

The All New **NASH  
ICON**

Introducing

**NASH  
ICON**  
**104.9**  
Country for Life

**NASH Icon caters to the audience who fell in love with country music in the '80s, '90s, and early 2000s.**

This was the time when country music shifted gears and never looked back. It brought the excitement of prolific entertainers to the spotlight that was previously reserved for pop and rock artists.

Fans of artists featured on NASH Icon are exceptionally dedicated to the music they grew up with. They are loyal, mobilize quickly, and present an opportunity for you to capture a viable share of radio listening.

We will harness this built-in massive following with the NASH Icon brand and format, and serve this large and passionate fan base.

[www.1049NashIconRadio.com](http://www.1049NashIconRadio.com) • 1-877-444-1049

# NASH Icon is Now Beating Bobby Bones in Nashville



PRESS RELEASE: **OCTOBER 7, 2014**

## NASH Icon is Now Beating Bobby Bones in Nashville

Hold the presses. This whole Nash Icon/country music format split business just got a *hell* of a lot more serious and interesting. On Monday (10-6-2014), the ratings for radio stations were released for Nashville and other locations, and within those numbers was a bombshell for the country music radio world. In the Nashville radio market, the freshly-launched Cumulus-owned NASH Icon affiliate on 95.5 WSM-FM beat what has been the powerhouse of Nashville radio for the past year-plus, iHeartMedia-owned (Clear Channel) WSIX. In other words, a station that includes older country songs and older country artists in a purposeful attempt to return more classic-sounding country and more variety to the airwaves is beating Clear Channel's flagship pop country station, in its home market, that is the home station for *The Bobby Bones Show* (the biggest country radio show ever), in the home of country music.

<http://www.savingcountrymusic.com/nash-icon-is-now-beating-bobby-bones-in-nashville>

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**NASH** **ICON** playlist

**You'll hear hugely popular artists like these, in the base library:**

Clint Black	Garth Brooks
Alabama	Alan Jackson
The Judds	Reba McEntire
Dixie Chicks	Tim McGraw
Brooks & Dunn	...and many more
Faith Hill	stadium-filling stars.

**And, you'll hear fresh, current songs from artists like:**

Kenny Chesney  
Jason Aldean  
Miranda Lambert  
Brad Paisley  
Luke Bryan  
Carrie Underwood  
Keith Urban  
Lady Antebellum  
Blake Shelton  
Dierks Bentley

# NASH Icon Personalities

Listen All Day



Sean Patrik

Cilla

Lisa Manning

Scott Gaines

Darlas Rai

Kim Stewart



Tune in Monday-Saturday from 6 AM-10 AM for  
**The Morning Show with Sean Patrik**

Sean Patrik began his radio career a quarter century ago at Thunder Country 93.5 in Rancho Cucamonga, CA. His radio life has included stints as a news announcer at KFI-AM 640 (Los Angeles' #1 radio station); as the non-psychic host of the nationally-syndicated Psychic Friends Radio Network; and three years on California's Central Coast as a news announcer and overnight air personality. In 2007, Sean won a Golden Mike Award from the New Hampshire Association of Broadcasters as the state's number one on-air personality. Sean has worked as a salesman, electronic editor, magazine editor, website proofreader, waiter, and bartender. He believes he was a good bartender, a fair waiter, an adequate wordsmith, and the world's worst salesman. He's getting better at this radio thing.

Tune in every Sunday from 9 AM-11 AM for  
**The Swap Shop with Cilla**

Cilla likes to close The Swap Shop by saying "Do the right thing because it is the right thing to do." These are words she tries to live by and she hopes her listeners do too. Cilla enjoys her time on the radio getting to know her listeners both on the phone on Sundays and in person. She's lived in Cheshire County for over two decades and enjoys hanging out with her dogs and cats. Monday through Friday her time is dedicated to helping people in need. On Sundays she's right back at it, helping people sell, buy or trade items they no longer need or are looking for at a reasonable price. You'll notice that Cilla loves to talk about FREE items. FREE is giving at its best. Involved heavily in the community, Cilla's all about being a good role model because she hopes to teach others personal responsibility. She hopes her humor and words of wisdom will brighten your day and bring a smile to your face. Her goal is to turn anyone's bad day into an extraordinary one.

**Lisa Manning** — Weekdays, 10 AM-3 PM ET

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.

**Scott Gaines** — Weekdays, 3 AM-8 PM ET

Scott Gaines lives and breathes country, and has never worked any job BUT radio, so he's perfect for afternoons on NASH Icon. After earning a B.A. in Communications from Southeastern Oklahoma State University, Scott held on-air and programming positions in major markets like Dallas and Detroit, as well as did voiceover and production jobs across the country. Recently, he's had a long and successful run here at Westwood One, with our other country formats. Combine all that living with his innate understanding of the soul of country, and you've got a broadly skilled personality, experienced in attracting and retaining audiences to NASH Icon, and your station.

**Darlas Rai** — Weekdays, 8 PM-1 AM ET

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.

**Kim Stewart** — Overnight, 1 AM-6 PM ET

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.

**The exciting and unique NASH Icon is here!**



**The exciting and unique NASH Icon radio format is here.**

The 1st format of its kind, NASH Icon is an extension of the exclusive NASH brand, catering to the country lifestyle movement. Through our NASH Icon format, we give fans of country music from the late 80s, 90s, and early 2000s a format they can own and love. Through epic promotions, social followings, and pure passion massive in scale, NASH Icon builds itself into a dynamic force leveraging country music's most iconic stars. NASH Icon caters to the audience who fell in love with country music in the 80s, 90s and early 2000s.

This was the time when country music shifted gears and never looked back. It brought the excitement of prolific entertainers to the forefront of country that had previously been reserved for pop and rock artists. Country fans were looking to personally connect with their music and their stars. Fans of our NASH Icon artists are exceptionally dedicated to the artists they grew up with. They are loyal, mobilize quickly, and a force to contend with. We harness this built-in massive following with the NASH Icon brand and format to serve this large and passionate fan base.

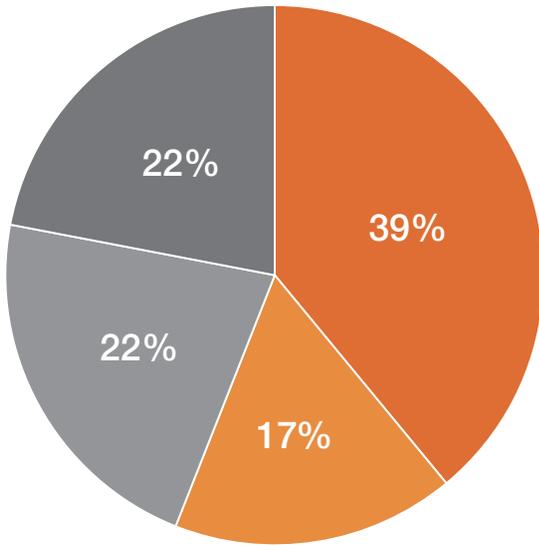
Featuring music from the late 80s, 90s, and the early 2000s, NASH Icon is where country music today...began.

The NASH Icon playlist features those artists who have built the massive foundation of country music today along with some of today's rising stars who fit the overall sound of the Nash Icon format.

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# Demographics

## ERA Balance



- Current / Recurrent
- 2000's
- 1990's
- 1980's

## Target Demo



# The Nielsen Ratings



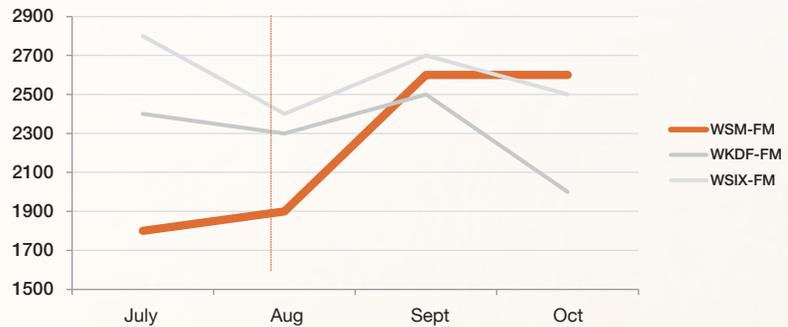
## Winning in Nashville

Switch to NASH Icon produced **65% growth in TSL**, and a huge AQH story

NASH Icon is #1 in country music's hometown

Venerable country outlet WSM-FM in Nashville switched to NASH Icon in August, 2014. It immediately rocketed to the most-listened-to country station in the home of country music.

**AQH Jumped over 35%**



**NASH Icon solidly claimed a 5-Share in this highly competitive country radio market**



Nielsen, A 25-54, M-SU 6a-12m

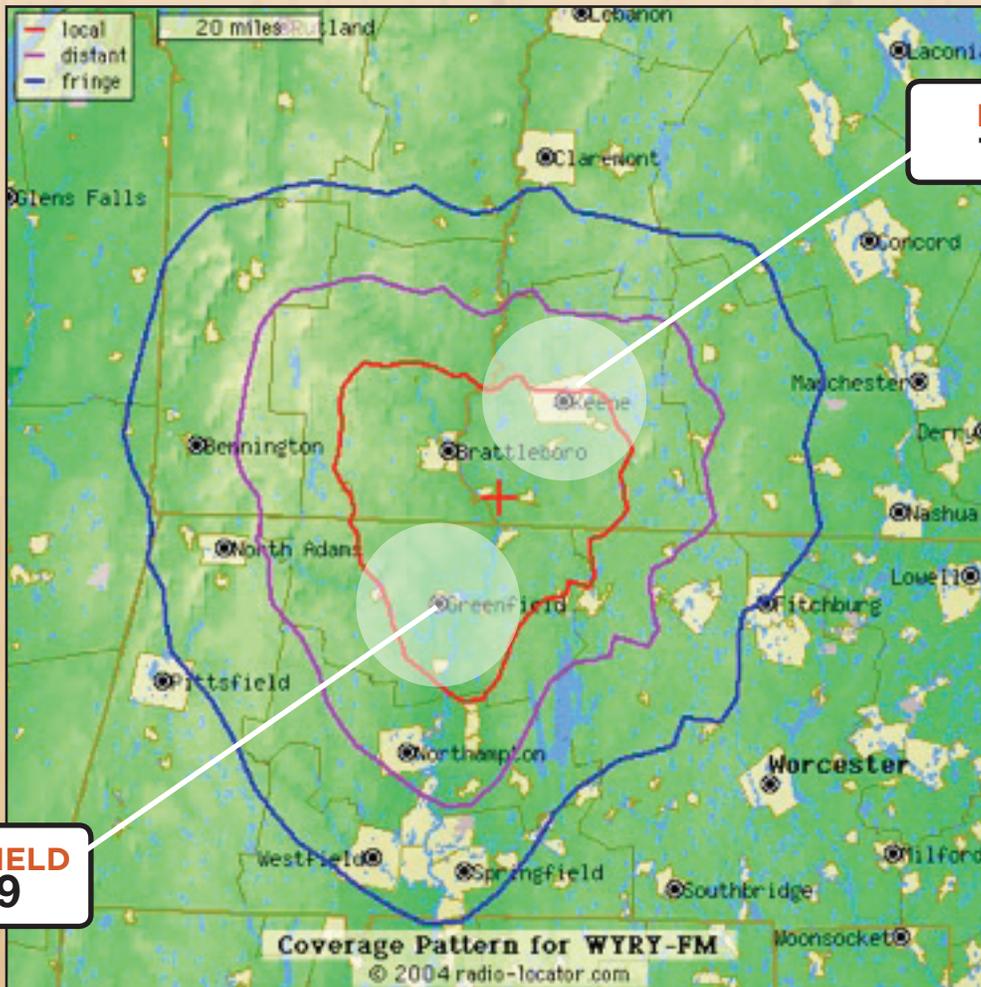
# Coverage Map

The All New

**NASH** **ICON**

**104.9**

Country for Life



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