

Country Radio Comes To New York (At Least For A Short While)

By Phyllis Stark

In an effort to demonstrate the gaping hole for a country station in New York, the Country Music Assn. has teamed with city-owned station WNYE (91.5 FM), which has agreed to program country music from 7 a.m. until noon and 1-7 p.m. each day through the Nov. 15 Country Music Assn. Awards.

The CMA has enlisted the help of top radio personalities from around the country, who are supplying custom content including music, countdown shows and artist interviews. Participating stations include KMPS Seattle, KZLA Los Angeles, WKHX Atlanta, KNIX Phoenix, WGAR Cleveland and WSIX Nashville. Also participating are nationally-syndicated personalities Lia, Blair Garner, Bob Kingsley and Lon Helton.

WXTU Philadelphia kicked things off Nov. 8 by having its morning jocks, Evans and Andie, on the air at WNYE from 1-4 p.m. and APD/MD Cadillac Jack on from 10 a.m. to noon.

The country programming on WNYE began last week when XM Satellite Radio simulcast its Highway 16 country channel on the public station Nov. 2-4, including plenty of XM promos.

WNYC GM Arick Wierson said in a statement, "The numbers speak for themselves. Country is too big not to have a presence in the world's largest media market."

Next week Premiere's MJI Broadcasting will bring personalities from 50 stations as well as Garner to New York for three days of remote broadcasts (Nov. 13-15) in morning and afternoon drive time.