



NASH
ICON

 **Westwood One**[™]



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

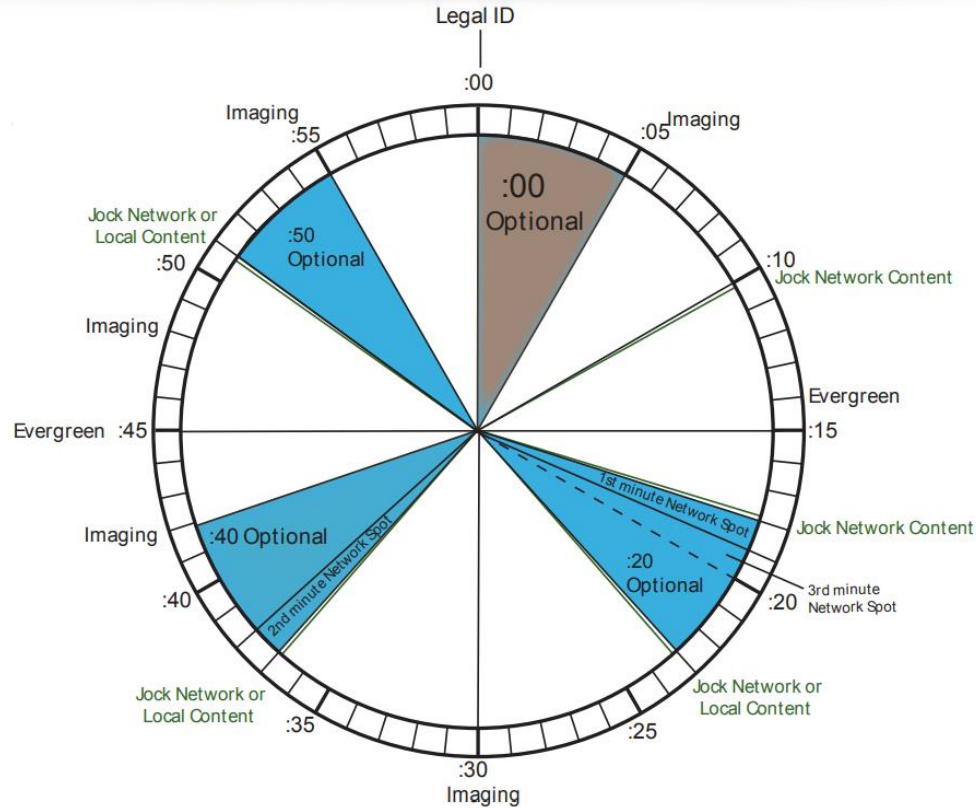
Core Artists

- 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



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On-Air Personalities

Programming Bios



MARTY MCFLY
(6a-10a eastern)

Marty McFly got his start in radio in 1985 and says “one day not long after high school I found myself in a radio station, and I just knew this was it.” Almost 30 years later, and he’s still at it! The four-times nominated “CMA Air Personality of the Year” and three-time “ACM Air Personality of the Year” nominee helped the stations he worked at win a combined twelve CMA/ACM “Station of the Year” awards! He has also been nominated for Billboard Magazine’s “Air Personality of the Year” in 1996, Bobby Poe Magazine’s “Large Market Air Personality of the Year” in 1993, and Country Aircheck Magazine’s Large Market Air Personality of the Year in 2012.



LISA MANNING
(10a-3p eastern)

Not only is Lisa Manning a radio dynamo, she’s an energetic P.T.O. mom that manages a showbiz career and a family life at home. The multi-talented Lisa launched her nearly three-decade radio-career in college, after following her father’s footsteps as a radio DJ and her mother’s as an actress. Manning’s on-air personality was shaped by her experience in several markets, including Charlotte, Cleveland, Norfolk, and Washington, D.C.

Programming Bios



STEWART JAMES
(3p-8p eastern)

Stew was born in Detroit, Michigan and grew up in Middle Tennessee. Stew started in radio in 1994 in Cookeville, TN. He was attending Tennessee Tech during the day and slaving in retail at night, he knew there had to be a better way to make money. He had been attending college for 5 years and figured he had put in his time, not realizing you actually had to graduate! That's when Stew started working in promotions at WGSQ. He was a jack-of-all-trades, getting experience in the radio world. Stewart made his mark in the radio world, working for stations such as WGFQ, WHUB, WRKK, WSIX, WKDF and KMXN. Stew has also been honored with nominations from the Country Music Association and Academy of Country Music.



DARLAS RAI
(8p-1a eastern)

Darlas Rai is a country girl at heart, born and raised in Oregon. Now she's a busy mom with two sets of twins and a passion for radio. She decided when she was only 8-years-old that she wanted to play music and talk on the radio, and she's been living her dream since 1992. After living in Las Vegas for seven years, Darlas is now raising her kids in Nashville, where she moved in June 2006. Her passion for country music and people are obvious, she LOVES what she does and it shows through her broadcasts.

Programming Bios



JACK WOMACK
(1a-6a eastern)

As soon as Womack was legally able to work, he got his first job in radio as board operator even before he had a driver's license. From there Womack would go on to host a variety of day parts and quickly earned a role as a music director. One of the few things that could lure him away from radio and country music is weather. So, he decided to answer Mother Nature's calling, going back to school for weather and becoming a television meteorologist. Some markets Womack has been on tv, radio, or both simultaneously... include Billings, MT, Colorado Springs, CO. Tulsa, OK. and New Orleans, LA. Ever since a family trip to the Opry and his first Country Radio Seminar he knew Nashville was the place he had to be. "every time I get to play all the music that makes country great it feels coming home here on Nash Icon. Jack will talk country music history as long as you want to listen. He prides himself on learning the back stories of songs and helping the country fans really get to know their favorite artists.

THANK YOU!

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

George King, VP/GM Network Formats
gking@westwoodone.com | 720.873.5128

Neal Weiner, VP of Affiliate Sales Formats
nweiner@westwoodone.com | 206.335.5259