

Just Won Moment

ACM
Winners
Reflect

Celebrations aren't what they were a year ago, but industry recognition never goes on lockdown. Often, those honors are accumulations of small victories over the course of weeks and months that add up to a banner year.

Country Aircheck asked the 2020 Academy of Country Music Radio Award winners to focus on one bit, interview, promotion, act of service or team success that stood out during the 2019 calendar year for which they were honored.



Notorious C.A.T. NAS Pensacola MWR's Kerry Shanaghan, The Cat and the station's Candy Cullerton and Brent Lane (l-r) with more than 20,000 Navy, Marines and Airmen at Tour For The Troops.

Serve A Purpose

SMALL MARKET STATION

WYCT/Pensacola, FL

PD Brent Lane revised the station's submission package following his team's real-time coverage of the Dec. 6 terrorist attack at Naval Air Station Pensacola.

We were the only live and local music-based morning show on, and we covered it top-to-bottom, from the first calls at 6:45am from people as far away as two counties over wondering why there were so many officers and cop cars on the way to the base until around noon.

At first, it's "There's been a shooting on the base," but you don't know what's happening. We found out an hour in the Escambia County Sheriff's SWAT team ended up getting the guy, or eliminating the threat, as it was quoted. They were going building to building to figure out what was going on, and we didn't know if there was more than one. There was speculation there were five, at one point. We stuck with it all morning and were fortunate enough to have people we could talk to on-base – like my former morning show co-host who is now there as Dir./USO Board – without breaking any rules. Our commitment to the Navy is high ... we're a Navy town. We were able to follow from not knowing what was happening to it being a confirmed terrorist attack.

It was one of the instances that highlight why community radio is so important ... locally owned, locally operated radio. We had most of our tape done, and our submission package was finished leading up to that. We redid the entire beginning of the tape. When putting that together, whether we won or not, I was incredibly proud of our team. That's what our submission represented: fantastic, relevant community radio.

Your Presents Is Requested

LARGE MARKET PERSONALITY

Big Dave, Chelsie, Statt and Ashley, The Big Dave Show
WUBE/Cincinnati

For Big Dave, the season of giving has no expiration date, as he explains.

During our annual 10,000 Toys For Girls & Boys last November and December, we were able to collect more than 12,000 toys for the Marine Corps' Toys For Tots drive. B105 has been involved with the organization for many, many years, but as a show, we began working with Toys For Tots in 2014. Our Big Dave Show Toy Troopers collect toys from their co-workers at local businesses, and we drive around the greater Cincinnati area ourselves to pick them up. It's a lot of work, but it's very rewarding.

This year, we had an online order option that shipped the toys directly to Toys For Tots, and we also teamed with Cincy Shirts to sell "Ain't No Laws When You're Playing Claus" ugly Christmas shirts! We also kicked off the drive with another year of our Coney's For Toys tour at various Skyline Chili locations. We hosted a Jolly Hour at Braxton Brewing with live music from our own Toria and the Egg Noggins, which includes WUBE traffic reporter Toria, Dir./Promotions Ron James and part-timer Craig Sullivan. This year, we were also able to raise money via Venmo donations, and those funds were given to the Marines and used to purchase more specific toys and needs for the families that required assistance.

This cause is very important to Chelsie, Statt, Ashley and me because three out of the four of us have children, and we can't imagine how heartbreaking it is to not be able to provide for them at Christmastime. Because of the pandemic, we're anticipating an even greater need this coming Christmas and are planning now for ways we can ramp up the efforts.



Toy Story: The Big Dave Show joins listeners at a Cincinnati-area business to collect Toys For Tots donations.



Celebration Station: WUBE's Jesse Tack, Statt and Ashley; Big Machine's Carly Pearce; and WUBE's Big Dave, Chelsie, Matt Cooper and Ryan Jacobs (l-r) during the WUBE 50th Anniversary summer concert celebration.

He's Country: WUBE's Grover Collins (l) and Broken Bow's Jason Aldean during the station's summer concert celebration.



Celebration Station

LARGE MARKET STATION

WUBE/Cincinnati

As WUBE/Cincinnati marked a golden milestone, the staff pulled together a celebration fit for a Queen City. PD Grover Collins has the details.

The 50th anniversary celebration of WUBE was the pinnacle of promotion for us during the past year. It was a wonderful six months of remembering the past and appreciating just how far WUBE has come on-air and what we have collectively done for the community in those five decades. We capped the anniversary with our official birthday party at the Jason Aldean show – remember concerts?! Carly Pearce, Kane Brown and Aldean all thanked us for being with them since the beginning of their respective careers. That night is something no one on the staff will ever forget.

We also teamed with a local staple of the Tri-State area, Grater's ice cream, and had our own flavor created: B105 Honeycomb! Everyone pitched in during the six-month celebration and the planning process beforehand. It was all hands on deck, and even our sister stations came up with ideas and helped with execution. It was a memorable summer that reminded us and our listeners that WUBE is the star and bigger than any one person that's ever worked here. It was also a reminder that if we treat her as such, she'll take care of us in return. We really do look at the station as a living entity, as weird as that may sound.

Listener Up
NATIONAL PERSONALITY

The Bobby Bones Show

The iHeartCountry and Premiere Networks morning show keeps proving the power of radio's audience to host **Bobby Bones**.

Because of the radio show and being in the Country format, I had the opportunity last year to do *Running Wild with Bear Grylls*. It's an international show, and they bring on people way more cool and famous than me. I was excited to be invited to Norway and took iHeart's Rod Phillips with me. I didn't know how ratings would be for it in America, because I was depending on a Nat Geo audience I hadn't been introduced to yet. So, I strategically challenged my audience and played some fun games with them to try boosting ratings. We were up against shows with Channing Tatum, Rob Riggle – people who are known. But once the episode aired, it was the highest rated of the entire season.

That was completely about my radio audience dialing in and watching the show live. It got us talking to Nat Geo, and I started taping my own show with them last week. In that way, the power of radio's audience helped me with another venture, but we also do that in charitable ways. I think we set another record for St. Jude last year with \$1.3 million raised in two days. Those are the kinds of things that are most fulfilling. Moving audiences in responsible ways – radio still doesn't get the credit it deserves for being able to do that.



Rock On: Grylls (l) and Bones in Norway.



Building A History: KILT's Cowboy Dave, George Lindsey, Monica Lunsford, Sarah Frazier and Chris Huff (l-r) help rebuild homes left sitting damaged three years after Hurricane Harvey ravaged the listening area.

Building A Brand
MAJOR MARKET STATION

KILT/Houston

The KILT/Houston staff, led by PD Chris Huff, prides itself on stepping up after others have stepped back.

Like so many stations, being an active member of our community is an essential part of what we do and who we are; however, one of the things that stands out to me from the past year is the continued efforts of our "Rebuild Houston" campaign. It has been three years since the devastating floods of Hurricane Harvey, yet there are still hundreds of people dealing with its repercussions.

Last fall, our entire cluster organized to help rebuild homes that had yet to be restored to their pre-Harvey condition. Supporting relief efforts in the immediate aftermath of a disaster are imperative, yet oftentimes, once the initial need has passed, the ongoing needs can be overlooked. I am proud to work for a team that recognizes how community involvement doesn't stop once the television cameras go away.

Fun To The Hills
MAJOR MARKET PERSONALITY

Rob Stone & Holly Hutton

WYCD/Detroit

For this afternoon duo, the award brings to mind heavy moments and heavy metal.

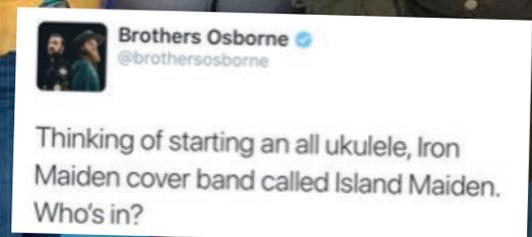
HH: When I think about 2019, I think about probably my favorite moment in radio, which was in our ACM submission. Shortly before a visit by Brothers Osborne, we'd seen a tweet from them joking about starting an all-ukulele Iron Maiden cover band called Island Maiden. I called Rob and said, "My husband just drunk-bought a ukulele! We have two! We can make this happen!" We weren't sure they were going to go for it, but the second they walked in they went right for the ukuleles and started fiddling with them. I assumed they would sing, but they were like, "No, Rob should sing and we'll do backup." It was so fun.

RS: Even though it was a joke, I can now say I sang with Brothers Osborne. We sang the chorus of "Run To The Hills" and now forever have that bond. They were at the Lions' Thanksgiving Day game that year and you like to think people remember you, but there's also the default, "Nice seeing you again that people do." They saw me and were like, "Hey, Rob! What's up, ukulele?"

In terms of big moments, our St. Jude Radiothon always comes to mind, but it became a bigger deal for me in 2019 because my wife and I had our first child. On the air, we're fun and goofy, and it's one of the hardest things every year to hear those stories and really dig deep to bare all those feelings. Now that I have a child, it went even deeper. We ended raising \$620,000 and we're really proud of that.



String-A-Long: The Brothers sport axes (hatchets?) and PD Tim Roberts (second from right) joins the ensemble.





Lady, VA: Steve Waters (second from l) and Jessica Cash (second from r) with Lady A.

Performance With Potential

SMALL MARKET PERSONALITY

Steve Waters & Jessica Cash
WFLS/Fredericksburg, VA

An interview with Lady A embodies the spirit of 2019 for the Steve & Jessica morning show.

SW: We were talking music and having a good time, but it just so happened to be Dave Haywood's birthday. Now, Jessica loves to sing, even though she's not a good singer. I apologize, but she's not.

JC: I had many lessons, but they didn't really work out for me.

SW: From time to time, near or around someone's birthday, we've had her sing "Happy Birthday," but this time we got an out-of-tune piano, too. We said, "Hey, Dave, before we go, Jess would like to sing for you." She sings and ... it really wasn't good. I jump in and say, "Okay, now give her your critique, and don't hold back. Go all *American Idol* on her." Dave responds with a spot-on perfect Luke Bryan-voiced critique. We're thinking it's just a short joke, but Dave, Charles and Hillary kept it alive, and the interview became more about Jess than it was about them.

JC: I think I knew what was coming, and I took it in stride. I didn't know I would become the subject of the whole chat ... but he did say I had potential!

SW: He did! "A little pitchy in the bridge, but I think you have potential." She celebrated that all year long as a running gag that popped up in other bits and conversations. "But I have potential!" The takeaway for us was that we went in with a design, but it all changed. That unpredictability summed up our entire 2019 – things we thought would happen ended up 10-times better. It was a magical year.

A Rare Medium, Well Done

MEDIUM MARKET PERSONALITY

Clay Moden, Val Townsend and Rob Banks,
Clay & Company
WYRK/Buffalo, NY

Host Clay Moden shares how – and more importantly – why he, Val Townsend and Rob Banks keep it local in an increasingly-connected world.

My guess is if you listened to us from another part of the country, you'd have a hard time understanding what we're talking about. Like our meat raffle. To raise money for St. Jude Children's Research Hospital, we put together what up here in Buffalo we call a meat raffle. We brought 250 people in, they spun the wheel and won chicken, fish, steaks and even hot dogs. We made a whole boatload of money ... just under \$20,000 from raffling alone.

This is a perfect example of who we are and what our station and show are all about. A fire at a local horse farm burned down the barn, and the owners didn't have insurance. The next morning, Rob, Val and I broadcasted live from the farm. It was grassroots – we literally put out an empty water trough and said, "Any money can help this family right now." People came by with \$50, \$10, whatever they could give. Some people wrote big checks.

We try to make it *all* about the Buffalo area listener. Maybe it's not the wave of the future, but that's how I learned. That's who I am. We grew up here, and to be on a radio station in your hometown, there's nothing better than that.



Good WYRK: Clay Moden, Val Townsend and Rob Banks (l-r).

Like A Good Neigh-bor: Townsend and Banks broadcast live from a local horse barn that burned down to raise money for the owners.



Performance Heart: Station staffers, artists and industry folks at Heart Strings for Hope.

Pull On Heart Strings

MEDIUM MARKET STATION

WUSY/Chattanooga

SVP/Programming Justin Cole attributes the station's success to one thing: people.

This radio station is founded on the community, and it always has been. Being on the air is one thing, but it's more than that with my team. They're ingrained in the community. They believe in what we're doing, and they believe in their community.

We held our 10th annual *Heart Strings for Hope* for St. Jude last March with Luke Combs, John Pardi, Morgan Wallen, Randy Houser and Kelly Lovelace. The interesting part is, that show sells out before we announce the artists. We support

the community and St. Jude, St. Jude supports the community, and in turn, the community supports St. Jude and the station.

Anytime there's a natural disaster – whether it be the tornado here and in Nashville or a hurricane in the Carolinas or Florida – we'll go and broadcast for the day somewhere to collect supplies, money, etc. as part of our ongoing *Operation Good Neighbor*. We're also involved in *Tony O'Rear Bowl For Life* (named for a late St. Jude patient), the *Backpack Give Back* and *Dare to Dance* for the Chattanooga Kidney Foundation, to name a few. More recently, because of the pandemic, we offered *Small Business Free Commercial Friday*.

It's not just community events, though. It's my team being involved in their churches. They're involved in local organizations. Listeners know these folks. They're truly a part of the community. If I had to narrow our success down to one thing, it'd be the people.

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