



Welcome to Hog Country—Where the Icons Play. We celebrate the rich history and vibrant future of country music by bringing you the biggest hits from the 80s, 90s, and today. We don't just play music; we play the soundtrack of your life.

Tune in to hear the legends who paved the way, like George Strait and Brooks & Dunn, mixed with the energy of modern superstars like Tim McGraw, Toby Keith, Blake Shelton, and Carrie Underwood. For the songs you know and the stars you love, keep your dial locked on Hog Country.



Hit the road with a legend. Ridin' with Rowdy brings you the biggest stars and icons from the 80s through today, curated by one of the most distinctive voices in country radio, Rowdy Yates. Whether he's sharing an exclusive story about Toby Keith or spinning a back-to-back block of Tim McGraw, Rowdy makes every hour feel like a backstage pass. Tune in for the laughs, the legends, and the best country music on the dial.



Demo

Station: WZZT - 102.7

Format: Country

Target: Adults 25-54

Reach: 203,290 total Adults

25-54 live in the following counties:

Whiteside, Carroll, Jo Daviess, Stephenson, Ogle, Lee, Bureau, *Rock Island Counties in Illinois. And Jackson, Clinton, & *Scott Counties in Iowa.

*Partial county population is represented.



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