While You Were Away ...
Here’s a recap of industry news that transpired since our last regularly scheduled publication (CAT 12/21):

**Captain Spaulding:** Cumulus/Ann Arbor, MI VP/Market Manager Matt Spaulding has been named to a similar position at the company’s six-station Toledo cluster, which includes Country powerhouse WKKO. He succeeds Cumulus Midwest RVP Scott Meier, who will continue his role as RVP. Spaulding had joined the Ann Arbor cluster in 2009 and recently advanced to VP/MM (CAT 10/4). No word yet on who will assume his former responsibilities.

**CC/Atlanta Announces OM, WUBL PD:** Simmons/Salt Lake City OM Brian Michel was named OM today of Clear Channel/Atlanta’s five-station cluster, which includes Country WUBL (Breaking News). Michel will also serve as PD for WUBL and handle interim PD chores for News/Talk sister WGST-AM. He starts in Atlanta Jan. 5.

**Davis Heads To Minneapolis:** Clear Channel/Nashville OM Rich Davis, who has overseen the five-station cluster that includes Country WSIX, has transferred to co-owned Top 40 KDWB/Minneapolis as PD. It’s a return to the Twin Cities for Davis, who served as KDWB’s APD/MD from 1997-99. No word yet on Davis’ successor in Nashville.

**KSD Goes Live At Night:** Cumulus’ WTNR/Grand Rapids Dir./Imaging/utility personality Derrick Suchoval joined Clear Channel’s KSD/St. Louis as Dir./Imaging/evenings.

**Rapid Move To Country:** Clear Channel’s Hot AC WMT-FM/Cedar Rapids, IA flipped to Country and is now simulcasting with sister station KKSY (Kiss Country).

**Exit Strategy:** Lewis Broadcasting’s WADM-AM/Ft. Wayne, IN flipped its Classic Country format to Smooth Jazz, changing its call letters to WZJI.

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**New Music For The New Year**
Here’s a look at the new singles coming to Country radio in the first few weeks of 2012:

**Jan. 3**
Tim McGraw/Better Than I Used To Be (Curb)

**Jan. 9**
Blake Shelton/Drink On It (Warner Bros./WMN): VP/Promotion Bob Reeves says, “After posting three No. 1s for Blake in 2011, Team WMN plans to continue the run with a top-shelf cocktail from Blake’s latest album Red River Blue. Belly up, boys and girls!”

Canaan Smith/We Got Us (Mercury) VP/Radio Marketing Katie Dean says, “This Virginia native and former Amazing WJVC/Nassau’s Holiday Show Dec. 14 at the Paramount in Huntington, Long Island featured eight acts. Here’s a shot of all of them with ’JVC staffers. Back row (l-r) Eric Paslay, Brett Eldredge, Gloriana’s Tom Gossin and Mike Gossin and Neal McCoy. Middle row (l-r): Wade Bowen, Lauren Alaina, Brent Anderson, Joanna Smith and Gloriana’s Rachel Reinert. Bottom row (l-r): WJVC staffers Jay Letterman, Jackie De Tore, Holly Kay and PD Phathead.

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**ERIC CHURCH**

“DRINK IN MY HAND”

POWER UP FOR #1!

MB 7-5 BDS 6-6

CLICK HERE TO LISTEN
“We got love baby, don’t sound like much maybe, but there ain’t no way that’s not enough, ‘cause we got us.”

"Canaan's 'We Got Us' will get stuck in your head!! I'll be proud to report this one as The Bull's first add of 2012!"

– Lance Houston APD/MD WUBL

ADD THIS RECORD JANUARY 9!
Minneapolis Catches Early BUZ’N

Just like every kid at Christmas, CBS Radio’s WLTE (BUZ’N 102.9)/Minneapolis couldn’t wait to unwrap its new toy. Instead of a scheduled 8am flip to Country Monday, Dec. 26 (CAT 12/19), the station decided to sign on 14 hours early at 6pm Christmas Day.

Previously airing all-Christmas music, WLTE’s last song as an AC station was “Grandma Got Run Over By A Reindeer.” BUZ’N 102.9 officially went Country with Jason Aldean’s “My Kinda Party.”

Personally flipping the switch was three-year CBS Radio/Minneapolis SVP/Market Manager Mick Anselmo, who previously spent 23 years running Clear Channel’s Minneapolis cluster, which includes Country powerhouse and market leader KEYY (K102).

Jan. 17

Clay Walker/Like We Never Said Goodbye (Curb)
Dustin Lynch/Cowboys And Angels (Broken Bow): SVP/Promotion Carson James says, “We’re all raving about him. The ‘that’ factor – he’s got it.”

Ronnie Dunn/Let The Cowboy Rock (Arista) VP/Promotion Lesly Tyson says, “Ronnies full speed ahead into the New Year with a rockin’ cowboy anthem.”

Jan. 23

Eli Young Band/Even If It Breaks Your Heart (Republic Nashville): “Look for EYB to join several major tours next year, as well as headlining their own tour dates in Q1 and Q2,” says Dir./National Promotion Matthew Hargis.

Also expected in January:

Easton Corbin/single TBA (Mercury)
Ira Dean/Something About A Sunday (Average Joes): “Written by the former Trick Pony showman and Josh Thompson, this is a song of hope and redemption that Ira absolutely nails. It feels like a big hit record,” says President Tom Baldrica.

Marlee Scott/Train Wreck (Big Ride/InstiGator): Label consultant Teddi Bonadies says, “It’s written by Marcus Hummon, Jedd Hughes and Sarah Buxton, and was produced by David Kalmusky. InstiGator’s Gator Michaels adds, “It’s a fun, uptempo song.”

Phil Vassar/single TBA (Rodeowave) “I can’t wait for radio to hear it,” says partner/promo exec Bill Macky. “It’s some of his best work to date, and that is saying a lot.”

Should auld acquaintance be forgot?
Of course not...
TOBY KEITH
“RED SOLO CUP”

Proceed to party into 2012!!
Over 600,000 Downloads.

The New Year’s HOTTEST Song!

CLICK HERE TO SEE THE VIDEO
Off The Record: Eric Gunderson

Love And Theft's Eric Gunderson gives an industry spin on the artist interview:

What station did you grow up listening to? WSOC/Charlotte.
Do you remember the first time you heard yourself on the radio? We were in a Clearwater Beach, FL hotel room when WQYK/Tampa played “Runaway.” Stephen [Barker Liles] got emotional and teary-eyed because it was his hometown station. I made fun of him, and I don't think he'll ever forget that.

How do you adjust to all the travel on the radio tour? We make it fun. We've made some of the best friendships of our career so far in Country radio. They're more than just guys we've met for dinner one night. Opening yourself up to so many people goes a lot further than people think.

Which regional is the worst driver? Dan Nelson. He's a beast. He'll drive for hours on end, but he texts and drives. In Boston, he did some crazy manoeuvring to get us in the right direction while texting. He was reporting an add, so I'll let that one slide.

Who takes longest to get through airport security? Stephen. He pretty much got a full-cavity search the other day. That's exaggerating, but he got the full pat-down. He was freaking out, saying, “Dude, the guy touched my wiener like four times!”

Are you a prankster? When we're on tour, I mess with everybody. Our old guitar player had been joking around with me for a few days. So, while he was asleep in his bunk, I punched his stomach as hard as I could through the closed curtain. I knocked the wind out of him. It wasn't really much of a prank. It was just me being an ass. He plays with Scotty McCreery now, so he hasn't had a chance to get back at me yet.

What question do you never want to answer again? Which one of you is Love and which one is Theft?

Country Aircheck looked at BUZ’N’s music for Dec. 26 on Mediabase, with the caveat that the station was just 18 hours old. So far, BUZ’N shows a 67.5% /32.5% current/recurrent-to-gold ratio, compared with 76% currents/recurrents for KEEY. Approximately 73% of BUZ’N’s titles are from 2010 and 2011; at KEEY it’s 70.2%. The oldest title in the BUZ’N library dates to 1990, while KEEY’s oldest is from 1993. Heavies for BUZ’N are turning at 2.5 hours; K102’s are rotating at three hours.

Here’s the 1-2pm hour from BUZ’N:

Blake Shelton/Honey Bee
Kenny Chesney/Don’t Happen Twice
Lady Antebellum/We Owned The Night
Tim McGraw/Better Than I Used To Be
Toby Keith/Made In America
Chris Young/You
Brad Paisley & Carrie Underwood/Remind Me
Sugarland/Something More
Eric Church/Drink In My Hand

Country Aircheck

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Sugarland/Something More
Eric Church/Drink In My Hand
Taylor Swift/Love Story
Jake Owen/Alone With You
Dierks Bentley/Every Mile A Memory
Darius Rucker/Come Back Song
Zac Brown Band/Keep Me In Mind
Jason Aldean/My Kinda Party
Rodney Atkins/Take A Back Road
LeAnn Rimes/How Do I Live
Jerrod Niemann/Lover, Lover

Production/imaging elements include a jingle package, quick drops (“The New BUZ’N 102.9,” “BUZ’N 102.9”), sweepers featuring male and female VOs (“BUZ’N, 102.9/The Twin Cities’ New BUZ’N Country), set-ups for new music (“Here’s what’s new and Buzz-worthy this week from Nashville,” followed by an artist drop talking about a new single), montages of three artist drops and numerous sweepers that include generic enthusiastic listener drops. There are also occasional drops from “Lauren the text-taker” who reads texts BUZ’N has received from listeners.

BUZ’N is commercial-free and jockless through Jan. 2; the only announced programming staffer so far is interim PD Kevin Metheny. Postings for mornings, APD/middays, Imaging Director, Promotions Coordinator and other jobs are listed at the CBS Radio Career Center here or on Country Aircheck’s Job Board here.

Because the station launched in week three of the Holiday book, we won’t see a full month of PPM data for BUZ’N until Feb. 21, when January ratings are delivered. Listen to the live stream for BUZ’N here.

December PPM’s: Season’s Meterings

Here are the first two days of the Arbitron PPM ratings for December (Nov. 10-Dec. 7), listed by metro size. Unless otherwise noted, all figures are persons 6+, Monday-Sunday, 6am-midnight with rankings in parentheses.

- **Los Angeles**: KKGO 2.8-2.9 (14-13), +36,700 to 1,227,300 (22-19), Mt. Wilson
- **Chicago**: WUSN 3.7-3.7 (10-8), -80,400 to 1,271,000 (10-10), CBS Radio
- **San Francisco**: KRTY/San Jose 1.4-1.3 (23t-24), -18,000 to 264,300 (27-27), Empire

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ANDY GIBSON
WANNA MAKE YOU LOVE ME

CA/MB 36*
+100 SPINS +322 Points +721,000 AUD.

BB/BDS 35*
+507,000 AUD.

RING IN YOUR NEW YEAR WITH A HUGE HIT

2012

HAPPY NEW YEAR

www.AndyGibson.com
Arbitron ratings.” The Bull launched Dec. 18, 2006. Houston added that the station also won the Country battle among adults 18-34 and 18-49.

- **Boston:** WKLB 5.7-5.4 (5-7), -2,000 to 758,400 (9-10), Greater Media; WCTK/Providence 1.1-1.1 (23-23), +16,900 to 220,400 (23-22), Hall
- **Detroit:** WYCD 6.3-6.1 (2-2), -1,200 to 811,100 (9-7), CBS Radio
- **Miami:** WKIS 2.6-2.5 (17t-17t), +11,800 to 390,000 (18-18), Beasley
- **Phoenix:** KMLE 3.9-3.3 (7t-11), -56,500 to 533,100 (10-11), CBS Radio; KNIX 2.9-2.7 (16t-18), -3,800 to 116,700 (33-34), Circle S
- **Minneapolis:** KEKY 8.3-7.9 (1-2), -63,000 to 753,900 (3-4), Clear Channel
- **Miami:** KSD 5.3-5.5 (7-6t), -33,200 to 590,500 (8-6), Clear Channel KSD PD Steve Stewart tells Country Aircheck, “The Bull ranks No. 3 overall among adults 18-34 and is the No.1 Country station with a 7.9 share. KSD is also No. 2 with adults 18-24 with a 10.3, proving there is a huge Country audience on the younger end, which is great for the format in St. Louis.”
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2011: You Said It!

Here’s a look back at some of 2011’s most intriguing quotes, as featured in Country Aircheck Weekly and Country Aircheck’s quarterly print publications:

• “She’s had many hit records we’ve played as a power – 100 times a week – more spins than Country stations give their powers.” –Top 40 WRVW/Nashville PD Rich Davis, on promoting a Taylor Swift show

• “We like your little corner of the world, and are investing heavily to support and partner with it to the benefit of Nashville as well as our company.” –Townsquare Media Chairman/CEO Steven Price, in March CA Print Publication

• “Radio station websites are the worst on the web. The best of them suck. You have nothing on your site that would cause it to be a destination.” –Digital guru Shelly Palmer at CRS 2011

• “Throwing the website concept away and giving control to a third party [Facebook] that doesn’t share information with you or that you don’t own is ridiculous.” –Girlilla President Jennie Smythe responding to Palmer

• “We may have an overinflated sense of the importance of radio.” –Coleman Insights VP Chris Ackerman commenting on an industry survey presented at CRS

• “I personally love all kinds of music, but this was a country awards show and I don’t think we need artists from other formats to make us cool.” –WFRE/Frederick, MD PD Jess Wright on the collaborative performances at the ACMs

• “It became a bad pop station trying to hide the fact that it was a Country station.” –KUPL/Portland PD Scott Mahalick on KBWF/San Francisco’s flip to Sports

• “We try to appeal to everybody. However, I’ve never shied away from calling ourselves Country. Let’s face it, we’re not going to fool anybody. We’re proud to be a Country station.” –WYCD/Detroit PD Tim Roberts

• “We had numerous people tell us, ‘Without that app on my phone, I would have been lost; it was my only point of contact. I had no power.’ It was an amazing reminder how this technology saved lives.” –WDBX/Birmingham PD Tom Hanahan on listeners utilizing iHeartRadio during and after local tornadoes

• “What better way to reinforce your dial position than by eliminating it?” –WBTU/Ft. Wayne, IN VP/Programming Phil Becker explaining his “Find the 9” scavenger hunt

• “One of the things Nashville Country radio has a responsibility to do that doesn’t fall on other stations in America is to create programming that keeps our industry excited.” –WSIX/Nashville PD Jon Anthony

• “Programmers are so used to vetting the artists themselves and making the determination on whether they’re stars or have potential. In this case, America has already done that for them.” –UMG SVP/Promotion Royce Risser on Scotty McCreery winning American Idol

• “What I think feels uncomfortable to people is that we’re good at programming audio, but we may not be so good at programming new media yet.” –Emmis Interactive Co-President Deb Esayian

• “Entertaining the people who are listening to radio, even if there’s only one person, is what will keep radio usage high in spite of proliferating new media that offer music by the pound.” –Albright & O’Malley’s Jaye Albright

• “There may be people who never listen to country music that might go buy one of my records now because of that show. And when they buy one of my records, they’ll say, ‘Who’s Miranda Lambert?’ and buy that one. And the next thing you know, they’re buying country records. That’s important to me.” –Blake Shelton regarding The Voice

• “Breaking data down where you have one or two meters on the station at any one time is insane. So my goal is to do great radio to the best..."
of our ability all the time. I know that sounds trite, but as far as I’m concerned, that’s the answer.” –KBEQ/Kansas City PD Mike Kennedy on PPM

• “We’re not working in a cheese factory, which I actually did when I was younger. We’re very lucky to call what we do our job, so I’d better listen to suggestions and recommendations. I don’t want to work in a cheese factory again.” –KSON/San Diego morning co-host Tammy Lee

• “I saw the four spot guys up in the rigging and watched them ride that thing down. It’s one of those things you don’t ever expect to see. It almost doesn’t seem real. It’s the worst thing I’ve ever seen in my life.” –WFMS/Indianapolis PD Mark Hamlin on watching the Indiana State Fair stage collapse

• “We’re locally programmed with talent who understand the importance of the listener and really enjoy the customer service aspect.” –WLLR/Quad Cities, IA-IL PD Jim O’Hara explaining how his station maintains a 20 share

• “We will empower the program directors in the larger markets so that they can make music decisions. [Sr. VP/Programming] Jan Jeffries and I agree that if we cannot trust a PD to be involved in deciding what to play, then we have the wrong PD.” –Cumulus Sr. VP/Programming Mike McVay

• “The fans are crying for something they can identify with, something that’s real and authentic. And this is where we’ve always made our way in the world.” –Capitol/Nashville President/CEO Mike Dungan, in June CA Print Publication

• “We have lost a jewel of a man. We should all treat each other the way Chuck Collier treated everyone. It would be a wonderful world.” –Then-Skyville Records President Kevin Herring

• “I don’t feel that just because I’m a woman I represent every woman. That old-school formula doesn’t work. If you’re being disingenuous, it’s pretty evident to the audience, and that’s what interests me as a person and a performer.” –KYGO/Denver morning host Kelly Ford

• “Unless I screw this up as a PD, I see this as our spot.” –KSD/St. Louis PD Steve Stewart on tying perennial market format leader WIL.

• “I’m sure there are a lot of people out there scratching their heads saying, ‘Kapugi? The biggest Country station in America and VP of Programming?’ It’s always been on my bucket list to program a Country station. I just didn’t know I’d get the opportunity to do it on this level.” –CBS Radio VP/Programming and WUSN/Chicago PD Jeff Kapugi

• “If your budget only has room for slightly more than an intern opportunity to do it on this level.” –CBS Radio VP/Programming and WUSN/Chicago PD Jeff Kapugi

• “If you’re building a team of personalities from the ranks of listeners...” –Consultant Jaye Albright on hiring personalities from the ranks of listeners

• “We’re charging people a lot of money to move our audience from their home or car to the client’s store. And I don’t think you do that by dead-sequeuing into stop sets. You violate your listeners’ core expectations if you do that.” –Lincoln Financial Media Sr. VP/Programming & Operations John Dimick, in CA September Print Publication

• “The people who are actively coming to the format are younger. They’re going to go find this music, and sometimes what they find isn’t on the radio yet.” –KYGO/Denver PD John Thomas discussing his “Cowboy Hats & Baseball Caps” theory

• “Zac is what you might call a true artist, in every sense of the word. Not only is he a musical artist, but he also works with leather, jewelry, knives. Talking to him about what is expected on conventional television is a complete waste of time.” –CMA Awards Producer Robert Deaton on Zac Brown choosing to sing “Georgia” on the 2011 telecast

• “In radio, I think we can afford to talk more glowingly and be proud of what we’ve got.” –Clear Channel Media CEO Bob Pittman, in CA December Print Publication

• “These are two heritage stations with tremendous built-in loyalty. Neither one has a real knockout punch they can deliver.” –KAJA/San Antonio PD Travis Moon discussing competing with KCYY

• “If your station is developing imagery for playing too many commercials, or if radio as a medium is perceived that way, it doesn’t matter what the in-the-moment impact is.” –Coleman Insights President/COO Warren Kurtzman on the number of spots in a commercial break.

Radio News

A partnership between CBS Local Digital Media and contributor-generated Examiner.com will provide lifestyle editorial content, including music, to CBS Radio and TV station websites and mobile apps in its 25 major markets starting in Q1 of 2012. Examiner.com has more than 85,000 contributors, known as “Examiners,” who generate 2,300 original pieces of content per day.

Envision Radio Networks has added Buckley Broadcasting’s KUBB/Merced, CA to its roster of affiliates for SpotVO, the turnkey commercial production service. For more information on SpotVO, contact Melissa Bachtel here.

Artist News

Hats off to MCA artist and Country Music Hall of Famer Vince Gill and his wife, Christian music icon Amy Grant, whom have been heralded as the 2011 “Tennesseans of the Year” by the Tennessean, Gannett’s Nashville newspaper. The editorial board hailed Gill and Grant not only for making “a meaningful impact on the global stage through their music,” but also for their tireless philanthropic efforts to help people throughout the state.

The Band Perry will sing the National Anthem prior to the Cotton Bowl Classic at Cowboys Stadium in Arlington, TX Jan. 6. Capitol’s Darius Rucker will perform the music of Frank Sinatra during a Feb. 13 Charleston, SC benefit. Proceeds go to the Medical University of South Carolina’s Children’s Hospital.

Norwegian Cruise Lines will launch the seven-day Rascal Flatts cruise Feb. 26. Ports of call are Roatán, Belize City, Costa Maya and Cozumel. The excursion will include a Rascal Flatts acoustic concert. More here.

Reba will be profiled during the upcoming season of OWN’s Oprah’s Master Class, airdate TBA.
Seek & Employ
Here's our annual listing of job seekers and open gigs. Not listed?
Send info to news@countryaircheck.com and we'll include you in a
January update. For more details on these industry pros and available
gigs, visit Country Aircheck's Job Board here.

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