

EWAVES

SEPTEMBER 2018
VOLUME 6 NUMBER 6



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FLESHMAN

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OFF MIC

BY DOUGLAS COMBS, PRESIDENT



I thought I had written my final newsletter column as your president. Funny things happen when you make plans. They change!

Garry Mac, our previous vice president, was recently offered a once in a lifetime career opportunity. He has moved to Florida to be part of a new company that provides hospice care, and as a

result, stepped down from the board. Although we miss him, we wish him well.

A man I have the utmost respect for, Paul Randall Dickerson, announced at the July meeting that for multiple reasons, he was resigning from the board, leaving one year remaining on his term. Although most of the board remains, we also elected four new board members at the July meeting.

Our new board members (Dennis Banka, Brent Fleshman, Pamela Furr and Genma Holmes) are excited and are working hard. However, since they are new, they asked me to continue as president. I'm now filling the remaining year on PRD's term. My only request was that this would be a year of transition. We all agreed. In July 2019, Vice-President Brent Fleshman will become your new president.

This newly-formatted newsletter is one of our first accomplishments. The board voted to engage the services of a graphic designer, and with the extensive software available to him, he and Board Member Genma Holmes have reinvigorated this publication. Please let me know how you like it. As we move forward, you will also begin to see changes to our website.

Another big change: because of continuing calendar conflicts in May, the board has voted to move the annual induction banquet to August. Mark your calendars now for the first Saturday in August of 2019. More details will be forthcoming in future issues.

My other goals for the next year are to complete the projects currently underway. This includes our first permanent display for the Hall (see **MUSEUM UPDATE** article by Jim Gilmore), as well as a plan to organize communication with the advisory board and find better ways to use their insight and expertise to expand our membership.

As we begin a new year, I want to express my appreciation to the members who have served and stepped off the board. Garry Mac, Melissa McDonald, Paul Randall Dickerson and Bart Walker were dedicated to this organization, helped move us forward and played a major part in our continued growth.

Please send your ideas and suggestions to me as we all look forward to the future!

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Treasurer	Dennis Banka	Carthage	6/30/2020
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	George DeVault	Kingsport	6/30/2020
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	Brent Stoker	Nashville	6/30/2019
	Johnny Pirkle	Knoxville	6/30/2019
	Pete Weber	Nashville	6/30/2019

Our board of directors are committed to our mission:
To preserve and honor the rich history and heritage of radio across the great state of Tennessee.

SEPTEMBER BIRTHDAYS

Don Aaron, Mike Bohan, Robert Boyer, Dave Brown, Tom Bryant, Moody Castleman, Bryan Cottingham, Charles A. Edwards Sr., Tommy Grider, James Hammond, Michael Hammond, Spider Harrison, Tyler Hawks, Gerald Hunt, Jr., Demetria Kalodimos, Mike Keith, Cathy Martindale, Susan Collins Palladino, Gary Pickens, Richard Robinson, Loretta Stapp, Paul Tinkle, Paul White, Elva Marie Woodward, and Sid Young



How I Got My Start in Radio

BY BRENT CARL FLESHMAN



I am proud and honored to be a member of the Tennessee Radio Hall of Fame. Those were the first words that popped into the little gray matter that I call a brain when I was asked to write an article for the revamped Tenn RHoF September Newsletter.

I have the pleasure and honor of being the Program Director and Morning Show host at WHUB Newstalk 107.7 and 1400 The Hub in Cookeville, TennRHoF 2017 Legendary Station of the Year. Special kudos to the WHUB's owner, Jerry Zimmer, and the Medley Family for their faith in me to run such an amazing Heritage station! Recently, I was voted to become a Board Member and the new Vice-President of Tenn RHOF. These last years have been a whirlwind!

My story is an unusual one. I have heard from so many in radio who knew what they wanted to do as a teenager or college student. The Hub's Operations Manager, Phillip Gibbons and radio legend, George Duvall, have both told me stories of how they started their careers at the age of 15 and Phillip has been broadcasting for almost 45 years in the same town, and for the most part, with the same station.

I was 30 years old when I started in broadcasting. I loved radio as a kid but to me that was an impossible dream. Growing up, I was into computers. I loved my Vic 20, Commodore 64 and Amiga days. I have always been a computer geek and proud of it. But computers, back then, did not come with the internet, Skype or instant messaging.

My best companion as I hacked away at the keyboard was my 1980 Sanyo radio/cassette (which had a counter) so I could listen and tape American Top 40 or whatever cool shows that were on the air at that time as I played my text based adventure games like Zork or posted items on a local bulletin board.

Even as a Senior in High School where I took 2nd place in Radio News Broadcasting event at the State Speech Tournament, it still never hit me that I could have a career in radio. After a failed attempt at a college communications degree, I met a girl and moved from Missouri to sunny Southern California where I listened to KFI and local talk show hosts everyday.

I had jobs in retail clothing, worked as a YMCA and Group Home Counselor, and was even a video game designer; but nothing made me happy. I felt as though I was missing something in my life. After five years of California sunshine, I returned to Kansas City to give college a second try while working full time as a high speed internet specialist. Although I was earning great money playing with computers and attending school, I was still not happy.

By chance, I saw a sign up sheet for internships for the Morning show "Monk and Kelly" at a lite rock station called STAR 102 owned by CBS/Viacom. A happily married couple and future 2013 Marconi Winners, Jonathan Monk and Dianna Kelly, accepted my application and took me under their wings as the worlds oldest summer intern. They put me to work instantly and gave me the nickname " Nuke " because I was " an accident waiting to happen. "

I loved every minute of it! The crazy stunts, weird contests, phone screening people desperate to win a pizza, cutting up phone calls on Voxpro and 360, meeting famous celebrities, and even getting coffee. It was all amazing and I had found my calling! In the fall of 2001, I signed on for a second internship and was once again accepted hoping this time I could get a part-time job there because you could not receive a third internship.

We had a contest planned one morning where the show Producer Woody Powers and myself would go to a pay phone (remember those) somewhere in The Kansas City listening area and whoever was the 9th caller after we gave out the number to that pay-phone would have the ir phone bill paid up to \$300.

On that unforgettable morning, once we got the winner and was on the way back, we heard our local news reporter sharing that a plane that had crashed into the side of one of the World Trade Center Buildings and a fire was spreading. By the time we got back to the station's, chaos had erupted!

Monk and Kelly were reporting live as events took place and I was trying to grab all credible news information on the rapidly developing story. I can vividly remember walking by the conference room with all the sales staff staring at the large TV and I will never forget witnessing the live moment that the second plane hit the Towers and how everyone gasped and silence filled the room. I was angry and speechless.

There were four stations in our radio group in Kansas City at the time. Our General Manager Jon Zellner, who is now Executive Vice President of Programming Operations at iHeart Media, made the decision or had received directions that all stations would run the live CBS newsfeed overnight.

They needed someone to stay all night to make sure all the news-feeds were running properly, double check the TOH call signs and monitor news events and be prepared to call people if the situation worsened. It was suggested that I be that someone.

also because that day gave me a new lease on life.

Seventeen years later, I have worked in Kansas City, Las Vegas and Atlanta. I have been on air in almost every format and shift. I was even the Traffic Guy stationed 1000 feet the air in at the top Stratosphere Casino Studios. I came to work at WHUB for my very first Newstalk station. On day one, I knew I found my format. I had found my calling. I found happiness in my work. I had found Tennessee. And, I had found my home.

Three years later, I became WHUB's Program Director and Morning Show host. In 2015, I became a member of the Tennessee Radio Hall of Fame. In 2016, I won the NAB's Marconi for Small Market Personality of the Year and I was lucky enough to accept that Award in Nashville in front of my peers where the Awards Ceremony was held for the very first time. In 2017, WHUB was honored to be invited and inducted into the Tennessee Radio Hall of Fame as a Legendary Station.

Everyday, I learn something new because I work in radio and God help me, I can't stop talking about it. I am thankful or everyone who helped with my career trajectory and I share my success with you and The Hub's listeners. Tennessee will be forever my home and radio will always be the greatest gift I have been given in life. I end every show with Kool and the Gang 's Celebration playing in the background as I utter the words, "Now go out and celebrate the day!"

WHUB's brent carl FLESHMAN

On September 11th, 2001 at approximately 11:30 a.m. CST in Kansas City, I was asked by Jon Zellner if I thought I could handle it and work that shift. Without hesitation, I said absolutely! He said "Good! You're hired! Don't F--- it up! With those words, my radio career had begun.

After a quick visit to HR and signing all the necessary paperwork, I became a paid employee and true member of the radio world. My first on air words as an actual radio employee was, "This has been a CBS News Special Report. " It was a day that is tragic and bittersweet for me because of the horrific tragedy that happened but



MUSEUM UPDATE

BY JIM GILMORE

In early 2018, TennRHoF members began discussing the idea of a display at The Musicians Hall of Fame in Nashville. The idea morphed into building an actual operating Control Room using the original console used to broadcast a long running live morning show, "The Waking Crew" at WSM AM.

The WSM Console was custom built by the engineering staff at WSM in the mid '60's, and was designed as a hybrid live performance and radio broadcast mixing desk. This console was in operation until the early 80s when WSM moved radio operations from Knob Hill to Opryland.

The console is being refurbished and will be converted from dual channel to stereo, enabling live (or recorded)



stereo programming to be broadcasted by visiting radio stations. In addition to the console, there will be period gear such as a 16" turntable, cartridge machines, reel to reel machines and other pieces from various eras. Ex ATC/ITC Andy Rector has offered to provide cartridge machines, and Mike Flood, also from ATC/ITC, has agreed to help with the installation.

Joe Chambers, owner of The Musicians Hall of Fame, is providing the space and will complete the renovations later this year. Joe is very excited about having an operating piece of broadcast history as a part of the museum.

THE PERFECT PAIR: RADIO AND SOCIAL MEDIA

BY GENMA HOLMES

Several new board members are avid social media users. They are often posting and tweeting throughout their broadcasts. At our August meeting, we discussed how to engage and keep members up to date on news about our inductions, nominations, membership, and the new Tennessee Radio Hall of Fame museum. There was much interest on how to use our TennRHOF social media channels that would also benefit our member stations and potential sponsorships.

Social media is an invaluable tool for radio stations; free and easy to use, it's an unbeatable way to connect with your listeners and gain publicity for your station. To ensure that your social media efforts make an impact, it's a good idea to create a strategy that will keep your posts fresh, original, and entertaining from morning 'til night.

Now Playing

You may have a 'now playing' feature on your website through your radio automation software, but from time to time it would be good to announce what's playing on your social media platforms. The occasional 'now playing' tweet will give potential listeners a flavour of your station, and encourage them to tune in at peak times of the day.

Listener Requests

If you want to get your audience involved, don't dictate the programs 24/7. Give listeners a chance to shape their station, by encouraging them to request their favourite songs via Facebook or Twitter. You could do this on an ongoing basis, or allocate times of the day when listeners can take over the station.



Competitions

Giveaways are a fantastic way to generate exposure for your station. Encourage brands to donate prizes for your competitions, or get creative with fun or unusual prizes that won't break the bank. Why not pass on those guest passes you were sent by the press company, instead of keeping them for yourself? By enabling listeners to enter by sharing or retweeting your post, you can grow your reach and attract new listeners.

Sponsorship

Social media is a fantastic tool for stations seeking sponsorship, making it relatively simple to add value to your sponsors if you have a good following. By creating a sponsorship package that includes a detailed social media plan, you are far more likely to seal a deal.

Feedback

Social media is a quick and easy way to gain feedback from your listeners, to help you refine and improve your station. If you really want detailed feedback on specific elements of your show or station, create a poll on Twitter or Facebook where listeners can vote on subjects.

It has never been easier to promote your station as a radio personality; social-savvy broadcasters have unlimited opportunities to gain exposure for their brand. Follow these tips to kickstart your social media strategy, to ensure that your radio station gets the attention it deserves.

Spacial



INDUCTION CEREMONY HIGHLIGHTS

The 7th annual Tennessee Radio Hall of Fame Induction ceremony was held on Saturday, May 5, at the Embassy Suites Hotel, in Murfreesboro, Tennessee. The Tennessee Radio Hall of Fame Lifetime Achievement Inductees were Charlie Monk and Dick Palmer. The 2018 Legacy Inductees were William E. (Billy) Bennis Jr., David Earl Hughes, Jeff Jacoby, Martin Karant, John Lashlee, and Dick Layman. The 2018 Career Inductees were Billy Kidd (Winningham), Clarence Kilcrease, Mary Glenn Lassiter, Joe Sullivan, David Tower (Milstead), and James "Super" Wolfe.

The 2018 Legendary Station of the Year was 1300/WMAK – Nashville – "The All-Americans." 2018 was the first year The Luther Award was given. The Luther Award honors a Tennessee radio station for going above and beyond service provided to the communities it serves. Named for Chattanooga radio legend Luther Masingill who spent more than 70 years waking up residents of Chattanooga and southeast Tennessee. Lighting 100 was the first station to receive this honor.

To view and purchase additional photos from the 2018 Induction, click [HERE](#).



Tennessee Radio Hall of Fame BANQUET INDUCTION 2018



MORE INDUCTION CEREMONY HIGHLIGHTS!



GONE TOO SOON

JASON HUGH "RUSTY" REED, JAN. 14, 1971 – AUG. 18, 2018



Radio lost a good friend and fellow broadcaster last month. Rusty Reed, 47, owner of WLIJ-AM and WZNG-AM in Shelbyville, collapsed and died while on a fishing trip in Destin, Florida. Reed's station, WLIJ, is a member of the Friday Night Thunder show produced by WMSR in Manchester, Tennessee. Our thoughts and prayers are with his family and friends.

Reed is survived by his wife, son, parents, a sister and two nephews.

UPCOMING MEETINGS

BOARD OF DIRECTORS MEETINGS

- 15 Sep 2018 11:00 AM • Fridrich & Clark Realty-Green Hills
- 20 Oct 2018 11:00 AM • Fridrich & Clark Realty-Green Hills
- 17 Nov 2018 11:00 AM • Fridrich & Clark Realty-Green Hills
- 15 Dec 2018 11:00 AM • Fridrich & Clark Realty-Green Hills



IN OUR OCTOBER ISSUE

Nashville Predators'
Pete Weber

SPECIAL THANKS

KLWORKS, graphic design

MsDIG PHOTOGRAPHY, cover story

Leslie Pardue, 2018 Induction Photos

If you have any comments, questions, announcements or article suggestions, email us at TENNRHOF@GMAIL.COM.

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