

March, 2016



# TRHoF E-Waves NEWSLETTER est 2010



[ENTER THE TENNESSEE RADIO HALL OF FAME WEBSITE](#)

## OFF MIC

by TRHOF President Gary Beaty



As you read this, your Tennessee Radio Hall of Fame Board, Advisory Council and members have just conducted another meeting whose primary focus was to put the final touches on plans for our next induction ceremony/banquet. The event is scheduled for May 14th, 2016, in Murfreesboro. Once again, we will be at the Embassy Suites Hotel. If you haven't completed your plans — ticket and/or table purchase and room reservations — I urge you to act as soon as possible.



The event was sold out last year, and we're expecting the same result this year. I particularly want to invite previous career inductees to consider ticket/table purchases so they can join us on this special occasion. We'd love to see you again! We have planned an "early-bird" reception in the hotel atrium starting at 2:00 p.m., which is a great informal way to catch-up with old friends and colleagues. Go to our website and click on the link to complete your reservations for tickets, a table and hotel accommodations!

Our printed program has been greatly improved thanks to the expertise and efforts of board member Dave Nichols. The program represents a great opportunity for sponsors to present themselves to broadcasters from across the state, and, depending on the level of participation (sponsorship packages are available from \$300 to \$5,000), there are additional perks for participants. Help us identify and "close the sale" to potential sponsors for the event. Contact any board member through our website if you can assist with sales or recommend a contact for sponsorship.

Keep Calm, Gary

2016 Tennessee Radio Hall of Fame Induction Banquet  
May 14, 2016  
Embassy Suites Hotel, Murfreesboro  
Get tickets and the event schedule here:  
<http://tennesseeradiohalloffame.wildapricot.org/event-2170905>



Patty "Bell" Bellar  
Nick Archer  
Peggy Boatman  
James Brewer  
Alan Clark  
Roger Ealey  
Ralph Emery  
David Fott  
Crissy Fredenberger  
Matthew Hill  
Jeff Jacoby  
Frank Jolley  
Garry Mac  
Tom Mapes

Brian Mason  
Chuck Morgan  
Jim Mott  
Chris Protzman  
Dallas (Todd) Rogers  
Rich Schoedel  
Jared Stehney  
Larry Stone  
Joel Upton  
Ray Walker  
Scott Walker  
John (Chip) Walters  
Jeffery Wix  
Jenni Wylie

# Tickets on Sale for Tennessee's Biggest Radio Party!



Above: Several of 2015's inductees are showered with confetti at the close of the banquet.

Who will make the best speech of the night? Whose words will move the crowd to tears? What lost treasures will be revealed in the video tributes to the inductees? All the answers are waiting for you on Saturday, May 14, at the Tennessee Radio Hall of Fame's fifth annual induction banquet. This is the state's largest annual radio party, and it will happen again in 2016 at the Embassy Suites Hotel in Murfreesboro.

**Get your tickets now!** They're on sale and they're going fast. Remember: last year's event was a sellout, and we hope for the same results this year.

The individual ticket price is \$85. Tables of 10 will again be sold for \$800. Get together and arrange to sit with your friends and, as a bonus, save \$50 by purchasing an entire table.

**Extra Events:** The banquet will not be the only event of the day. Based on requests from past attendees, the Hall has arranged other opportunities for those who want a non-structured atmosphere where they can visit with old friends and colleagues. Check the red box

below right for the banquet schedule and for other opportunities to visit and share radio stories.

**Lodging:** Those who want to spend the night in Murfreesboro after the banquet is over may choose the Embassy Suites or another nearby hotel. Hotel capacity in Murfreesboro is expanding rapidly, and several new hotels are now located within sight of the Embassy Suites. To find out more, go to the Hall's web site, [www.tennradiohalloffame.org](http://www.tennradiohalloffame.org), and under the header that says, "Upcoming Events," click on the May

14, 2016 banquet link. It will take you to a page where you can buy your tickets and get additional information on the event, as well as on lodging.

**New Inductees:** The Hall's Board and membership have selected another slate of outstanding Career and Legacy inductees from East, Middle and West Tennessee. Many are also looking forward to the induction of the Legendary Radio Station of the Year, WUSY-FM 101 of Chattanooga (See related article on page 3). All in all, the evening will be an exciting one.

**The Unveiling of a New Award:** At this year's banquet, the Hall will announce criteria for a new award that will be open to any station in the state. Be there to find out more!



## May 14 Schedule of Events

2:00pm: Early-Bird Reception in the Hotel's Atrium Bar



5:00pm-6:30pm: Cocktail Social in the Banquet Hall



6:30pm: Dinner is Served



7:15pm: Induction Program Begins



Post Banquet: Hotel Atrium Bar Open Until Midnight

# WUSY: 2016's Legendary Station of the Year



by David Carroll

*Editor's Note: David Carroll, a charter member of the Tennessee Radio Hall of Fame, co-anchors the 5 and 6 p.m. newscasts daily on Channel 3 Eyewitness News in Chattanooga. Before that, he was one of Chattanooga's top radio announcers, and worked at WFLI, WGOW and KZ-106, which he signed on the air in 1978.*

When WQLS 100.7 (top 40) made the switch to WUSY (US-101 Country) in 1983, the Chattanooga radio market would never be the same.

It was the perfect combination. US-101 recruited a solid lineup of air personalities who were familiar with the region. They were backed by smart ownership and management, finger-on-the-pulse marketing, an enthusiastic sales staff, an award-winning news department, and an unbending commitment to community service.

Through 33 years of changes in the industry, the station has succeeded by being the go-to station in a growing city.

- When military troops returned to Chattanooga from Iraq and Afghanistan, it was US-101 encouraging listeners to line the highways and overpasses.
- When other cities, near and far, were suffering from the after-effects of tornadoes, floods and droughts, it was US-101 collecting (and delivering) food, clothing and water in its "Operation Good Neighbor" campaigns.
- When severe weather threatens the Tennessee Valley, US-101 puts the music aside and stays on the air until all is clear.
- When St. Jude Children's Research Hospital in Memphis needed a radio partner, US-101 established a partnership that has lasted for decades and raised millions of dollars.
- Each year, US-101 personalities are out from daylight until dark collecting presents for needy children to support Toys for Tots and Christmas for Kids.

US-101 has experienced more than its share of tragedy over the years, saying goodbye to popular personalities including Gene Michaels, Big Jon Anthony, Jack Cole, Bob Sterling, Benjamin "Bearman" Martin, and David Earl Hughes, all gone far too young. The station has proved its resilience with current personalities Ken Hicks, Daniel Wyatt, Kelley Bradshaw, Bill "Dex" Poindexter, Melissa "Mo" Turner Wagner, Styckman, Gator Harrison and "Cowboy" Kyle Croft keeping the station at the top of the ratings charts. It's a winning streak dating back to the early 1990s.



The station's trophy cases are overflowing with awards for individual and overall excellence from an alphabet soup of organizations: CMA, ACM and NAB, plus the Country Radio Hall of Fame, and now the Tennessee Radio Hall of Fame. For US-101's past, present and future contributions to the radio industry and its local market, the Tennessee Radio Hall of Fame is proud to bestow Legendary Station status. I encourage you to be in Murfreesboro on May 14 to witness this historic moment for yourself.

An advertisement for Gabriel Media on a purple background. It features the Gabriel Media logo (a green arrow pointing down) and the text: "We can put 10-20% of your annual budget on the books in 8 days! Contact John Padgett to see how 615.403.0336".

# Now We Know!



by Cathy Martindale  
and Tom Mapes

*Editor's Note: Cathy Martindale has replaced her "Six Questions" series with a new one, called "Now We Know." This is the first piece under the new name.*

Tom Mapes has spent many years in broadcasting. He has worked at a host of stations including WJZM-AM/Clarksville; WDXI-AM Jackson; WJAK-AM Jackson; WREC-AM, Memphis; WQCR-AM/WZDQ-FM/Jackson and at WWGM-FM/WHPP-FM, also in Jackson. He currently works as public information officer for the Madison County Sheriff's Department.



"Many hats and titles

and little cash!" His job titles range from staff announcer to Program & Music Director, Sports Director, Sales Manager, Station Manager, General Manager and even Owner. "You know how it goes in radio," he said.

## **Tell us about your early radio days and heroes....**

I began my radio career at age 18 as a student at Austin Peay, part-time weekend staff announcer. Being in radio was a childhood dream and it provided the income to earn my degree in 1963. Growing up, one of my radio heroes was Larry Munson, WSM in Nashville, also as a sports broadcaster for the Nashville Vols and Vanderbilt Commodores. He even answered a letter with encouraging comments, which meant a lot to a kid with a dream of someday working in radio.

I'm proud that we were able to build a sports dynasty with WJAK-AM in the 70's-mid 80's...also earning a Distinguished Service award and becoming a founding member of the Jackson-Madison County Sports Hall of Fame. I later helped establish the first Christian Radio Station in West Tennessee with both WJAK-AM, WQCR-AM and the "Dove" with Grace Broadcastings stations.

## **Any "mulligan" you'd like to share from your career?**

Oh, yeah...in the early days the announcer had to

read live copy. The first was a beer commercial tag for the Schlitz Brewing Co. when I said (S\*\*\*S) instead. My second mulligan would be when the copy writer didn't proof the script: "At Park-Belk, ladies panties half off!"

## **Any fan ever tell you that you made a difference in their life?**

Yes, several from our 14-year, 3,000+ daily program called "The Big Jak Super Sport of the Day" on WJAK. Also, as host of "Morning Praise" on Christian Radio, many testimonials and encouraging programs such as our "Angel Award" were given weekly to over 300 individuals for their Christ-like love and concern for others.

## **Did you have a signature sign-off?**

In my earlier days I used "Tom the Bomb" as a D.J. and sports personality and my sign off was "Tom Mapes, Big Jak Sports!" On the Christian formats I would close with the word "Maranatha!" That's a Latin and Greek word meaning Our Lord Comes, or the King is Coming!

## **Why is radio still important in today's digital world?**

The key is local involvement and people's names. A news-sports/talk format will always keep radio relevant in today's fast-paced digital world. Music formats may be in trouble locally considering what's available for many in other ways. By the way...here's a little trivia.....both Dave Nichols and Joe Case were on my staff at WJAK, and Doris "Cousin Tuny" Freeman was my Sales Manager. I loved surrounding myself with quality people. My love for radio covers a span of 56 years and as they say, "It's better to be a has-been than a never-was!"

# HAB

**H A Beasley & Company, PC**  
CERTIFIED PUBLIC ACCOUNTANTS

**Murfreesboro, Tennessee**  
**615.895.5675**  
**Business & Individual Tax Prep,**  
**Audits — All CPA Services**

**The Official CPA Firm of the**  
**Tennessee Radio Hall of Fame**



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 is part of your radio history.

**We love radio stories. Please, tell us yours.**

Just email it to [starmagic@comcast.net](mailto:starmagic@comcast.net).

### 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](http://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 1,150 members, and our YouTube Page with air checks, inductions and other audio/video memories.



## Check Your Calendar

Saturday, March 19, 2016, 1:00 p.m., CDT  
Meeting of the Board.

Location: Fridrich & Clark Realty,  
3825 Bedford Avenue, Nashville, TN 37215



Saturday, April 2, 2016, 1:00 p.m., CDT  
Meeting of the Board.

Location: Fridrich & Clark Realty,  
3825 Bedford Avenue, Nashville, TN 37215



April 30, 2016, 1:00 p.m., CDT  
Meeting of the Board.

Location: Fridrich & Clark Realty,  
3825 Bedford Avenue, Nashville, TN 37215



Saturday, May 14, 2016, 5:00 p.m. CDT  
2016 Induction Banquet

Embassy Suites Hotel, Murfreesboro



To check the TRHOF event calendar anytime, go to the home page of our website:

<http://tennradiohalloffame.org>

**DONATE YOUR  
BOAT, SCOOTER, CAR  
OR MOTORCYCLE TO  
THE TENNESSEE RADIO  
HALL OF FAME.**



*Write off your  
donation on your taxes!*

**TRHOF is a  
501(c)3 entity.**

Get details at: [tennradiohalloffame.org](http://tennradiohalloffame.org)

## NEWSLETTER STAFF & GROUP INFORMATION

Editors: Melissa McDonald [starmagic@comcast.net](mailto:starmagic@comcast.net)  
Cathy Martindale [cathymartindale@comcast.net](mailto:cathymartindale@comcast.net)

Reporters: Buddy Sadler [sbuddy@bellsouth.net](mailto:sbuddy@bellsouth.net)  
Skip Woolwine [woolwine@comcast.net](mailto:woolwine@comcast.net)

General email: [TennRHOF@gmail.com](mailto:TennRHOF@gmail.com)



© 2016 The Tennessee Radio Hall Of Fame, Inc.  
P.O. Box 158921  
Nashville, TN 37215

An IRS 501(c)3 Entity  
All Rights Reserved.

You are receiving this message because you opted in at [TennRadioHallOfFame.org](http://TennRadioHallOfFame.org)