



American Countryside FAQs

What is American Countryside? It's a daily three-minute feature that makes the "ordinary extraordinary." Think of what Charles Kurwalt did on TV, only we do it for radio – interesting places and people – stories done ON LOCATION – stories you won't find anywhere else.

So what makes this program different from other programs people want me to air? Every program is done on-location. We know of no other daily broadcast that "travels" like we do. These stories keep people hanging on. They help build quarter hour listening and they are perfect for local sponsorship. Andrew actually travels to where affiliates are, does interviews in their area and promotes the station on the air. When was the last time a nationally syndicated radio host stopped by your station? We do. Just read our testimonials. Many of these stations have been with us for many years.

How long is it? The feature has a 20 second open, then goes to a one-minute "network" commercial (our commercial) and then the 1:40 body and close. TOTAL RUNNING TIME WITH THE COMMERCIAL IS THREE MINUTES

Does it cost anything? NO. This is a barter agreement. We supply the program in exchange for the one minute of commercial time in the center of the broadcast. The broadcast will always be three minutes in total length.

Who are your sponsors? They will vary, but many are agricultural/rural lifestyles in nature. Many are regionally based companies. We also have some tourism groups that sponsor.

Can I air the program more than once a day? YES! Many stations air the American Countryside twice each day. All we ask is that you air the program and commercial in its entirety each time it plays. Some stations also repeat a program on the weekends.

What about program content? Our features are not political or controversial. They are simply stories of people and places you aren't soon to forget.

Can I sell local sponsorships? YES! We want this program to be a success for you and your listeners. We can give you lots of sponsorship ideas and provide you with resources to help you sell it. We're always glad to cut ads/promos for local sponsors and stations. We'll do whatever we can to make it a success.

How do I get the program? We have a blind link at AmericanCountryside.com where stations can download programs. We also have a ftp site for downloads. We post five new programs every Friday so you have them for the following week.



Do I have to play it every day? YES. We ask that you air each broadcast Monday-Friday. We do supply broadcasts on all holidays (M-F), however you are not required to air the broadcast on Federal holidays. We simply provide the program as a resource for you on those days.

What else do I need to know? The first program aired on October 6, 1996 on KFEQ in St. Joseph, MO. In May 2000 the program went daily and has now grown to nearly 100 stations. We've aired over 5000 broadcasts and have won five Oscars in Agriculture (although the program is not necessarily an "ag" program). Andrew speaks extensively across the U.S. He's keynoted conventions of over 10,000 people and has spoken in 49 states (still waiting on Rhode Island) His keynotes are about leadership and making the most of life.

Our broadcasts have originated from all 50 states and countries on six continents (someday we will get to Antarctica.)

We may periodically send a clearance affidavit for you to sign so we can verify for sponsors that ads have been aired. We supply our personal e-mails and phone numbers if you encounter any problems, you can message us any time of day.