



# BUD & BROADWAY

**LIVE AND LOCAL - M-F: 5am-9am**

This team came to be out of necessity. In 2010, in Dothan, Alabama, Broadway was the Program Director of a country station in need of an afternoon guy. He placed a help wanted ad and received over 400 demos. Out of those 400 hopefuls, only a few were chosen to move to the final round. Bud Ford was one of them. Bud had just started his studies at Mississippi State with a goal of becoming a television meteorologist, and leaving the radio business behind. He needed to be in a small market that would allow him to work on television, and his plan was to work on a radio station just to survive until he got his degree.



Those plans, as plans often do, were completely derailed the first time Bud and Broadway went to lunch together. There was an instant bond between the two, because Broadway has a special needs son, and Bud's little brother was special needs as well. That common thread was the catalyst for what would, in very short order, become the Bud and Broadway morning show.

Less than two months after bringing Bud on board, Broadway realized that his recently formed morning show wasn't going to work out. Sometimes, the chemistry's just not there. He approached Bud about joining him on the show, and a meeting was held between the two that would change everything.



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Two years later, after becoming the number one and most talked about morning show in Southeast Alabama, Bud and Broadway made the decision to set out in search of their dream job. They were hired in Tulsa, and in less than a year, they had taken the town by storm. During their time in Tulsa, Bud and Broadway made their mark not just by being funny, but by opening up the book of their lives to the listeners.

Through good times and bad, their lives played out on the radio. In the three years they were in Tulsa, Bud's heart was broken, first by a woman, and then by the tragic death of his brother, William. On the heels of that, Broadway's mother was diagnosed with Stage 4 colon cancer and passed away six months later. They made it through these times by sharing them with their listeners, who were kind enough to make them a part of their families.

Once again their plans, as plans often do, would change over a contract issue with their company, and they found themselves parked on the sidelines. Bud and Broadway believe that God has a plan for everyone, and they were certain that the plan wasn't meant to end in Tulsa. Several months later, the opportunity presented itself to become the new morning team here at New Country 92.3, and they knew they had found their new home.



# BUD AND BROADWAY



**LAUGH OUT LOUD FUNNY**  
Bud and Broadway give back to the LOCAL community

Bud and Broadway lead the charge to raise

**MORE than \$32,900**

with an emergency one-day radiothon “Cash for Kids” for the St. Louis Shriner’s Hospital For Children, whose warehouse storing toys and blankets for the upcoming Shriner’s Christmas Party was destroyed by a massive fire two days earlier.

Bud and Broadway’s Facebook Live ACM Backstage Coverage reached

**MORE than 70,000**  
in TWO days!

At Christmas, Bud and Broadway gathered

**MORE than 10,000**

toys for LOCAL children in 36 hours.

After recent hurricanes, earthquakes, and politics, **Bud and Broadway** launched **Make A Little Love week** with **thousands of LOCAL followers** pledging to do random acts of kindness and to spread a little love.

Bud and Broadway, along with the New Country 92.3 Home Team, provides exciting experiences that can’t be bought: corporate takeovers with catered lunch and acoustic concerts, sending listeners to destinations to meet the stars, the 9 week Hot Country Nights concert series and more.



**LIVE, LOCAL, 24/7, entertaining, informing and connecting with St. Louis: Bud and Broadway on NEW Country 92.3, WIL.**



# COMMUNITY SERVICE

## 92K Fist Bump Challenge

**Bud and Broadway** brought lunch to our hard working men and women in uniform for Salute the Blue June throughout June 2017 as a part of the 92,000 Fist Bump Challenge.

- Morning show hosts **Bud and Broadway** surprised police officers and first responders at their station with a catered lunch from Moe's Southwest Grill.
- Stops included the DeSoto Police Department, St. Charles Police Department, Collinsville Police Department, and Granite City Police Department.





# COMMUNITY SERVICE

## 92K Fist Bump Challenge

**Bud and Broadway's Blue Collar August** brought cold treats to those working out in St. Louis heat August 2017 as a part of the 92,000 Fist Bump Challenge.

- Morning show hosts **Bud and Broadway** surprised workers in the heat with cold ice cream shakes from Lion's Choice!
- Stops included a local city parks department, automotive workers, roofers, and more.



# COMMUNITY SERVICE



has continued to bring the new faces of country music to St. Louis *and strives to give back throughout the year.*

## Make A Little Love Week

- Bud and Broadway launched Make A Little Love Week earning a proclamation from the local mayor.
- Challenged listeners to **Make A Little Love** following the Las Vegas Shooting in addition to recent hurricanes, earthquakes, and politics.
  - Listeners called in with their acts of kindness stories and these were shared all over the listening area.
- No only did the team challenge listeners to 'make a little love' with random acts of kindness – they lead the charge with the following acts:
  - Volunteered with Habitat For Humanity by building a house
  - Picking up the tab of a car behind them at McDonald's
  - Drop off flowers to nurses at a local hospital





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## Midwest WingFest Festival Raises \$5,000 for Climb for PTSD

- Live music, headlined by country artist **Dylan Scott**
- Campaign lead by Bud and Broadway
- 5K run and wing eating contest
- Food ranging from wings to pulled pork to chili dogs

**MORE THAN 25,000** people attended this two-day event



New Country 92.3 donated **170** programming minutes, and **18+** staff hours.



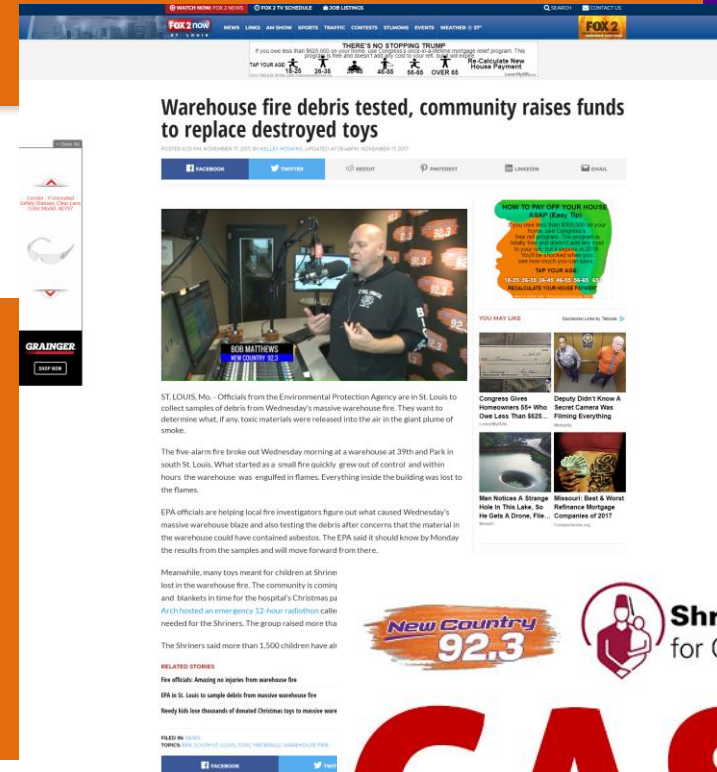
Climb for PTSD, an Illinois-based nonprofit that provides services for veterans, first responders, and others living with Post Traumatic Stress Disorder (PTSD).



# COMMUNITY SERVICE

## Cash for Kids Raised **\$32,900** for Shriners Children's Hospital

- After a four alarm warehouse fire destroyed the facility where all the toys and blankets for the Shriners Children's Hospital Christmas Party, **Bud and Broadway** sprung into immediate to put together a one-day radiothon the very next day.
- The goal was to raise **\$10,000** in twelve hours.
- The emergency radiothon received local TV coverage as well as industry press.
- OVER \$32,000** was raised to replace the toys and blankets for the Shriners Children's Hospital Christmas Party.



The graphic features the New Country 92.3 logo at the top left and the Shriners Hospitals for Children logo at the top right. The central text reads "CASH for kids" in large, bold letters, with "CASH" in red and "for kids" in green script. Below this, there is a green button that says "DONATE NOW NEWCOUNTRY923.FM". The background of the graphic shows several wrapped gifts and a teddy bear.



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## Bud and Broadway's Bikes, Balls, & Barbies Collects **10,000** Toys for Salvation Army

- December 36 Hour non-stop toy drive
  - Bud and Broadway hosted a 36 Hour broadcast in the West County Mall
  - Morning team took turns to pedal a stationary bike non-stop during the toy drive
  - Included **4 broadcasts at Walmart locations** across the listening area.



» Toyland: WIL/St. Louis' Bud and Broadway (pictured with Santa) collect more than 10,000 toys for the Salvation Army at their 36-hour toy drive, Bikes, Balls and Barbies.

Bud and Broadway supplied **over 100** programming minutes and **18** staff hours.



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## Bud and Broadway Raise More Than **\$10,000** For Habitat for Humanity

- Bud and Broadway headlined the “**Laughs For Humanity**” event on March 10<sup>th</sup>, a stand-up comedy night with all proceeds benefitting **Habitat For Humanity’s Women Build Campaign.**
- Bud and Broadway then joined Habitat in building this home for a family in St Charles.
- The home is currently under construction and the **entire cast of the Bud and Broadway show** go to the site once a month to help with construction.



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## Bud and Broadway Raise **\$406,000** for Heat Up St. Louis

- **18<sup>th</sup> Annual Rise 'N Shine for Heat Up St. Louis** on February 9, 2018 at Hardees off Butler Hill in South County
- With a **\$1 donation** patrons received a free sausage & egg biscuit
- The total amount raised was up **from 2017 by 33%**. Bud and Broadway anchored coverage for this event, along with PSAs, live talk, and Facebook coverage.
- Bud and Broadway volunteered for the event and talked up the event all morning long on their show.



*Proceeds from the event went to help senior citizens & the disabled with their heating bills.*



# COMMUNITY SERVICE

## HEROES FOR KIDS

New Country 92.3 and **Bud and Broadway** were proud to partner with KMOV and Shriners Hospital for Children - St. Louis to present KMOV Cares: Heroes 4 Kids, a telethon on March 29th, 2018 from 6a-7p.

A day of inspiration and first-hand experiences of the people and the stories that make our Shriners Hospital so special!

Together we helped raise a total of **\$136,403** for Shriners Hospital for Children - St. Louis!

**Bud and Broadway** again championed the campaign supported with Facebook posts, website listings, station eblasts, and over 200 promos.



# COMMUNITY SERVICE

## Severe Weather

When the threat of severe or winter weather hits our area, **Bud and Broadway and New Country 92.3** goes **WALL to WALL** with constant updates 24/7 with the only licensed meteorologist – **Bud Ford** - on St. Louis radio. Updates include Facebook Live looks at the elements, listener feedback via the phone lines, and a behind the scenes look at the science of what is happening at a level the listener can understand.

Keeping the community informed with local news and weather is a priority for **New Country 92.3**, especially during morning drive as listeners prepare for their day. **Bud and Broadway** give :30 weather breaks **5 times an hour** during morning drive – along with a one minute local news bit every hour.



**Bud and Broadway** was live.  
May 3 · 🌐  
Arnold City Park sign is under water and rain is coming down...  
6.2K Views



**92.3 WIL** was live.  
about 2 weeks ago · 🌐  
Meteorologist Bud Ford and Broadway have you covered! Here's an update!  
13,727 Views  
Like Comment Share  
👍❤️👹 115 Top Comments  
18 shares  
**Kim Garrison Kult** · 2:08 Please be careful!! I've come to love you guys.  
Unlike · Reply · Message · 3 · January 13 at 11:10am  
**Donna Lowry** · 2:34 The new Bud cape  
Unlike · Reply · Message · 1 · January 13 at 11:11am  
**Jerrine Sellers** · 0:41 Hey  
Unlike · Reply · Message · 4 · January 13 at 11:09am  
**Cheryl Curtis** · 2:08 Love you guys  
Unlike · Reply · Message · 1 · January 13 at 11:10am  
**Alicia Davenport** · 1:08 Hi guys. 😊 Thanks for keeping us updated.  
Write a comment...



# INDUSTRY

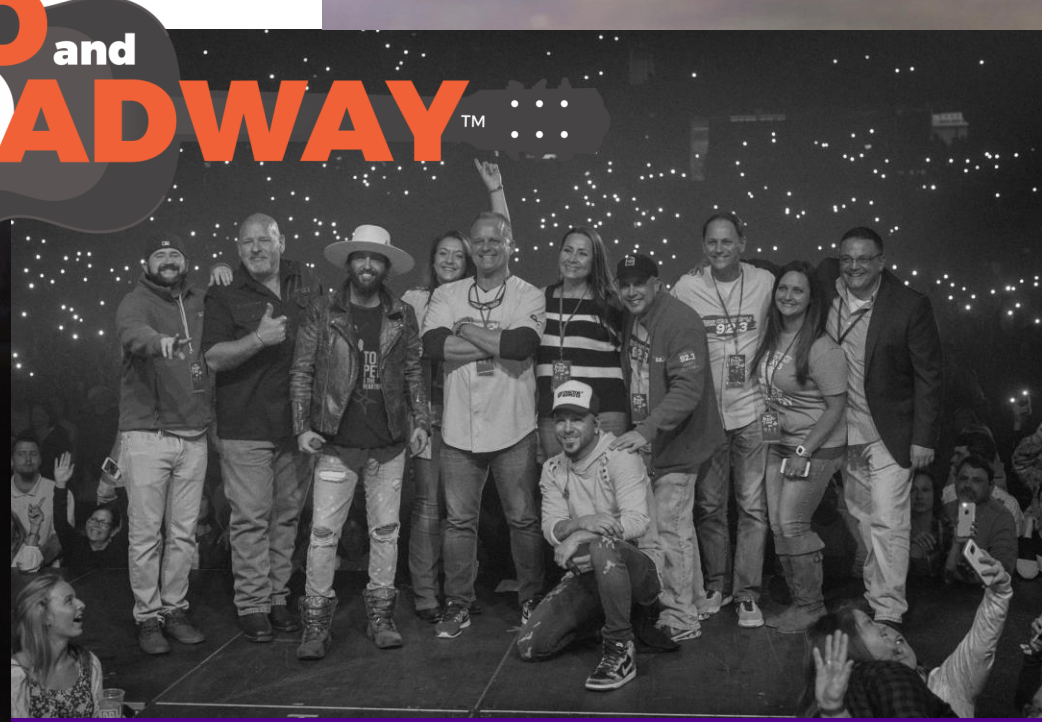
## JingleFest Ticket Blasts

Every year, **Bud and Broadway** host a **FREE** major concert at Family Arena.

- This year's lineup featured **Old Dominion, LOCASH, Walker Hayes, Brandon Lay, and Delta Rae.**
- Listeners were able to get their free tickets from Bud and Broadway at any of our **21 ticket blasts.**
- **Over 7,000** FREE tickets are given away as a way to give back to our listeners and to introduce them to the new faces of country music.



**BUD** and  
**BROADWAY**™  
st. louis



# INDUSTRY

## Bud and Broadway's App Access

In January & February, **Bud and Broadway** gave one lucky listener the chance to meet **"ALL THE STARS"** coming to St. Louis in concert this year.

- Listeners could register to win once they downloaded the New Country 92.3 App.
- One local winner got tickets to all the shows, plus meet and greets with the following stars:
- Miranda Lambert, Jason Aldean, Dierks Bentley, Luke Bryan, Sam Hunt, Thomas Rhett, Kenny Chesney, Keith Urban, Lady Antebellum, and Darius Rucker.





# INDUSTRY

## Hot Country Nights

- A 6-week series featuring a new country artist show each Friday night at Ballpark Village hosted primarily by **Bud and Broadway**.
- This exclusive **New Country 92.3** series featured acts like *Brett Young*, *Granger Smith*, *Chris Janson*, *Josh Turner*, *Scotty McCreery*, *Danielle Bradberry*, *Gary Allan* and *Drew Baldridge*.
- **Bud and Broadway** gave away tickets, backstage passes, and connected followers with the artists via Facebook Live and on-air interviews.



# INDUSTRY



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## Bud and Broadway Mega Ticket Giveaways

Starting in February, **Bud and Broadway** were proud to promote the Mega Ticket/Summer Concert Series with Live Nation.

- At least **eleven shows** were promoted with ticket giveaways on Bud and Broadway's show for *Jason Aldean, Dierks Bentley, Keith Urban, Miranda Lambert, Blake Shelton, Brantley Gilbert, Darius Rucker & Lady A, Kenny Chesney, Rascal Flatts, Luke Bryan, Chris Young & Kane Brown, and more.*
- Prior to EVERY concert at the Hollywood Casino Amphitheatre, the Bud and Broadway Show with Kelly from Arnold hosted an exclusive pre-party for listeners to meet the opening acts including Kane Brown, Chris Janson, Brett Young, and Luke Combs.





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## Ratings

This past year, **New Country 92.3** proved over and over again to be the choice country music station in St. Louis.

- Consistently the **#1 Country Show in STL**
- Consistently Top 2 Mornings Overall
  - Persons 25-54
  - Women 18-49



# INDUSTRY

Bud and Broadway keep followers connected to the country music industry in a number of ways. Providing the inside scoop of everything behind the scenes in Nashville.

- **Sweet Becca from the Country Mecca**
  - Listeners get insider information three times every weekday morning with **Bud and Broadway**
  - Playback feature at [newcountry923.fm](http://newcountry923.fm).
- **Bud and Broadway Backstage With The Stars**
  - Listeners can hear unique interviews with all the country stars on the **Bud and Broadway Backstage With The Stars Podcast**.
  - Playback feature at [newcountry923.fm](http://newcountry923.fm) and on Podcast One.
- **Special Co-Hosts**
  - Listeners never know who will join **Bud and Broadway** as a co-host!
  - Blake Shelton & Brett Young have both served as special co-hosts with **Bud and Broadway** this year.





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## Bud and Broadway

## ACM Backstage Interviews

**Bud and Broadway** brought listeners behind the scenes with one of a kind interviews with the **BIGGEST** New Country stars at the ACM Awards.

Interviews with Luke Bryan, Kelsea Ballerini, Kane Brown, Jason Aldean, Brantley Gilbert and more were also Facebook lived so fans felt more connected.

Over the course of their two days at the ACMs, the team interviewed over 70 country artists and reached more than 70,000 fans on Facebook Live.



# INDUSTRY

## Bud and Broadway Industry Awards

Bud and Broadway have earned multiple industry awards this season – proving that they are always working for the community while introducing the NEW faces of country music to St. Louis.

- 2018 ACM Personality of the Year – Major Market
- 2018 Missouri Broadcasters Association
  - Shriners Radiothon – 1<sup>st</sup> Place PSA or Campaign
  - Bikes, Balls, & Barbies Toy Drive – 1<sup>st</sup> Place Station Sponsored Community Event
  - Shriners Cash for Kids Fundraiser – Honorable Mention Corporate Award for Community Service
  - Memorial Day Flood Benefit Concert – Honorable Mention Station Sponsored Community Event
- 2017 CMA Personality of the Year Finalist – Major Market

Bud and Broadway were vital pieces in gaining Station Awards & Nominations for New Country 92.3 this year, too.

- 2018 ACM Station of the Year Nominee – Major Market
- 2017 CMA Station of the Year – Major Market
- 2017 NAB Marconi Finalist – Country Station of the Year





# THANK YOU!



**Thanks for voting  
The Bud and Broadway Show**

**PERSONALITY OF THE YEAR!**

**Live! Local!  
St. Louis's FUNNIEST Morning Show!**

