



## **Beasley Media Group, Key Networks and Shawn Parr Productions Join Forces to Launch New Syndicated Country Music Show, “Shawn Parr’s Backstage Country”**

- ***New Nashville-Based Show Marries “Backstage Country” With “Shawn Parr’s Across the Country,” Bringing Enhanced Programming Resources and Unrivaled Backstage Access to Country Music Fans Across the U.S.***
- ***“Shawn Parr’s Backstage Country” Debuts Across 70+ Affiliates on Monday, February 27<sup>th</sup>***

NAPLES, FL, and ORLANDO, FL – February 6, 2023 – [Beasley Media Group, LLC](#), a leading multi-platform media company, and [Key Networks](#), a next generation radio syndication company, announce that they have partnered to bring one of Country radio’s most familiar and beloved voices and faces, Shawn Parr, and his new powerhouse Country radio show, ***Shawn Parr’s Backstage Country***, to stations across the U.S. The program extends the syndication partnership of Beasley Media Group and Key Networks and merges two popular syndicated Country radio shows, *Backstage Country* and *Shawn Parr’s Across the Country*, into a freshly produced alchemy that delivers the best of both nationally syndicated Country radio shows.

Known as “The Ambassador of Country Music”, Shawn Parr is one of Country radio’s brightest and best-known personalities. With over 35 years in Country radio, including 13 years as a nationally syndicated on-air host, Parr takes Country fans backstage with exclusive access to Country’s biggest stars and hottest music. Based in Music City, Parr is widely known for his work as the voice of The Academy of Country Music Awards, The Golden Globes, American Music Awards, and many other national television specials.

***Shawn Parr’s Backstage Country*** offers Country stations and their listeners unmatched access to Nashville’s biggest Country music stars, rising stars, and new artists, and showcases the best of Country music in a highly entertaining and PPM-friendly format. The four-hour localized Country music entertainment program features Parr’s trademark warmth, wit, and love for Country music, and is available for stations Monday-Friday via FTP delivery. The show is customized to air anywhere in a station’s lineup between 6am-Midnight – Mornings, Middays, Afternoons or Nights. In addition, fans will be able to get the latest news, interviews, music and more on-air and through the new [backstagecountry.net](http://backstagecountry.net) website.

***Shawn Parr’s Backstage Country*** will debut on Monday, February 27<sup>th</sup>, on over 70 affiliates from coast to coast, including Beasley Media Group stations WKLB-FM, Boston, MA; WXTU-FM in Philadelphia, PA;

WQYK-FM in Tampa, FL; KCYE-FM, Las Vegas, NV; WSOC-FM, Charlotte, NC; WKXC-FM, Augusta, GA; and WKML-FM, Fayetteville, AR. The show is available in multiple dayparts on a market-exclusive basis from Key Networks.

"We are absolutely thrilled to partner with Key Networks in presenting Shawn Parr's NEW Backstage Country," said Beasley Media Group Executive Vice President and Chief Operating Officer Brian Beasley. "Shawn is an incredible talent and a highly respected voice in the Country radio format. We look forward to joining Key Networks in offering it to stations across the United States."

Justin Chase, Chief Content Officer, Beasley Media Group, commented: "It's a pleasure to partner with Key Networks to bring two great Country brands together and more than double our reach. We've been longtime fans of Shawn Parr and couldn't be prouder to have him host the NEW Backstage Country show alongside some of the biggest national recording artists!"

Dennis Green, Chief Operating Officer, Key Networks, remarked: "What do you get when you combine Shawn Parr, Beasley Media Group, 70+ plus stations, and the hottest stars in Country music week in and week out? Simple. A juggernaut! This is THE must-have show for Country music stations across the U.S. and we have saved you a front row seat. We can't wait to get this PARR-TY started!"

Shawn Parr, Host, ***Shawn Parr's Backstage Country***, added: "We have built an amazing team with Beasley Media Group, Key Networks, and Shawn Parr Productions and there will be no stopping this train once it leaves the station. Having BACKSTAGE access to Country's incredible list of stars is such a big bonus to the quality and fun we put on the air daily. I could not be more excited!"

***Shawn Parr's Backstage Country*** is the third Beasley Media Group and Key Networks venture to launch in the past nine months. Key Networks also syndicates Beasley radio programs ***Dave & Chuck the Freak*** – a fast favorite with male audiences 25-54 in markets across the country and Detroit's #1 morning show - and eSports shows ***Quick Hits*** (for Sports stations) and ***Game Pop*** (for music-oriented stations), heard on over 100 stations nationwide, including [SportsMap Radio](#).

To snag ***Shawn Parr's Backstage Country*** for your market, visit: [www.keynetworks.com](http://www.keynetworks.com) or contact Dennis Green, Chief Operating Officer, Key Networks, at 844.KEY.NETS or [dennis@keynetworks.com](mailto:dennis@keynetworks.com). For advertisers and sponsors, contact Jason Wilberding, President of Sales, Key Networks, at [Jason@keynetworks.com](mailto:Jason@keynetworks.com).

#### **About Beasley Media Group**

Beasley Media Group (BMG), LLC, a subsidiary of Beasley Broadcast Group, Inc., is a multiplatform media company providing advertising and digital marketing solutions across the United States. BMG owns 61 radio properties located in large and medium markets across the country, as well as offers capabilities in audio technology, esports, podcasting, ecommerce and events. Beasley Media Group reaches more than 20 million consumers on a weekly basis. For more information, please visit [www.bbgi.com](http://www.bbgi.com).

#### **About Key Networks**

Key Networks is a next generation syndication company serving the radio industry. Key Networks brings to radio an independent and dedicated team with more than 75 years of collective experience in radio programming, syndication, and marketing. By committing to a small and carefully crafted roster, Key Networks gives every show and partner the attention, service, and innovation they deserve. Our focus may be radio, but we are in the relationship business. Key Networks is a [Sun & Fun Media](#) affiliated company and is based in Orlando, FL. For more information, visit: [www.keynetworks.com](http://www.keynetworks.com).

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