High Country Radio has announced simultaneous moves within the six-station radio group that serves the High Country of North Carolina. With the first move, country powerhouse Highway 106 adds a second frequency, 102.3 WECR-FM. The Highway 106 & 102.3 simulcast will serve all of the High Country with local programming. With 102.3, the counties of Avery (NC), Mitchell (NC), Carter (TN), and Johnson (TN) are added, bringing in an additional 100,000+ population under the Highway 106 & 102.3 coverage area.

“With our new superstation, if you will, the western part of the High Country and eastern Tennessee will now get a clear country signal”, said Market Manager Robin Wohlbruck. “Country is the hottest format in the nation, and we now cover all of the High Country with Highway 106 & 102.3. It’s great for country fans and 30% more population covered for our Highway customers.” The Highway team features Joel Gillie in the Morning, the Short Order Lunch with Ashley Wilson mid-days, and Tommy Culver Afternoons.

With the second move, 100.7 shifts from oldies to “Classic Hits 100.7”. Wohlbruck explains, “Classic Hits 100.7 is a fun station. When you turn it on, you’ll get a recognizable hit every time.” Market veterans Tom Lanier and Andy Glass make the move covering mornings and afternoons, respectively. “The music is terrific, but Tom and Andy are what give the station such local appeal. These guys are the High Country”, said Wohlbruck.

High Country Radio also includes WATA-AM, Boone’s legendary “station of record” with “Roten in the Morning”, News/Talk 1200 (WXIT-AM), featuring Dave Ramsey, Rush Limbaugh, & Sean Hannity, and 1130 (WECR-AM), Newland’s Gospel Station with Phillip Greene in the Morning. The company also owns and operates the highly visited website “portal” GoBlueRidge.net.

High Country Radio is a regional partner of Curtis Media Group, North Carolina’s largest independent radio broadcaster with 25 radio stations and 70 affiliates reaching more than two-million weekly listeners across the state. CMG also operates the North Carolina News Network, Triangle Traffic Network, Southern Farm Network, CMG Interactive Marketing, CMG Southern Sales, StateGovernmentRadio.com and TriangleHelpWanted.com.