

Change is never easy. Beginning in early October, KBEC 1390 AM is bringing in a new set of jingles to commemorate our official transformation from “Classic Country” to “Classic Texas”.

These new jingles will reflect our “Made in Texas, Played in Texas” attitude. The classic country hits that have made KBEC a staple of Texas radio since 1986 will still have their home here, but long time listeners will notice an infusion of a distinctly Texan sound to reflect our pride in the Lone Star State. Change may never be easy, but it doesn’t have to be hard – listen for the new sound, coming soon!