MIKE & AMY IN THE MORNING – PORTLAND, OR

BIO

June 30th, 2017: Respectfully submitted for consideration of the 2017 CMA Personality of the Year Award.

ENTERCOM PORTLAND

Mike & Amy in the Morning

Portland: a town famous for bearded hipsters, artisanal goat yoga, vegan nightclubs and other fringe behaviors. You might wonder how country music fits into that scene (other than the Johnny Cash t-shirt on the guy making your hemp latte). You certainly won't hear Luke Bryan singing a song about huntin', fishin' and riding a unicycle while wearing a Darth Vader mask and playing flaming bagpipes. So how could a country morning show ever bridge the gap between dirt road 4-wheeling and naked bike riding? Ask Mike and Amy!

Mike & Amy in the Morning

With roots deep in Portland, but appeal that reaches all the way out into the big, delicious donut of rural communities surrounding the city, Mike and Amy have mastered the art of serving up humor that unites instead of divides. Case in point: They're currently nominated for Best Local Radio Show in a reader's poll conducted by the most hipster, liberal paper in town. If they win, that paper will have to acknowledge the existence of country music (and its listeners) for the first time in probably decades.

WILLAMETTE WEEK NEWS RESTAURANTS BARS

Best Local Radio Show	Blazer's Edge Radio–XRAY.FM
	Mike and Amy in the Morning–The Wolf
	The Score with Edmund Stone–All Classical Portland
	Uncle Scotty's Hot Tub–Radio Hot Tub
	XRAY in the Morning–XRAY.FM

Mike & Amy in the Morning

Much like their hometown, Mike and Amy's show is equal parts comedy, originality, authenticity, and warmth, with a touch of the weird. A typical show features the duo's accessible-but-original spin on human nature, local news, pop culture and country gossip. With constant fresh takes on the world, Mike and Amy maintain a following that actually skews younger than many country stations. Their real-life friendship and appreciation for each other's peculiarities means they never run out of things to laugh about, and their long history with listeners makes for a connection you don't hear anywhere else on the dial.

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COMMUNITY INVOLVEMENT

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INTRODUCTION

Mike & Amy in the Morning

Getting out of the studio and into the real world is always fun for Mike & Amy, and if showing their radio-faces somewhere will help the community or brighten someone's day, they're more than willing to do it. Here are some memorable moments from yet another very busy year:

MIKE & AMY HOMETOWN TOUR

Bringing the show to the people

When you've got an RV with huge pictures of your faces plastered all over it...well, it's fun to tour around and scare the locals. For the third year in a row Mike and Amy visited towns all throughout their listening area for parades, fairs, concerts and other events. Amy and her daughter camped out all weekend at the Wolf-sponsored Bi-Mart Willamette Country Music festival, living it up with listeners and sometimes being woken up at strange hours when said listeners decide to throw dance parties on top of the RV.

WHAT A KID!

Helping those in need

When Payton won a bike at school, he wanted to give it to someone who truly needed it, so he called Mike and Amy for help. Once they started talking about this generous boy's offer, other listeners donated new bikes too, and a local restaurant offered to throw a pizza party for all the kids on the day they got their bikes. All because of one kid's idea and the power of radio!

PROUD PARENTS OF PATRIOTS

Saluting the brave and spreading the love

Mike and Amy are proud of their regular segment honoring those who serve by giving voice to their moms and dads. We've heard some really touching letters over the past year, including a mom telling the story of her son's recovery after losing both legs to an IED in Afghanistan.

Every year, Mike and Amy drive the Wolf monster truck in Oregon's biggest Veteran's Day parade, and help promote all the events surrounding the parade as well. As former grand marshals, they're always proud to be included in an event that celebrates those who have served, and honored to meet some real live heroes.

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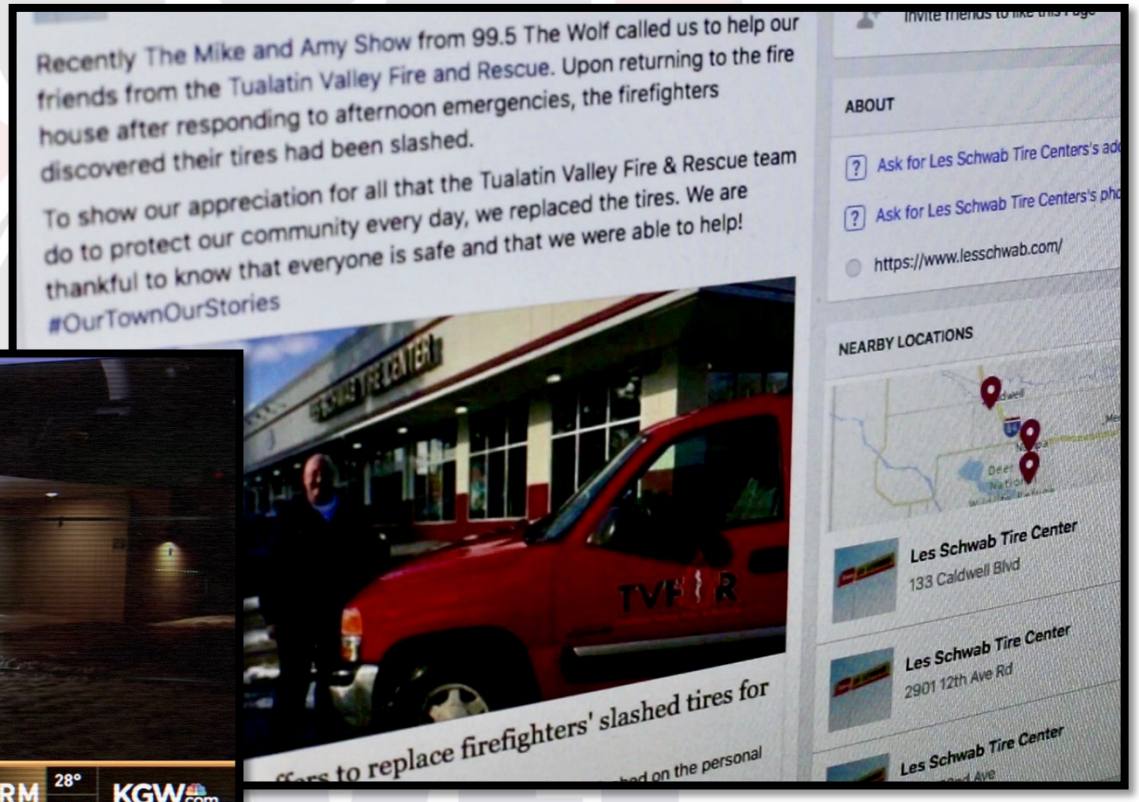
TIRES FOR FIREFIGHTERS

Spreading the love to our first responders

A dispiriting local news story had a happy ending thanks to the kind of connections you can make when you have a radio show. When Mike and Amy heard about a group of local firefighters whose tires on their personal vehicles were slashed by vandals, a quick call on the air to a local tire company resulted in brand new tires for all of the firefighters. Mike also made a video documenting the whole thing for the client to showcase their generosity.



YOUTH MUSIC PROJECT

Music education for the community youth

Amy serves on the board of this nonprofit, which provides pop, rock and (yes!) country music lessons to kids regardless of cost. Over 40% of the students there are on scholarship, and it's nice to be able to get country stars to record messages for these kids, inspiring them to keep making music.

Amy Faust Board Member & Volunteer Extraordinaire!

You know you love a place when you want to tell everyone about it. That's how I felt about Youth Music Project from the first time I walked in the door. The buzzy energy and controlled chaos of kids excited about making music just lit me up inside. When I found out how many students are able to be a part of Youth Music Project, regardless of their family's ability to pay, I knew I wanted to help in any way I could. As a Youth Music Project board member, it's now my responsibility to inspire and inform the community about the great things going on under our roof — which for me is a *super* easy job.

Happy music-making,

Amy Faust

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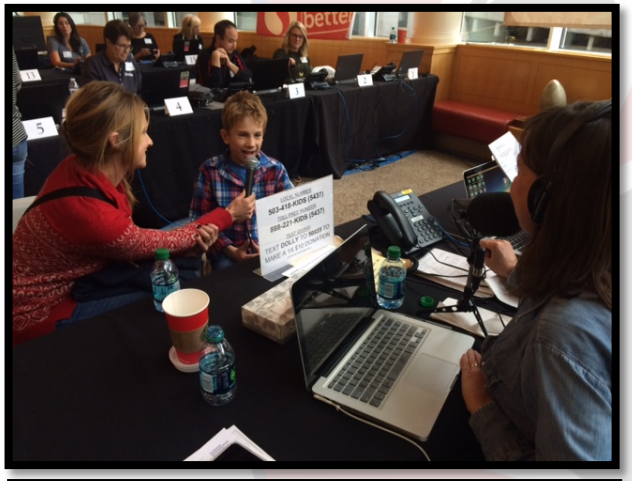
HUNT FOR A CURE: DEC. 1ST & 2ND

It's all about the kids

Every year Mike and Amy broadcast for two mornings from the lobby of Doernbecher Children's Hospital to encourage listeners to help support this phenomenal place. Through interviews with survivors as well as with kids who are currently hospitalized, Mike and Amy use their intimate connection with their listeners to raise big bucks and help find cures.



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KYRA'S BAKE SHOP

Becoming a champion of hope

When Mike and Amy found out that a local "Cupcake Wars" star had launched an ambitious campaign to raise money for Leukemia research (inspired by a young cupcake-lover who was fighting the disease) they teamed up with Kyra to get the word out. Through a combination of radio, social media and well targeted video, Mike and Amy were able to help ensure that Kyra's fundraising goals were not just met, but exceeded.

POLAR PLUNGE

It’s all done in fun for a great cause

It’s become a tradition! Every year Mike intrepidly hosts this beloved fundraising event for the Special Olympics, while Amy stays at home warm in her bed.

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THANK YOU

It’s been an awesome year – thank you for your consideration of Mike & Amy in the Morning as 2017 CMA Personality of the Year!

FACEBOOK.COM/IKEANDMAMIE

TWITTER.COM/MIKEANDAMYRADIO

KWJJ/99.5 THE WOLF – PORTLAND, OR

ADDITIONAL INFO

June 30th, 2017: Respectfully submitted for consideration of the 2017 CMA Major Market Station of the Year Award.

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GOALS

So young and hip, other country stations are telling us to get off their lawns

Back in 2004, we decided to make a change. We knew country had a huge following in the 18-49 demo, and we knew that demo didn't have a home. We set out to appeal to the newest generation of country music fans—and, oh boy, did we ever! With great imaging, hot country music, a consistent social media presence, and a wide range of exciting contesting, we are Portland's dominant country station.

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