

TRACY LAWRENCE

**HONKY
TONKIN'**
WITH TRACY LAWRENCE



**CONGRATULATIONS ON YOUR ACM NOMINATION
FOR NATIONAL ON-AIR PERSONALITY!**



STAR-POWER FOR YOUR WEEKENDS

92
Affiliates
and
Growing!

HONKY
TONKIN'
WITH TRACY LAWRENCE



COMPASS
MEDIA NETWORKS

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



Beyond Tracy's Accolades as a Country Artist, Compass Media Networks is proud to announce that with Honky Tonkin', Tracy has been named...



Academy of Country Music
TWO-TIME NOMINATED
FOR
NATIONAL ON-AIR
PERSONALITY OF THE
YEAR!
2016 & 2019



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 On Tour

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,
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

TESTIMONIALS



“When I heard Honky Tonkin’ was launching, I wanted to be on board right away. Z-Country 94.7 was the first affiliate. Glad we were. Listeners in Z-Nation tell us how great it is that we haven’t ‘forgotten about the roots of Country.’ Keep it up with the great music and guests, Tracy!”

— **Randy Roadz, Program Director, Z-Country 94.7, Chelan-Douglas Counties, WA**



“FUN! That’s what ‘Honky Tonkin’ with Tracy Lawrence’ is all about. With great music, legendary guests and memorable stories, Tracy makes you feel special – like he is doing the show only for YOU!”

— **Jonathan Shaffer, Program Director, The Legend 650 AM, WSM/Nashville, TN**



Our listeners LOVE Honky Tonkin’ with Tracy Lawrence! We started off with the show on Sunday nights, the feedback was so good we moved it to prime time Saturday evenings. The interviews with country stars from the 80’s and 90’s makes it a fun show to listen to. Fits right in with the Hank FM Honky Tonk crowd! Tracy is one of our favorite DJ’s and we don’t even have to pay him!

— **Mike Crow “Crowman”, Program Director & Morning Show Host, Hank FM, Fort Worth, TX**



“Honky Tonkin’ is fun to listen to with good content and great music. Tracy remains a strong country act and sells out every time he plays Baton Rouge!”

— **Brian King, Program Director, 100.7 The Tiger, WTGE/Baton Rouge, LA**

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



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