

April, 2015



TRHoF

E-Waves

NEWSLETTER



est 2010

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OFF MIC

by TRHoF President Gary Beaty



Here we go! One more board meeting for final planning before our fourth induction banquet and ceremony. It's our version of March madness, leading up to the April 18 meeting in Cookeville.

At this moment, it's looking pretty good for a great banquet event. Our members and board have elected a wonderful class of inductees, and the response for tables and tickets has been very good. There are a couple of

areas where wish we could improve, and I hope you will help us with those.

First, to all previous career inductees (there's 19 of you): so far, only four have indicated that they plan to attend this year's event. That's only a shade over 20%! When you consider that 16% of our career inductees can't return (they have passed), it doesn't look so good. If you possibly can, please join us, wear your medallion and let's celebrate your career again!

Second, one of the ideas that seems to be prevalent in discussions at our meetings is that many people wish we could have more of an emphasis on socializing, and just having more time and opportunities to talk among ourselves to tell, and re-tell, some great war stories about our radio adventures. So, if you're planning to attend the banquet this year, please come earlier in the afternoon if you wish, because a number of us are definitely going to be near our "staging" or home base area as early as 2:00 pm CDT. Join us in the bar for some great fellowship and time for socializing.

We have also asked the hotel, and they have agreed, to keep their bar open a bit later following the banquet for those who want to stay late, talk about the event and inductions or just so some more visiting. So, let's celebrate, socialize, and be grateful for a great opportunity to appreciate each others' accomplishments and our joint participation in a great industry. I look forward to seeing you in Murfreesboro on May 2nd!

Keep Calm, Gary

Get Your Tickets Now!

A Few Good Seats Still Available

The contract is signed, and May 2 is the date when 13 career broadcasters will be honored with



Treasurer Skip Woolwine and President Gary Beaty sign the banquet contract with Embassy Suites in Murfreesboro.

induction into the Tennessee Radio Hall of Fame. Be there when these men and women are saluted for their many contributions to our state's rich broadcast history. **Info on how to buy banquet tickets, book rooms and enjoy this special event are on page 2.**



- | | |
|-----------------------|----------------------|
| Mike Allen | Marcia Lorance |
| Jim Beasley | CC McCartney |
| Fred A. Burton | Bobby Melton |
| Brad Weiss Carson | Larry Melton |
| Lynda Christiansen | Marijo Monette |
| Katy Pat Bellar Clark | David Mott |
| Johnny Dark | Joseph Richie |
| George DeVault | Jessica Turner |
| Elinor "Lin" Folk | Bayard "Bud" Walters |
| Dru Smith Fuller | Alex Ward |
| Rick Govan | Jeff White |
| Scott Gray | Laura Wolf |
| Jay Joyce | Jessica Zimmer |
| Teri King | |

Join Us for the 4th Annual Induction Banquet!



A Night to Remember...

The stories will begin before you leave the room. "That was the year..." Every year, new inductees are honored and every year, new stories and memories begin! Don't miss Tennessee radio's biggest annual homecoming!

4th Annual Tennessee Radio Hall of Fame Induction Ceremony

Saturday, May 2nd, 2015

Embassy Suites Hotel, Murfreesboro

Reception 5:00pm Dinner & Induction 6:30pm



Keith Bilbrey and Nan Kelley Host

Tables of 10 and individual tickets to the 2015 Tennessee Radio Hall of Fame Induction Ceremony and Banquet are now on sale to the public.

There is an exciting slate of Inductees: seven in the Career category, six in the Legacy Category, and the 2015 Legendary Station of the Year, WLAC/Nashville.

Purchase your tickets now on our website:
<http://tennesseeradiohalloffame.wildapricot.org/>



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How to Run a Successful Promotion



by Cindy Arnold,
Promotions Director
WIVK, Knoxville

Editor's note: As Promotions Director at country powerhouse WIVK in Knoxville, Cindy Arnold is one of the most successful radio promotions people in the business. After WIVK's recent radiothon that raised more than \$250,000 for charity, we asked her to share some of her trade secrets with us.

A well-planned and well-executed radiothon is going to be beneficial not only for the beneficiary but also for your station. There are ways to ensure that your radiothon is a success, and it all starts with organization. It is crucial that everyone involved in the radiothon across departments and organizations are on-board and informed.

Your **engineering** department is key; obviously in making sure you stay on the air, but also in ensuring that the phones are set up and working on the same line. They will also be the ones to provide you with a good Internet connection in the room where your radiothon will be taking place. Make sure anyone who will be using social media in association with the radiothon has access to the WiFi password.

Speaking of **social media**, make it consistent and provide updates in real time. If your jocks are issuing a challenge or making a tote board announcement, send that out to your followers at the same time. Be sure to include the radiothon phone number *every time* you post a new tweet or status.

Your **promotions** department will also be key in the planning and execution of your radiothon. Creating a timeline that includes interviews, incentives, and sponsor mentions will help your radiothon run smoothly. Give a copy to your jocks, your on-site engineers, the organization's representatives, and any other station employees who are involved. Having one single point person who stays in the room for the entirety of the radiothon makes decision-making consistent and reliable.

Listeners trust your **on-air personalities**, so make it easy for them to tell the beneficiary's story. Give your jocks easy access to key radiothon information, including the phone number, the tote board, and sponsor names. Having your radiothon contained in one room within your building where the jocks, volunteers, and employees are all together is going to create more hype and allow for better communication. Note, that's *within* your building; hosting radiothons in

shopping malls or in store fronts causes commotion and detracts from the quality of the sound and content.

It is crucial that you meet with the **beneficiary** ahead of time to make sure everyone is on the same page about how the radiothon will run. The beneficiary should be prepared for incoming donations and they should plan to maintain spreadsheets with donor information as it comes in. Determine ahead of time whether your station or the beneficiary's organization will recruit and schedule volunteers. Also determine who will provide food for the volunteers. It's so important to be on the same page as the beneficiary about what you're trying to accomplish. This is more than having a total money goal; it's knowing if the organization is aiming to recruit recurring givers, if they're looking for one-time gifts, or if they're primarily looking to create awareness in the community.

Volunteers – these are the people who are going to be talking to your listeners one-on-one, so training them is KEY! Don't assume they already know what to say; explain, in detail, what the organization is about and what they're trying to accomplish. Have scripts printed for volunteers to read when they answer the phones, and make sure it's easy for them to take donor information.

One last key to having a successful radiothon is **sponsors**. Have your sales department sell a title sponsor, a tote board sponsor, a phone line sponsor, etc. Do be careful when it comes to incentives; don't bog your time down with too much stuff that can detract from the content of the radiothon. If your radiothon is sponsored, it is going to be more sustainable for your station and more connected to community businesses, making it a successful event both for your station and for the beneficiary.

H A Beasley & Company, PC

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How Birdlegs Fremner Changed My World



by Paul Randall Dickerson
"Gray Eminence": WKGN
(Knoxville), WSM, WMAK,
WLAC (Nashville), TRN, and
the Nashville Associated Press
Radio bureau (along with gigs in
Wichita, Charlotte, Terre Haute,
Orlando, Buffalo, Indianapolis)

Thanks, Birdlegs Fremner, for teaching me to enjoy singing.

She was officially "Miss Fremner" and she came to my elementary school every two weeks during my time in the third grade to teach us to sing. She handed out music sheets, sang the melody for us and then pulled out this fascinating pitch pipe and blew a note where we would start (or attempt to.) The older boys, big sixth-graders who knew about such things, noted that she had very skinny legs; hence her nickname.

There was no music in our house, except for the radio playing now and then. I never heard Mom sing and Dad, a sax player in his earlier days, didn't sing around the house either, but he would whistle now and then.

But Birdlegs – that woman loved to sing, and she managed to pass on that enthusiasm to us. By the fourth grade, Birdlegs had disappeared from our lives. No other choir teacher came to help us sing.

Fast-forward by a decade. What jock has not sought to relieve control room boredom by singing,

"nah-nah-nah-NAH-nah-nah nah" to the seemingly endless fadeout of *Hey Jude*, or "pah-pah-puh-pom-puh-pom-puh-pom-pommed" to the orchestra break on *McArthur Park*?

And we've all been caught in mid cry when a copy writer or an engineer or a newsman wandered in. They might have snickered, but other jocks never did. They sang, too. And no better than you did.

Other people had to settle for singing in the shower. We got to sing in the control room. And somewhere back in our dim pasts, an inspiration had bloomed, provided by Mom or Grandma or Uncle Frank or – absent one of them – Birdlegs Fremner.

Borrowing from Jimmy Durante, I offer this: Goodnight Birdlegs, wherever you are.



GET GEAR! Visit the TRHOF Web Store

Show your love of radio with great clothing that bears the Tennessee Radio Hall Of Fame logo.

These items are now available via our [WEB STORE](#).

More items coming soon!



Don't forget — (nudge, nudge)

REMINDERS

What's Your Radio Story?

Do you have a radio story you'd like to share? It can be anything that may be of interest to our membership. Just email it to any of the newsletter staff listed below.

Keeping Up With the Hall

Our newsletter is published the first of every month. Back issues may be viewed on our official website: www.tennradiohalloffame.org

Let Treasurer Skip Woolwine know of any change in your email address so you don't miss an issue!

Collecting Our History

The Hall has a committee to collect and purchase Tennessee radio memorabilia, including old microphones, on-air signage, transmitter parts, promotional items and anything else related to radio stations in our state.

If you have items to donate (or purchase on Ebay, Craigslist, etc.) please contact Nick Archer via a message on the TRHOF Facebook page.

Our Facebook page now boasts over 1050 members, and our YouTube Page with over 150 air checks (over 27,000 views!) and other audio/video memories

NEWSLETTER STAFF

Editor: Cathy Martindale cathymartindale@comcast.net
Buddy Sadler sbuddy@bellsouth.net
Melissa McDonald starmagic@comcast.net
Paul Randall Dickerson tnbackcountry@gmail.com
Skip Woolwine woolwine@comcast.net

Contact email: TennRHOF@gmail.com

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The Tennessee Radio Hall Of Fame, Inc.
P.O. Box 158921
Nashville, TN 37215



Check Your Calendar

The next meeting is for the Board of Directors. It takes place April 18 in Cookeville.

To check the TRHOF event calendar anytime, go to the home page of our website: <http://tennradihalloffame.org>

Ready to Reminisce?

Stories & Socializing

Saturday, May 2, 2:00pm CDT -- before the banquet

Share stories and memories in the lobby of the Embassy Suites Hotel.

Donate your RV, scooter, boat, car or motorcycle to the Tennessee Radio Hall of Fame.



[Click here for details.](#)



Write off your donation on your taxes! TRHOF is a 501(c)3 entity.

GET INVOLVED! HELP THE HALL!

DONATE YOUR TIME:

We NEED your help and participation with the Hall of Fame. Projects and tasks, like creating a scrapbook of newspaper clippings or a timeline, are vitally important to the organization.

DONATE GOODS OR CASH:

Because of our 501(c)3 IRS status, all donations to the Tennessee Radio Hall Of Fame are tax-deductible. On our home page, there is a button that says **DONATE**.

If you have items you want to donate (tapes, vintage equipment, vehicles, **ANYTHING**, contact **Skip Woolwine** or **Nick Archer**. Vintage broadcast gear is always welcome, regardless of age or functionality.