

STAR-POWER FOR YOUR WEEKENDS



**TRACY LAWRENCE BRINGS YOU
3 HOURS OF COUNTRY MEMORIES
FROM THE 80s-90s-2000s**

Tracy Lawrence MILESTONES



**Leads All Artists with
19 Career Opening
Top 10 Billboard
Singles**

**18 # 1 Singles
including "Time
Marches On" "Alibis"**

**13 Million Albums
Sold**

**CMT - Winner *Most
Played Video Artist
Of The Year***

**ACM, CMA Award
Winning, Grammy
Nominated Artist**

**2014 Music Row
Breakout Awards
Independent Artist of
the Year.**

ABOUT *Tracy Lawrence*

As one of the most recognizable voices in country music history, it's only appropriate that a man whose career was launched on a radio show, "Live at Libby's," returns to the studio for his own show. Tracy Lawrence is bringing his new syndicated radio show, Honky Tonkin' with Tracy Lawrence, to the "Air Castle of the South."

Honky Tonkin' with Tracy Lawrence debuted at noon CDT Sunday, August 16 on Nashville's legendary traditional country music outlet, WSM-AM. The three-hour show, produced by Silverfish and syndicated through Compass Media Networks, features hits from the 1980s, '90s and early 2000s, interviews and special guests, contests, prizes and audience interaction through calls and social media. Guests of the show have previously included Reba McEntire, John Anderson, and more.

"I'm so excited about WSM picking up my show," Lawrence said. "It is such a huge thing for the show to be heard not only in Nashville but through all of our affiliates around the country. I started hosting 'Honky Tonkin' in January 2016 with the desire to keep more of the traditional country sound alive with an emphasis on honky-tonk music. I feel that there is such a huge demand from the fans for this [type of programming], and with WSM picking up the show, it really validates that point. Let's keep it country."

The Country Music Association and Academy of Country Music award-winning artist has imprinted an indelible mark on the genre with nearly two dozen hits (including "Sticks and Stones," "Alibis," "Texas Tornado," "Time Marches On," "Paint Me A Birmingham," and "Find Out Who Your Friends Are"), 13 million albums sold and many memorable shows, a legacy he shares through nearly 100 live appearances every year. Now, Lawrence brings a lifetime of stories and experiences to the radio.

"Tracy Lawrence is one of the core artists of our format who can genuinely reach out to his fans and constantly builds an audience that is loyal and true to him," noted Dean Warfield, program director for 650 AM WSM.



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Tracy Lawrence was listed as one of the "Must-see Country Music Tours of 2014"

Tracy played over 200 shows combined in 2013 and 2014

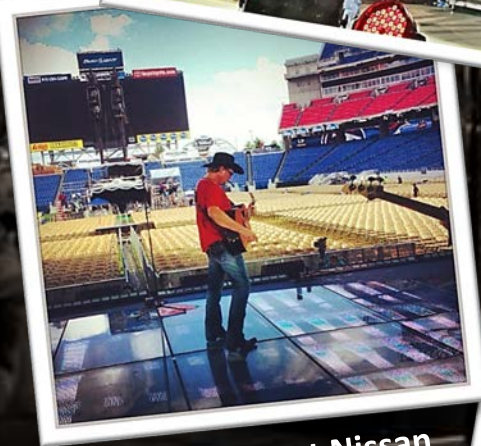
Tracy spotlighted on the Jason Aldean, Luke Bryan My Kind Of Party Tour

Tracy performed 2013 CMA Fest at LP Field.

Tracy Lawrence On Tour



Tracy Lawrence,
Luke Bryan and
Jason Aldean



Tracy Lawrence at Nissan
Stadium in Nashville, TN



**Your station will
benefit from Tracy's
loyal fan base...
active through social
media and growing
significantly stronger
every day!**

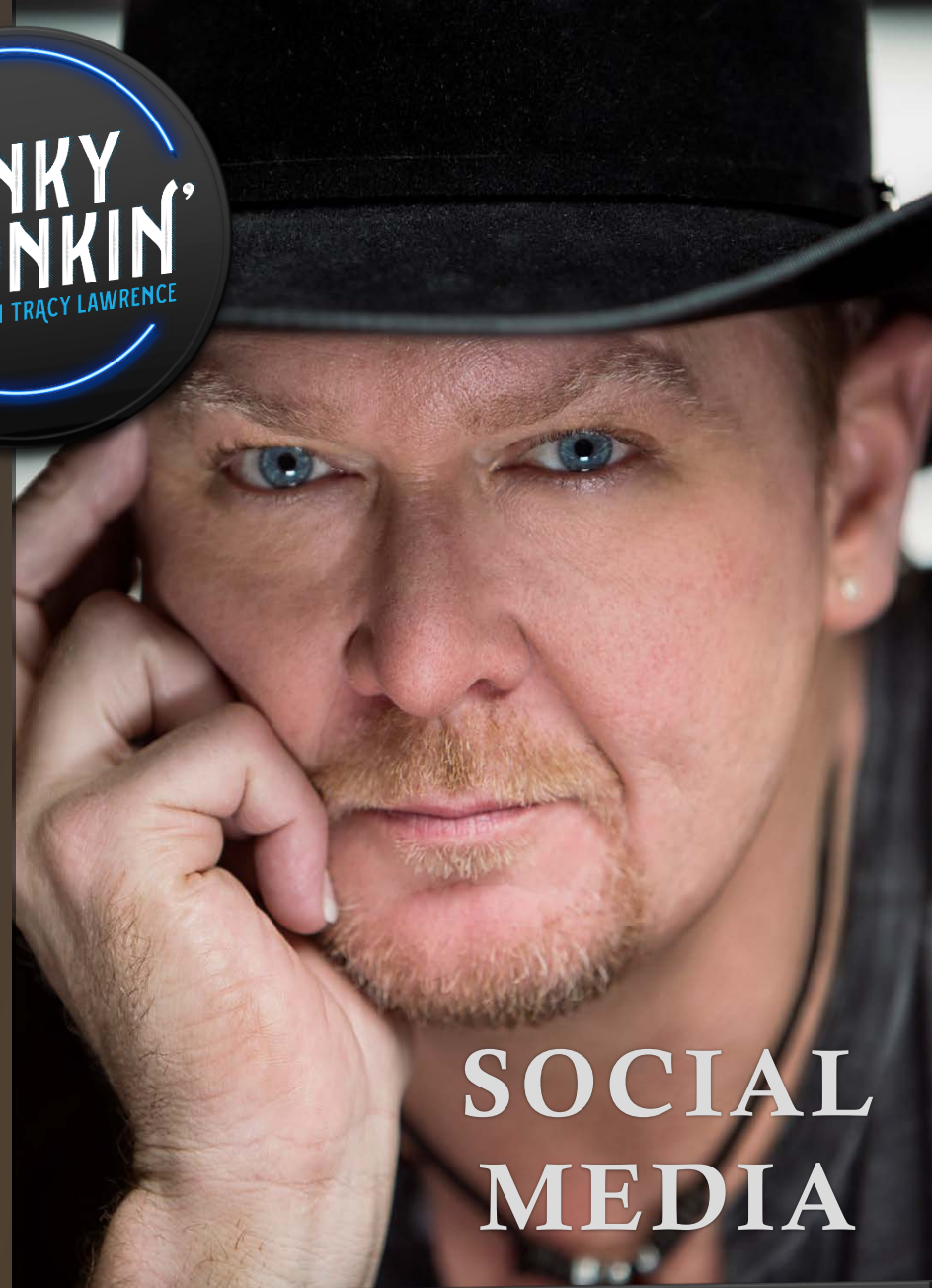


Facebook
1.1M

Twitter
69K

YouTube
**5.9 Million
Views**

Instagram
38K



**SOCIAL
MEDIA**

Audience
Interaction

Interviews and
Special Guests

Callers and
Social Media

Prizes and
Contests

Custom liners,
promos and call-
ins to local shows

Special VIP access
for your station
when Tracy plays
in your market

Becky Brenner of Albright, O'Malley and
Brenner is consulting the show and music
selection.



HONKY TONKIN' FEATURES

Distinguish
yourself as the
country station
that respects
the music of
the 1980s, '90s
and 2000s.



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