Bryan

## Sample Hour

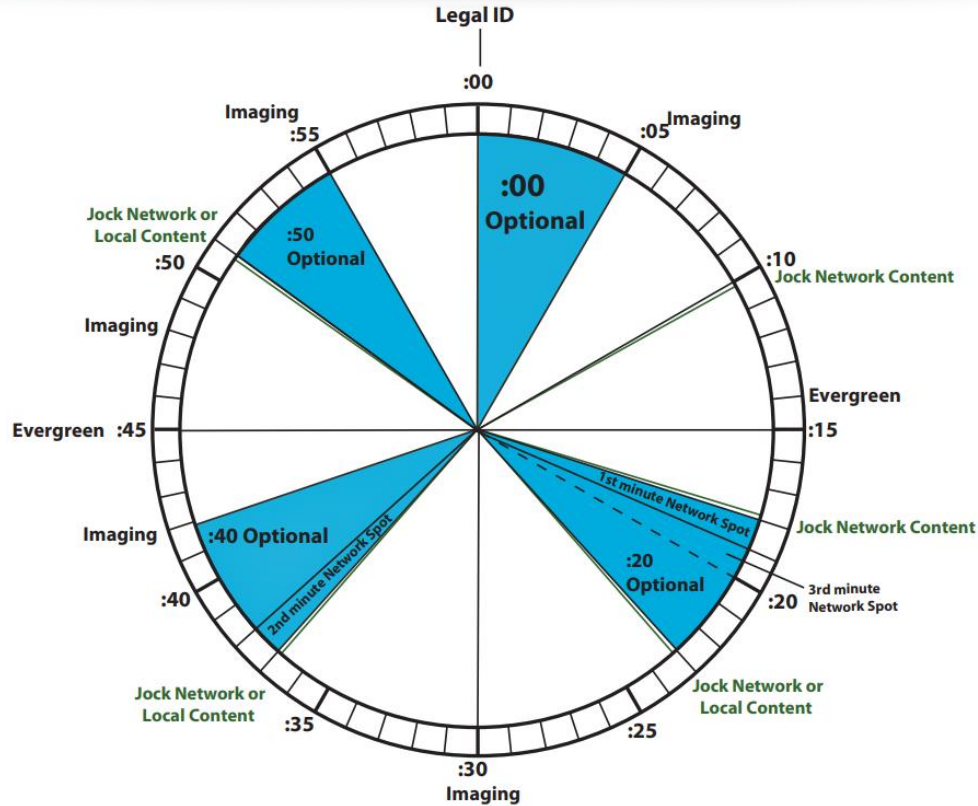
- “Like I Love Country Music” – Kane Brown
- “Whiskey Glasses” – Morgan Wallen
- “Lettin’ The Night Roll” – Justin Moore
- “Single Saturday Night” – Cole Swindell
- “Things A Man Oughta Know” – Lainey Wilson
- “Cold As You” - Luke Combs
- “Circles Around This Town” – Maren Morris
- “What’s Your Country Song” – Thomas Rhett
- “Ghost Story” – Carrie Underwood
- “5-1-5-0” – Dierks Bentley
- “Half Of My Hometown” – Kelsea/Kenny
- “Rumor” – Lee Brice
- “Last Night Lonely” – Jon Pardi
- “No Such thing As A Broken Heart” – Old Dominion

# Hot 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) (Precedes net breaks 6-10a ET M-F only)	4
Promo Liner (:10)	5
3 Minute Affiliate Stopset Start	12
Legal ID (:10) – fires at exactly 59:90	13*
Top of the hour sync, fires at exactly 00:00	14*

# Hot Country LOCAL Clock



# HOT COUNTRY

**On-Air  
Personalities  
Total**

# Programming Bios



**KINCAID & DALLAS**  
(6a-10a eastern)



**CATHY TAYLOR**  
(10a-3p eastern)

## About Kincaid

Originally from Maryland, Kincaid has worked in Minnesota, New York, and Denver. He now lives in Georgia with his wife and two young sons, and hosts Kincaid & Dallas from WKHX-FM's Atlanta studio. The program airs locally on New Country 101.FIVE and is syndicated nationally.

## About Dallas McCade

McCade started her radio career at the age of 13 in Alexander City, Alabama. After securing her license at 14, McCade worked at a local radio station throughout high school. She is now based in Atlanta in the New Country 101.FIVE studios and enjoys time on her farm in Paulding County, where she keeps company with two horses, two donkeys, eight dogs, and six cats.

I've called everywhere from the beach to the mountains home and consider enjoying the outdoors second nature. My earliest memory has to be riding my tricycle around the block, and way too close to a busy road. I got in big trouble for that! My second earliest memory is playing DJ and singing along to every song. You could say the influence of radio stayed with me all the way through college, where I majored in Communications.

Country music has been a big part of my life from the start, singing along to Charlie Pride, George Jones and my favorite, Ronnie Milsap, with my dad on road trips. Even though I have lived all over the country, home is wherever friends, family, delicious food and awesome music are found. I'm glad to have found a home on the radio with you!



# Programming Bios



**BISCUIT**  
(3p-8p eastern)

I was born in Texas but was quickly whisked a little farther north to Colorado for years, and then at age 9 my parents decided that we didn't have enough tundra and Northern Lights in our lives so they packed myself, 2 sisters and 2 hound dogs and drove in a single cab Ford and a small trailer all the way to Alaska. After fighting off bears and moose and catching king salmon with my bare hands during my adolescence I decided to go chase my dream of being a disc-jockey, so at 18 I spent my last free summer with my friends and then took off to Denver. I worked behind the scenes of radio, did a little schooling and before long I became the typical tortured radio intern... where I was given the name Biscuit. I thought it would just be temporary but was hired a short-time later by that country station and was told to just keep the name because people already knew me as that. (I wasted years coming up with cool DJ names too!) I've now worked in country radio for over 13 years and I still love it.



**TORY**  
(8p-1a eastern)

Hi! I'm Tory, I'm from Pittsburgh and I bleed Black and Gold! I fell in love with radio while attending Penn State University! I thought, "If I have to work every day for the rest of my life, I can do this and have a blast!" It's been 12 years, and I've never felt like I've "worked" a day of it! I'm a pop culture junkie and I love all genres of music, but Country is truly where my heart lies! I love talking about the latest country tours, TV shows, movies, town happenings, new artists breaking through, the veterans continuing to evolve as the country legends we love and everything in between! Nothing makes me happier than the raspy voices of Dierks Bentley or Chris Stapleton coming through the studio speakers! I'm so thrilled to be spending nights with you and am positive we are going to have so much fun!



# Programming Bios



**KIKI GARCIA**  
**(1a-6a eastern)**

I was born and raised just outside of Boston, Massachusetts. I knew at an early age I wanted to be on the radio. Now you can say, I am 'living in the dream'. I love anything that has to do with Pop Culture, Music and Football. When I am not watching E! Entertainment Television, I am yelling at the TV, willing the New England Patriots to victory. I cannot imagine a world without music, and I get caught singing in the hallways at work, all the time. Some other favorite activities are Shopping, watching Scandal, and believe it or not, Laundry. I have a wonderful husband who loves it when you call him Honeybear, 3 incredible kids, 2 dogs, and a cat named Tedi Bruschi.

# HOT COUNTRY

**On-Air  
Personalities  
Local**

# Local: Programming Bios



**LITA LANG**  
(6a-10a eastern)

Born and raised in South Texas, I have moved several times in my radio career. Growing up on Padre Island/Gulf Coast my earliest memory was in 5th grade doing a skit where I played a radio DJ, little did I know that when I became a senior in High school I got a weekend job at the local radio station. I greatly appreciated how having such a diverse family who each had their own taste in music. In my house I grew up with Tejano music and heard country music often. And with an older brother who was a huge fan of Beatles, Journey, Van Halen and Fleetwood Mac. That music helped me appreciate the art of all music. I enjoy all things food and cooking and collecting and trying new recipes. I love baseball and football, and especially pre-game and post-games shows. I also enjoy watching great movies, being outside, bike-riding and hiking. My heart lives with rescuing animals. My mom believed in adopting for animal shelters and making our dogs and cats part of the family, and still continue that to present day.



**CATHY TAYLOR**  
(10a-3p eastern)

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# THANK YOU!

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

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