

March, 2017



TRHoF **E-Waves** NEWSLETTER est 2010



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OFF MIC

by TnRHOF President Doug Combs



Recently, a member told me that they only knew one of our upcoming inductees in the Career class of 2017. And my first thought was — that's a good thing! The members of this year's Career and Legacy classes are one of the most diverse (if not *the* most diverse) group as far as their backgrounds and their contributions to radio go. Several made contributions that have pulled the industry forward not only in Tennessee, but also across the nation and around the world.



This year, we will induct people who have played a role in industry education and in shaping the careers of new broadcasters. Other inductees have conducted interviews and in produced shows that kept citizens of our state informed on the activities of our government, and others who have told the stories of Tennesseans from all across the state.

Contributors in engineering in the 2017 class include a person who designed, built and installed equipment to expand radio signals around the world. From humble beginnings in small town radio to leading the industry in our nation's capital and the halls of Congress and the offices of the FCC, our inductees continue to make their mark.

Announcers, engineers, sportscasters, educators, trade industry leaders, news reporters and broadcast group builders fill the ranks of our latest induction class. In our sixth year we continue to grow in the scope of careers of our inductees.

The stories of radio continue to be heard. We will learn more about those stories and the people they honor on May 6th. To be true stewards of the history of

our industry, we need to document our story and listen to all of the voices that contribute to Tennessee radio.

Tickets to the sixth annual induction banquet will be available online beginning March 7th. An email will be sent to all members on that day. After that, you can reserve your seat, call your friends and fill a table. Then, get ready for an exciting night celebrating radio in the Volunteer State!

Doug

**Banquet tickets go on sale
March 7th.**

**Watch for an email with instructions
on how to reserve your seats
for the greatest evening of radio
in Tennessee!**

March
HAPPY BIRTHDAY

Patty "Bell" Bellar
Nick Archer
Peggy Boatman
James Brewer
Alan Clark
Roger Ealey
Ralph Emery
Dan Endom
David Fott
Matthew Hill
John Hood
Frank Jolley
Garry Mac
Tom Mapes
Brian Mason

Chuck Morgan
Jim Mott
Webber Parrish
Tom Prestigiacombo
(Todd) Dallas Rogers
Rich Schoedel
Jared Stehney
Larry Stone
Joel Upton
Roy Walker
Scott Walker
Chip Walters
Jeffery Wix
Jenni Wylie

A Talk with 2017 Emcee John Young

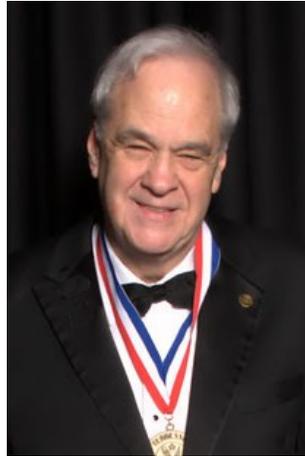


John Young says he was just a kid interested in radio. "I was born in Nashville, idolized radio guys, hung out at radio stations, studied every move the DJ made, and had this dream that came from doors opening here at home," he said. "I started in the summer before my senior year in high school, driving to Murfreesboro every night for my first job at WGNS."

He continued, "After those three months I landed a job weeknights reading news for John R on WLAC and was heard by WMAK down the street. They put me on afternoon drive and doing news, which later led to weekend DJ work all during my senior year of high school. Later, I worked full time in college as mid-day jock and Music Director following Gary Beaty on the air."

Things moved fast for Young after that. He received an Air Personality of the Year Award from *Billboard Magazine* while at WMAK. From there, he moved to the number one station in Houston, a top-10 market. Three years later, he was doing middays at KILT and programming its FM station. During this time, he received the Air Personality of the Year from Gavin.

Young returned to Nashville in 1975 to launch a unique soft-rock



format that became known as SM-95. He also worked afternoon drive on WSM-AM. He moved to a midday slot when Ralph Emery left that role, and was recognized with another Air Personality of the Year Award from *Billboard* for that effort.

In 1978, Young moved to Atlanta to program the leading Top 40 station in town, which was in third place in the overall ratings. Under his leadership, the station moved to number one (against market giants WSB and 94Q) and kept that standing all the years Young was at the helm.

During that time, WTBS-TV owner Ted Turner heard Young on the air while driving his daughter to school. He hired Young to be the signature voice for the station. That national and international exposure

led Young into voice over work full time. He left Z-93 in the mid-nineties to focus on it, and he continues in that field to this day.

However, all the accolades fade in importance when Young talks about the people he has worked with over the years. "Most gratifying were the success stories I witnessed by hiring good people who were coachable, and dying to grow, and watching them succeed. As a program director who was also a talent, I could see the void many on air talent feel as management often doesn't know what they want, what they need to succeed, and I witnessed many good talent feeling under valued and how that often affects their potential performance. In other words, we DO need each other. We're a group of people who love people and the chemistry radio stations bring them. Organizations like the Tennessee Radio Hall of Fame remain a glue that gives unique results when this chemistry gels."

John Young loves radio, and it loves him. So do radio people. See for yourself at the Sixth Annual Tennessee Radio Hall of Fame on May 6.

Wanted: Pictures, Video, Audio for This Year's Banquet

Production on the 2017 Induction Ceremony has been underway since last year. Show producer Chip Chapman



reminds all members who may have pictures, video or audio of this year's inductees that the show depends on

you. "We not only need the participation of our inductees and their endorsers; we also need everyone who has relevant material to contribute. Former co-workers and friends are invited to submit photos, audio and video that will give us the best tribute possible."

Anyone who has photos or printed material on this year's inductees should email to Chip at:

chipchapman001@gmail.com

If the content includes photos, please make them as hi-res as possible. If it's audio, Chip says MP3 files will work. If it's video, he asks contributors to please provide a link.

Sales People & Air People: Kindred Souls?



by Paul Randall Dickerson

A radio station owner once told me jocks and salespeople were very much alike. I nearly blew my coffee out of my nose.

"What? How can you say that?" I growled. "Jocks and sales guys are natural enemies in the radio jungle!" Or something like that.

I was programming an adult contemporary station at the time and, while we mostly made nice with the sales crew, we program folks knew where the product came from. Us — like them? Indeed!"

The wise owner then laid out our demons. On the program side, it was the fear of performance sliding, the new weekender who sounded great and stopped by to chat with the P.D. during the week, the terror of "format adjustments" and the ratings book due next week. On the sales end, it was the 11 no's before the eventual yes, your account list getting reshuffled or the good client who suddenly doesn't like the new morning jock and wants to pull his spots. It was getting beat up for a living; both in programming and sales.

What about the news guys? The owner said they were the only ones who had it together. If an interviewee didn't want to answer their question, they always had another one. They were thick-skinned truth seekers and there was nothing personal about it. Jocks and sales guys got wounded all the time.

What brought this into discussion was the firing of Charlie the Tube. He was a young time salesman who loved to be in the studio as his clients' spots were being cut. With all that in-house time, the Tube didn't spend sufficient time on the streets. One day, the sales manager — disappointed in Charlie's performance — called him into his office and asked about the Whatever account. Charlie said he'd pitched the guy, but Mr. Whatever said his quarterly media buys were set. The manager persisted. When did Charlie talk with him? Was Charlie certain he was talking to Mr. Whatever? The Tube said he'd met with the client the day before, just as his daily sales report said. The manager shook his head and pointed out the man's funeral had been yesterday.

On the flip side, I've seen sales types absolutely bubble (one even danced) when a tough sale is made. Here's an example.

Bob Crenshaw was a natural salesman and, when I worked for him, he was the V.P. and general manager of WKGN in Knoxville. Crenny walked into the office one day and was told by the secretary that the big Oldsmobile dealer had canceled the contract he had signed only the week before. Crenny walked two blocks down Cumberland Avenue, steaming and scheming, and blew right past the dealer's secretary, into his office.

While asking why the man had canceled his contract, Bob noticed the WNOX salesman's card on the client's desk. "All right. All right. It's your business and you can spend your hard-earned money however you like," he conceded. "But I wouldn't be your friend if I didn't show you just how badly you've been taken."

Crenny pointed to the business card that boasted WNOX was 10 kw. Then he laid down his own card that crowed WKGN was 1,000 watts! Then, came the knowing stare.

"You're probably paying more per spot on a little 10 kw station than you were on WKGN with a thousand booming watts!"

The dealer called WNOX, canceled his contract, told the switchboard he never wanted that so and so in his dealership again — and the Olds spots were back on WKGN within 15 minutes.

Legendary programmer John Rook said the ratings were a sales tool that he paid little attention to. Slicing and dicing the demographics were what salespeople did well and Rook was focused on getting as many sets of ears as he could listening to WLS. At one point, the station had weekly cumes above three million listeners.

In Buffalo, I was told by a general sales manager who I very much respected that he was eager for us to gain audience, but he would make money to aid the cause while we were making headway. He said, "My guys will sell out the inventory. Your guys determine the price of it."

Maybe the two sides of the building were closer to each other than we realized.





Above: The last few weeks have been exciting for Tennessee Radio Hall of Fame nominee Coleman Walker. The WAMT, Lebanon, morning man was honored for his contributions to the community by two groups. He was named Wilsonian of the Year by the Mt. Juliet Chamber of Commerce. A week later, he was named a lifetime member of the Lebanon/Wilson County Chamber. Congratulations!



Above: TRHOF inductee Mike Bohan was recently a guest on WSM-AM, where he spent years on staff. Current air personality Devon O'Day is pictured with him.



Above: TRHOF inductee Keith Bilbrey recently appeared on public TV station WCTE in Cookeville as a guest on the show, One on One. It's hosted by station manager Becky Roberson Magura, who is pictured above with Bilbrey.

Blast from the Past



Left: WATO Radio, Oak Ridge, sometime in the seventies.

Starting TOMORROW
You can hear the difference on
AM 85 WIVK
with
C.P.
and
WALKER
6am — 10am

 BECKY LYNN 10am-3pm	 DAN BELL 3pm-6pm
--	---

STAN COTTON—Sports, PAUL HARVEY—News, TRAFFIC REPORTS, ABC NEWS

AM 85 **WIVK** AM 85

Right: Back in the day, with WIVK.

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.

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 Cindy Arnold 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 TnRHOF Facebook page.

Our Facebook page now boasts more than 1,200 members, and our YouTube Page includes air checks, inductions and other audio/video memories.

GABRIEL
REVENUE SPECIALIST *Media*[®]

If you would like to add 10% of your annual revenue in 8 working days please contact:
John Padgett at 615-403-0336

Check Your Calendar

March 4, 2017, 1:00 p.m.
Board Meeting (Board & Advisory Council)
Starstruck Entertainment
40 Music Square, West, Nashville

●
May 6, 2017
Induction Banquet & Ceremony
Marriott Nashville Airport
600 Marriott Drive, Nashville

●
More Events Coming Soon!
To check the TRHOF event calendar anytime, go to the home page of our website:
<http://tennradiohalloffame.org>

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.

What you think you BECOME.
Buddha

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