

NASHVILLE - The Music Country Network, an all night, live radio show from Nashville, Tennessee that begins broadcasting April 1, has signed its 60th affiliate.

"We're proud to have KVET, Austin, Texas as our 60th station," said Roy Steinfort, Vice President and Director of Broadcasting for The Associated Press. "We welcome General Manager Ron Rogers and his fine staff to the growing list of broadcasters who have thrown their support to this exciting, new idea in network radio."

The Music Country Network is a joint project of The Associated Press and WSM, Inc., owner of WSM Radio, The Grand Ole Opry and Opryland Productions. They offer a live, seven day per week broadcast featuring country music starts and their music. The program will be produced by WSM, Nashville and distributed via the extensive AP satellite system across the country.

"The country music industry is excited about the program," said WSM's Tom Cassetty. "We've talked to many of the stars already and they're enthusiastic about the idea of getting on a live, coast-to-coast broadcast when they're in town to record or appear at the Opry."

"The show will originate from the Opryland complex here. We'll be heavily involved in promotion with our local affiliates and we plan to do some special broadcasts, too. Our stations can expect us to originate live from 'Fanfare', the June festival of country music co-sponsored by WSM and the Country Music Association."

Chuck Morgan will host the program. Morgan is a three time nominee for country music DJ of the year award and is a regular radio host of the weekend broadcasts from the Grand Ole Opry.

Radio stations around the nation are being offered the broadcast on an exclusive market basis from 10:00 PM to 5:00 AM in their local time zones. Stations outside the eastern time zone may start earlier if they wish.

Some of the best radio stations in America have signed for the broadcast, says Glenn Serafin, AP's Director of Station Relations for the network.

Our lineup includes WDAF, Kansas City; KVOO, Tulsa; WWNC, Asheville; WQIK-FM, Jacksonville; WHOO, Orlando; WIRK-FM, West Palm Beach; WNOE, New Orleans; KWKH, Shreveport; KCBO, San Diego; WTMJ, Milwaukee; WAMZ-FM, Louisville; WSAI, Cincinnati; WDOD, Chattanooga; WPLO, Atlanta; WMPS, Memphis; KFGO, Fargo; WXYL-FM, Jackson; and, of course, WSM, Nashville."

"I think a good analysis of the broadcast was done recently by Broadcast Daily, an industry newsletter published by the folks at Television Digest," said Serafin.

They wrote, "Unusual fact about AP-WSM country service is that many affiliates are major market ballplayers looking to upgrade profitable service, not small outfits fighting off rising programming costs."

"That about hits it on the head," said Serafin. "Some prime stations are still sitting on the sidelines and I think that will hurt them. They're allowing competitors in their markets to jump on the show. A Nashville connection helps to establish a station as the undisputed authority on country music in the market. With all their contacts, there's no doubt that Chuck and the staff in Nashville will have the finest variety and entertainment broadcast in network radio."

Serafin says the affiliation requirements are not very strict. He explained that the overnight program can be cancelled by the affiliate on sixty days' notice. There is a fee of \$50 weekly and the affiliate is responsible for connecting to the nearest AP satellite earth station.

The network reserves a maximum of six minutes of commercial time each hour during the broadcast. Advertising sales for the network will be handled by the nationwide sales firm of Christal Company, Inc.

via Pete Taylor

MUSIC COUNTRY NETWORK AFFILIATES

WOKO Albany, NY 1460
WPED Charlottesville (Crozet), VA 810
WQZQ Norfolk (Moyock), VA FM
WWNC Asheville, NC 570
WIZY Macon (Gordon), GA
WQIK Jacksonville, FL FM
WHOO Orlando, FL 990
WAWV Vero Beach, FL FM
WIRK West Palm Beach, FL 1290
WNOE New Orleans, LA 1060
KHOM Houma, LA FM
KWKH Shreveport, LA 1130
WJAE Leesville, LA
KVOO Tulsa, OK 1170
KTTS Springfield, MO 1400
KFDD Wichita, KN 1070
KYNM Omaha, NE 1490
KBRQ Denver, CO 1280
KTAK Riverton, WY
KEIN Great Falls, MT 1310
KAYO Seattle, WA 1150
KUGN Eugene, OR 590
KCBQ San Diego, CA 1170
WTMJ Milwaukee, WI 620
WTHI Terre Haute, IN 1430
WAMZ Louisville, KY FM
WDDD Marion, IL FM
WSM Nashville, TN 650
WSJP Murray, KY 1130(daytimer!)
KBOA Kennett, MO 830 (daytimer, too)
KUUU Cheyenne, WY 1530
KIML Gillette, WY 1270
WSAI Cincinnati, OH 1360
WDAF Kansas City, MO 610
WAMS Wilmington, DE 1380
WKIN Kingsport, TN 1320 (daytimer)
WDOD Chattanooga, TN 1310
WPLO Atlanta, GA 590
WVTN Gatlinburg, TN
KXEL Waterloo, IA 1540
KEES Gladewater, TX 1430
KWRC Abilene, TX 1340

KFYO Lubbock, TX 790
WGAP Knoxville (Maryville), TN 1400
WENE Binghamton (Endicott), NY 1430
WLAS Jacksonville, NC 910
KKLB Pocatello (Chubbock), ID 1490
WBRD Bradenton, FL 1420(daytimer)
WTCR Huntington (Ashland), WV 1420
WAJR Morgantown, WV 1440
WWOD Lynchburg, VA 1390
WMPS Memphis, TN 680
KFGO Fargo, ND 790
KERR Polson, MT 1070
WXLY Jackson, MS
KDOK Tyler, TX 1490
KLOZ El Paso, TX FM
WBZI Dayton (Xenia), OH FM
KFJ Lake Havasu City, AR 980(day
KCKC San Bernadino, CA 1350
KLYQ Hamilton, MT 1240
KVET Austin, TX 1300
KVOZ Laredo, TX 1490

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