

# Station Profile



You know a country song is GOLD when you can sing every word. **WTCM Gold** brings back the best of Yesterday's Country Music with core artists like Garth Brooks, George Strait, Johnny Cash, Reba McEntire, Alan Jackson, Vince Gill, Randy Travis, Willie Nelson, Waylon Jennings, Clint Black, Merle Haggard, Travis Tritt, Dolly Parton and, of course, Alabama.

Northern Michigan LOVES country music and WTCM Gold is a perfect compliment to WTCM 103.5 FM for those that want to hear the country music they grew up with!

The listening demographic of the country gold format trends towards an older, well-established adult audience. These listeners exhibit brand loyalty and have higher than average expendable income.

WTCM Gold broadcasts on the heritage signal AM 1310, located in Grand Traverse County. With a main listening area of Traverse City, AM 1310 can reach audiences in Cadillac to the south up to Gaylord, East Jordan and Petoskey in the north with a 15,000 watt day-time signal.

