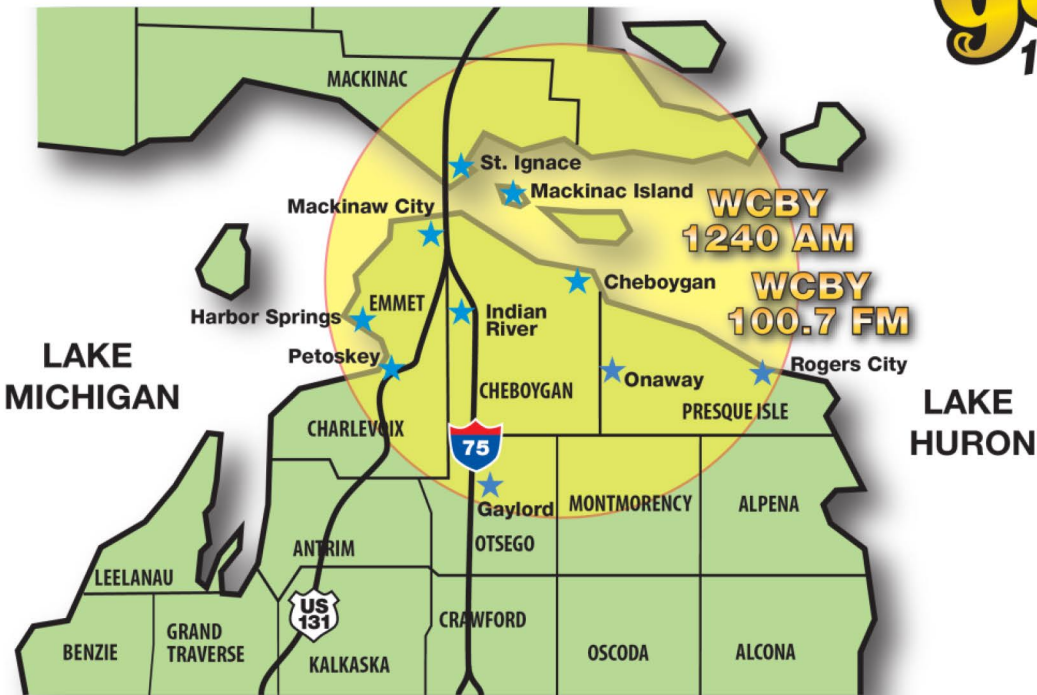


Big Country Gold

1240 AM / 100.7 FM



NORTHERN MICHIGAN
REGION

WCBY
100.7 FM

NORTHERN MICHIGAN
REGION

WCBY
1240 AM

STREAMING ONLINE
BIGCOUNTRYGOLD.COM



Black Diamond
Broadcasting

BIG Country Gold - Where legends in Country Music were made

- Heritage (over 60 years) AM 1240 expanded coverage with FM 100.7
- Market exclusive Radio Station - founding members of the Country Music industry
- Legendary Community Involvement - News, Events, Local Sports

BIG Country Gold Hits Targets Adults 35+

- Appeals to the brand loyal adult
- Demographics expand to a wider range with the legendary buy/sell program called Tradio
- Music and Community focus connects to active consumers as well as established professionals
- Consumers that care about causes like St. Jude Children's Research Hospital, local charities and support local fund raisers.

BIG Country Gold Featured Core Artist

- Merle Haggard, Willi Nelson, Johnny Cash, Ronnie Milsap, Kenny Rogers, Randy Travis, Garth Brooks, Reba McEntire, Alan Jackson, George Strait, Waylon Jennings, Dolly Parton, Lorretta Lynn, Barbara Mandrell, Hank Williams, George Jones, Charlie Pride to name a few.



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