

MARCONI  
NOMINEES  
Q4 MUSIC  
PREVIEW



BILL  
MAYNE  
THE INTERVIEW



COUNTRY  
**AIRCHECK**

OCTOBER 2018

COUNTRY MUSIC IS GLOBAL.



**MORGAN EVANS**

THINGS THAT WE DRINK TO

DEBUT ALBUM FEATURING THE #1 SINGLE "KISS SOMEBODY" & THE INTERNATIONAL SMASH "DAY DRUNK" AVAILABLE OCTOBER 12



# JASON ALDEAN

FOR YOUR CMA CONSIDERATION



ENTERTAINER OF THE YEAR

SINGLE OF THE YEAR

“Drowns The Whiskey” (feat. Miranda Lambert)

MUSICAL EVENT OF THE YEAR

“Drowns The Whiskey” (feat. Miranda Lambert)



# YEAR WON

## 2018 MARCONI NOMINEES

**T**he NAB honored this year's Marconi Awards recipients as this issue was being printed, but in standard acceptance speech parlance – the honor is in being nominated. Here's a look at a number of Country stations recognized for their ratings success, awards, community involvement and promotions. Not featured: **WUBE/Cincinnati, WWKA/Orlando, WYCT/Pensacola, FL (Country Station); KKBQ/Houston (Legendary Station); KKNU/Eugene, OR's Barrett, Fox & Berry (Medium Market Personality); and KCLR/Columbia, MO's Scotty & Catryna (Small Market Personality).** All have been recently profiled in a quarterly edition.

### GREATER THAN SELF KCLR/Columbia, MO Country Station of the Year

KCLR has an aggressive local service posture, but PD Jamie Mac wishes there was room to do even more. Making a difference, he says, is at the heart of everything the station does.

**Community service** is a main focus and that comes from the top and local owners Don and John Zimmer. It's what differentiates us from the pure plays, Pandora, Spotify and others. We're actively involved with the Children's Miracle Network, Special Olympics, Polar Bear Plunge, Susan G. Komen, American Cancer Society, American Heart Association, local food banks and more.

**One of the cool events** we spearheaded this year was *Stealing Back Christmas*. Toys for Tots has storage units here locally and someone broke into one less than a month before Christmas and stole everything – \$10,000-\$15,000 worth of stuff. We labeled that guy or gal "the Grinch" and went from there. Listeners



**Honor Role:** KCLR staff present a check to Central Missouri Honor Flight. Pictured (l-r) are the station's Scotty Cox, Honor Flight's Mary Paulsell, and KCLR's Catryna Craw, Samantha Martin, Josh Ryan, Aric Bremer and Jamie Mac.

and local businesses got behind it and helped raise \$20,000 in cash. We filled four or five vans with goods for Toys for Tots. It was just one of those great community service moments you like to see. When you walk into the main conference room and it's

stacked with toys, the little kid in you comes out.

We're getting ready for our annual *Honor Flight Radiothon*. We found out Honor Flight was struggling locally and didn't know how many more flights they could do. We met with organizers and in the first year raised \$48,000. It helped put the organization back on the map because people weren't aware they needed to donate to it anymore. In three years we've raised more than \$250,000 for the organization. I can't say enough about our staff and this community.

**It comes down to being** part of something that's greater than yourself. Time and time again people come back to us and say, "You helped make a difference." That's what radio has the ability to do and that's what we're all about.

### IT'S PERSONAL WBBS/Syracuse, NY Country Station of the Year

WBBS has enjoyed multiple award nominations over the years – CMA and ACM honors among them. This is the station's first Marconi nomination, however, and that makes PD and 33-year station vet Rich Lauber a very happy guy.

**We can all play the right music**, but what it's really about is the relationship with the community. This is a pretty nice one, too. I remember 20 years ago telling my morning show that you could probably shake the hand of every listener in the market over time, and I think they probably have.

**One of my favorite signature events** is the radiothon we do for the local children's hospital. We started it 15



**Bear Necessities:** The WBBS morning team broadcasts live as teddy bears are collected for patients at Upstate Golisano Children's Hospital. Pictured (l-r) is Bear Team volunteer Glenda Stowell, and morning hosts Becky Palmer and Tom Owens.

years ago when the hospital was announced. I remember when my daughter was little and fell off a piece of furniture. We took her in to check on her arm and they were wonderful. Every family in the area at some point or another has had an experience with that facility and that makes it very relatable to our

audience. Being able to impact kids and families is pretty rewarding.

**Our personalities get involved** personally. In fact, Becky from the morning show developed breast cancer a couple of years ago. She wanted to be on the air as much as possible during her treatment, so we set her up with a home studio. She was able to share the progress and the setbacks she experienced, which was emotional and compelling for all of us. I'm happy

to report that she's now in remission and has made it her goal to promote that listeners get mammograms. That relationship with the audience is so important.

**It's an honor to receive recognition** from the industry. We're thrilled to be nominated for a Marconi.

### HEART & SOUL WTKI/Milwaukee Large Market Station

PD Ryan Wild took control of the young station just more than a year ago and community service was a focus right out of the gate. "We're a now a local Country station with a big heart," he told the staff, who then got right to work.

**We spend a lot of our time** thinking about promotions, but we're always thinking about how to impact our community. We work with Hunger Taskforce, which helps provide healthy food options for inner city families in need. We also work with the local humane society, and have a good streak of adopting out dogs – 40 at this point. There are many other local charities we tie into as well, so we stay very busy with that.

**Truck for the Troops** is an effort we're really proud of. The USO told us they needed a new truck to serve their crew at Fort McCoy, Wisconsin. This thing is like an ice cream truck to soldiers who are out doing extended deployment training missions. The idea is to kind of stock it with the comforts of home and distribute it to

soldiers, but the one they were using was old and just couldn't be repaired anymore. We approached Lynch Chevrolet of Mukwonago, who sold us the truck at a greatly reduced price. In the end we raised \$47,000, which not only paid for the truck, but supplied and staffed it.

**You don't see a lot of** blood drives anymore, but we did the *'KTI Bleeds Country Blood Drive*, which was wildly successful. We had Brandon Lay and Josh Gracin come out and play, and pulled in more than 500 people that day. We plan to continue the event and add another around Halloween, which we'll call *Out For Blood*.



**Tour de Force:** WTKI's Karen Dalessandro (front, second from left) with local scouts after touring the station to earn communication badges.

**To see people respond** and react to those things is very special. The number one thing I've always preached to the staff is that we can make contests all day long and can create all kinds of crazy winning experiences, but if you're not thinking about your community first then you're missing the point of why we even do this.

**This station has never** been nominated for a Marconi. We're still pinching ourselves having been in existence for only three years. We spent a lot of time pinching ourselves over being recognized with some iconic stations. It's humbling and we intend to keep at it.

**WHAT'S IN A NAME?****WSOC/Charlotte****Large Market Station**

Community is literally part of WSOC's name, so it's no wonder the station is so good at serving it. Dir./Marketing Events & Promotions Chele Fassig says there's nothing more important.

**WSOC actually stands for "We Serve Our Community."** That's a huge and powerful mantra for us. We know we exist because of all the people we serve – listeners, clients, patrons – they're the reason we have a great radio station and why we're here, so we make a point to give back.

**Our prom dress** event is a good example and one that's special to me personally. Probably five years ago, I was at a station event and had heard someone crying. When I looked up, I saw an upset young girl who really wanted a dress she'd found for prom. Her mom told her she couldn't afford it and that she may not even be able to go. I related to that because I was raised by a single mother after my dad passed away. We never had much money to spend on birthdays or events, but when I was a junior and senior in high school, my mother always made sure I had a prom dress. That moment really struck a chord and I knew we could make a difference.



**Dress Test: WSOC's Rob Tanner and Chris Allen with local high school students at the Project Glam prom dress event.**

**We lobbied local bridal shops**, retailers and listeners to donate dresses and created *Project Glam*. One of our partners is a local cleaner who cleans them if needed, but most turned out to be brand new. We partner with a mall to create a big prom-focused shopping area to stage the event. Every single girl that comes in there with their families, mothers, boyfriends, friends, whoever, can pick out a dress and take it absolutely

free. They don't have to even return it, though we encourage them to pay it forward. Everyone pitches in, from staff to clients, everything we need to execute it is donated, and we don't make any money. It's truly something we give back. Next year will be our fifth and we usually have at least 5,000 dresses.

**We have employees from Texas** and you couldn't turn anywhere without hearing about Hurricane Harvey, so it made sense to help last year. We partnered with a local company who had 18 wheelers and loaded seven of them with more than \$2.8 million worth of very specific, brand new donated household items. They didn't go to some warehouse; we took them to eight or 10 shelters

that we identified so they could be properly distributed. It was truly a great event that made a difference for a lot of people.

**This is such a prestigious award** and one that represents the power of local radio. We're a for-profit organization, which is terrific, but at the end of the day we want to be known for what we did for the local people in our community.

**LISTENER UP****WHKO/Dayton****Medium Market Station**

Station vet, PD and morning host **Nancy Wilson** says any Marconi her station wins belongs to the listeners, who never miss an opportunity to step up.

**We play country music**, we give away prizes and folks call in to win things, but first and foremost we are a local radio station. I cannot emphasize that enough. There's only one person on our airstaff that isn't from the Miami Valley. We know these people and they know us. That's what really sets us apart from some of the other stations in town; we don't forget this is who we are and where we're from.

**The Cares for Kids Radiothon** is something we've been doing since 1998 to benefit Dayton Children's Hospital, which is part of the Children's Miracle Network. We broadcast live from the hospital three days in November and every patient tells stories about what the hospital is about. It's a big part of who we are and a big part of our listener's lives.



**Check Mates:** WHKO's Nancy Wilson (second from left) and Frye Guy (far right) present patients and staff of Dayton's Children Hospital with a check following the station's 2017 radiothon.

**Years ago I got to know a little boy**, Landon, because his mother would call in and request songs as they listened together in his hospital room. He'd been kicked in the head by a horse and was in a coma at the time, and there were certain favorite songs he seemed to react to. They weren't sure if he was going to make it, but he eventually came out of the coma. We went down to visit him sometimes and followed his recovery. He's a teenager now and still learning to walk, but we stay in touch. He's like family, and positive endings

like that are very special to us and highlight the importance of what we do.

**This nomination belongs to the listeners** who let us come into their homes every day, who address the community's needs and even tell us about needs we may not have heard of. They always surprise us, and being a finalist for this Marconi is because of them. I'm not going to lie, it's nice to be nominated, but we'd really like to win!

**BIG & SMALL****KVOX/Fargo, ND****Small Market Station**

PD **Chris Daniels** is a market veteran who's been with KVOX since 2015. People in his city have a big heart, he says, and jump at any chance to help out their neighbors.

**Community service is the best way** to connect to your listeners. Almost everybody has some kind of connection to a charity or local interest, or knows somebody that does. It's just a great way to serve. Being out in the public and helping various causes is vital for both sides. We make a point to get out in the community as much as possible, and that's as true for small events as it is for big ones.

**We started Firehouse Friday in May.** We go to area firehouses and broadcast live as they open to the public. Adults and kids get to come check out the fire trucks, and we give them donuts and just have fun. It's an opportunity to introduce not only ourselves to the community, but local firefighters and members of the community to each other. The departments have been very excited about it and we plan to keep doing it.

**We also have the Teddy Bear Posse** where we collect 5,000-6,000 teddy bears to give to children at local crisis centers through the police and fire departments. When they have kids that are in a tough situation, we have free teddy bears to give them. Fargo is



**Taking Care Of Business:** KVOX's Ben Merritt and Natalie Nash broadcast live during the station's Cares For Kids Radiothon.

just a very close-knit community and people are willing to help each other out.

**The American Heart Association**, North Dakota Autism Center and our local children's hospital are other places we help. The radiothon for Children's Miracle Network is important. The hospital basically serves the entire state, as well as good chunks of Minnesota and South Dakota. The best thing is to meet patients who've been helped or even cured and get to know their families. It's important to our audience and to us to be involved.

*some summer...*

**1.3 million fans  
19 stadiums**

**11 attendance records shattered,**

plus the millionth ticket at Gillette Stadium, the all-time record at MetLife  
& a whole lot of music —

*"Everything country learned from arena rock is in the mix"*

*"...the music gives him heroic, wide-open spaces."*

—The New York Times

*"Country music's only true long-term stadium act"*

—Variety

### **Songs for the Saints**

ALL proceeds go to the Love for Love City Fund  
benefiting US and British Virgin Islands rebuilding/recovery work  
#1 selling debut Billboard Album Chart \* #1 Country Album

*"maps a cycle of grief and despair transformed into healing and resilience."*

—RollingStone

### **"Get Along"**

two week #1  
Kenny's 30th chart-topper  
Billboard's Most Country Single #1s by any artist  
another record

*"Chesney makes you FEEL better, better about yourself, better about life,  
and especially better about the potential for kindness in the human race."*

—The Cleveland Plain Dealer

# KENNY CHESNEY

### **Live from No Shoes Nation**

Certified platinum • #1 Billboard Top 200 • #1 Country Album  
plus 19 singles and every album certified multi-platinum, platinum or gold

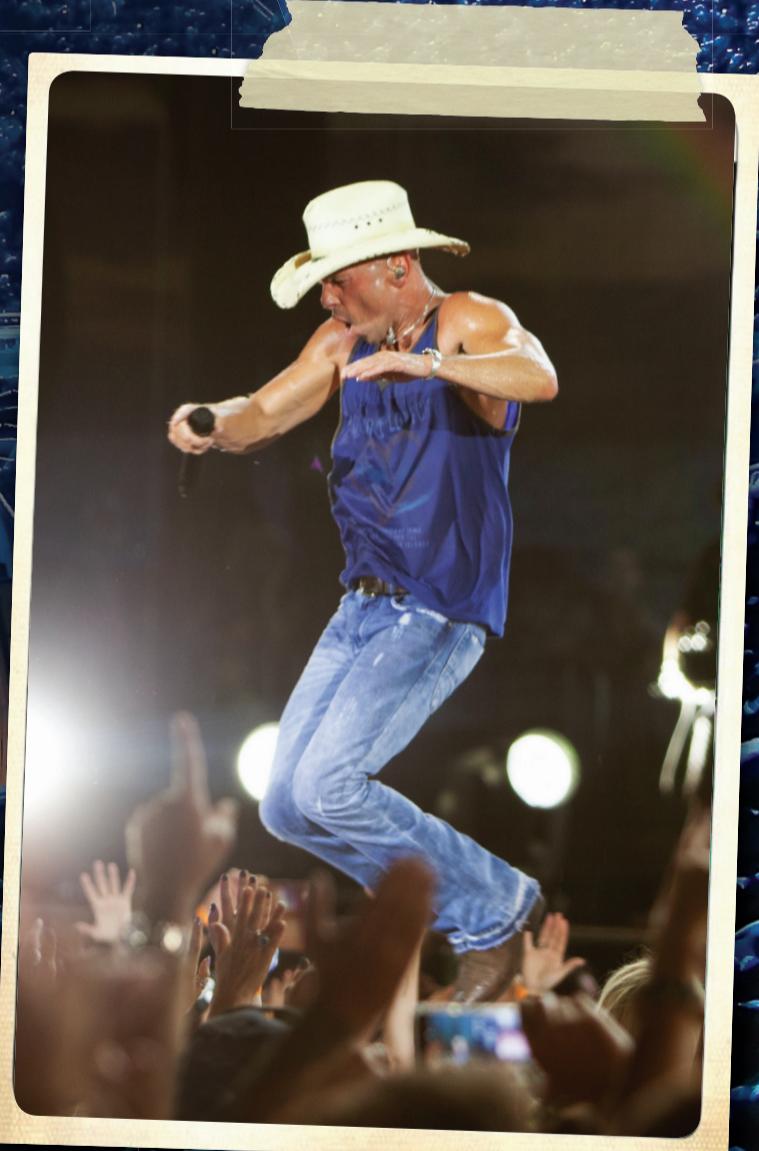
*"Only a handful of artists rises to stadium level even once,  
let alone stretching it for more than a decade."*

*...(he) sustained that popularity with high-energy performances,  
a crack band, just the proper amount of exposure  
and a feel for the right songs at the right time."*

—The Pittsburgh Post-Gazette

### **"Everything's Gonna Be Alright"**

with David Lee Murphy  
CMA Vocal Event nominee  
#1 Single from the Chesney/Murphy/Buddy Cannon-produced *No Zip Code*



**A FRONTIER CLASSIC****KWYO-AM/Sheridan WY****Small Market Station**

For locals, KWYO-AM ranks right up there with Buffalo Bill Cody and Custer's Last Stand on the list of Sheridan, WY's biggest calling cards. It's yet to win a Marconi, however, and PD Tommy B is hoping that's about to change.

**KWYO is the second oldest station** in Wyoming and it's run old school. We want to protect the license and serve the community, so every single thing we do on the air we do with that in mind. It's all local – news, advertisements, you name it. We don't do public service announcements without some representative from the group coming in to help us produce it. We do that for free. They actually help write the copy, record the audio and appear on the air.

**Our stock and trade started** with a local restaurant owner and is called *Dining For A Cause*. He decided to donate all his profits from a single day to various community organizations, which they have to apply for. We started running commercials to get it going and have been doing it now two years. Lunch and dinner is donated to the group that is selected for a particular month and a variety of causes have been the focus – from arts programs to western-themed public tourist attractions. We've gotten up to \$10,000 for a



**Food For Thought:** KWYO staffers present a check to The Food Group, a local organization that feeds hungry children. Pictured (l-r) are the station's Bob Grammens and Christina Oien, TFG's Missi Hubert and Lesley Thompson, Miss Wyoming Cheyenne Buyert, Frackleton Restaurant's Manager Dave Youngren, TFG's Arin Waddell, Everett McGlothlin and Mary Hogarty, Frackleton's Mike Adams, TFG's Patrick Henderson and the station's Kim Love.

single group from this. In four months he's written checks totaling \$56,000.

**Sheridan is a historic "Old West" town** with lots of attractions. We're right off I-90 in the Northeast Wyoming, which is the route between the Black Hills and Yellowstone Park. Our tourist trade comes alive

in the summer and we really get busy with lots of local events. We're near the Bighorn Mountains, which is real pretty. Custer's Last Stand happened just up the road and auditions for one of Buffalo Bill Cody's Wild West Shows happened here.

**Walking Main Street is like** walking back in time. Everything has been kept old school with no big, gaudy electric signs. Rodeo is a big deal during the summer and the town basically shuts down. We shut the radio station down, too, and broadcast from there all day. It's like a six-hour remote with all hands on deck. For the rest of the year, it's just an old, quaint western town at the foot of the Bighorn with a lot of outdoor recreation. It's a great place.

**KWYO was the only radio station** in Sheridan for 27 years, so it's important to the community. We're AM, but we also run it through FM translators. We do local news, sports and weather, and generally augment the classic country music with lots of local programming, and we want to keep it that way. We haven't won a Marconi yet, but I think we've been nominated before. Winning one would be something else.

**HOME TEAM****WFRE/Frederick, MD****Small Market Station**

PD Brian Mo has been with the station since 2014 and has led it for more than a year. St. Jude is at the center of its many charitable efforts, thanks in no small part to the long-celebrated listener-populated Team WFRE.

**We have a seven-person airstaff** and everybody lives in the community. We do fundraisers for ALS, diabetes, Alzheimer's, local shelters, boys and girl's clubs, American Cancer Society, Leukemia & Lymphoma Society, not to mention food banks, Toys For Tots and others. Community service is a part of everything we do.

**The big focus every year** is St. Jude Children's Research Hospital. Across 11 years and many events we've raised more than \$4.2 million. You may have heard of Team WFRE, but they're a group of local listeners



**GoFundMe:** The staff of WFRE celebrate another successful St. Jude Fundraiser. Pictured (l-r) are the station's Tom Whalen, Katie Ryan, Patrick Hanes, Gabby, Laura, Brian Mo and Dave Conrad.

with no affiliation with the radio station. They'll sit at Wal-Mart for hours to raise a few hundred bucks time and time again. Obviously we do some other fundraisers, too, both big and small, and it adds up. But it's a blessing to be associated with such an amazing group of people who work full-time jobs and spend their free time raising money with us. One is Chris Kennedy, who works out of Baltimore but lives here. I'm not sure what line of work he's in, but he's dedicated. He doesn't have kids and I don't know that he has a connection to the hospital, but he helps every chance he gets. It's great to see.

**It's amazing to be associated** with the people in this building. Management lets us do radio the old-school way and gives us the tools we need. The sales staff helps out, not to mention the engineering and promotions departments, which I can't speak highly of enough. They're great.

**We've been nominated for a Marconi** three times and it's still great. I think I speak for everyone when I say that's amazing. To win it, though, we'd be ecstatic.

**TATTOOED ON THIS TOWN****Chris & Rosie, WUSQ/Winchester, VA****Small Market Personality**

After 18 years together on WUSQ, this morning duo has made their mark on the community. Literally.

**Rosie:** It's a wonderful community and one I kind of took for granted since I born and raised here. It was Chris who opened my eyes, telling me, "You know, it's not like this everywhere else."

**Chris:** One big push we have each year is *Chris & Rosie's Coats For Kids* drive. There were kids in our area missing school because it was so cold and they didn't have a coat to wear while waiting for the bus, which was something we didn't realize was happening. So last year along with a local nonprofit we collected more than 1,000 coats, which is one of many things we do. We do at least one fundraiser a week, sometimes as many as four.

**R:** We started a radiothon with our local children's hospital seven years ago. Two years ago I remember being in the atrium of Children's National Medical Center broadcasting for a two-day event. This little boy comes in, bald, in a hospital gown, 10 years old with his IV rack. He starts watching us and taking in what we're doing. I can't remember what I was talking about, but I stopped, walked over to him and started talking to him.



**Skin Deep:** A Chris & Rosie listener shows off his show-inspired tattoo.

**R:** His name was Ollie.

**C:** He was battling cancer for a second round. We got to know so him well that he kind of became our little mascot. Things weren't very good for him, but he pulled through, and comes to our radiothons every year. It struck me that that we weren't raising money just to hit a goal; we were raising money to help save kids' lives.

**R:** This is a great place with good people. I was diagnosed with breast cancer early this year and decided to share the experience with our audience. A lot of people asked me if I really wanted to do that, and of course I did. They're part of my life and I hope I'm part of theirs. I talked about the surgery, chemo and the radiation I'm about to start. The response has been so overwhelming.

**C:** So we're launching an effort to promote mammograms that will be a major focus of our show.

**R:** When we sign off Chris always thanks the audience for listening and says, "God gave you a great day, now go do something with it." And people have started repeating it back to us. One person even tattooed it on his arm!

**C:** I was doing an event at a local mall on July 4th. This guy walked by and repeated it to me. Then his girlfriend said, "Well aren't you going to show him your tattoo?" And he rolled up his sleeve and there it was, the size of a dinner plate!

**R:** It's amazing to have some impact on peoples' lives and to have them impact ours.

**SMALL TOWN USA****Todd Haugen, KBHP/Bemidji, MN****Small Market Personality**

PD/morning host Todd Haugen came to Bemidji in 1975 for college and never left. Beautiful scenery, good neighbors and their willingness to help good causes are among the reasons why.

**The public service aspect** of radio has always been important to me, but it was really instilled by our former owners. At their direction, we started doing a lot more community service in 1989, and I saw the beauty of how much good we could do and realized what an important duty that is. And our listeners keep listening and keep showing up year after year, so we are doubly blessed.

**A trademark event is our Radiothon To End Child Abuse**, which we started again in 1989. We spend 24 hours talking about the problem and trying to do

what we can do to solve it. The people here are not necessarily the highest income earners in Minnesota, but they are quite generous, giving tens of thousands of dollars every year. So we're thrilled to be the vehicle for them to do that, and hopefully, to help make this very difficult problem go away.

**I'm part of a local**

fundraiser with the community food shelf every year called *Stuff A Truck*. The goal is to build up the supplies of food in advance of the holidays, and it's a huge thing for us. We're also involved heavily in the United Way.



**Jar Head:** With another pile of cash during the station's annual Radiothon To End Child Abuse.

**I do some things on my own.** I was involved in committees this past winter and spring to find a new school superintendent, and interviewed a number of great candidates. I was happy to serve in any way I could. Serving in that way is really enjoyable to me. So there's a long list of different things we

do, both as a station and personally. It's what I enjoy most about being a broadcaster.

**There's something special about** community service in smaller communities. People have an especially strong connection to their local radio station. I'm not saying they hang on our every word, but it does feel like you're their pal. We all kind of know each other in small towns, and when we get on a cause, that helps build credibility for the local listener. It's like, "Well, I've known this guy for years and he's saying that we ought to try to help hungry people. Maybe I should contribute, too."

**CAC**