





Small Market Personality Of The Year

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## Biographical Information

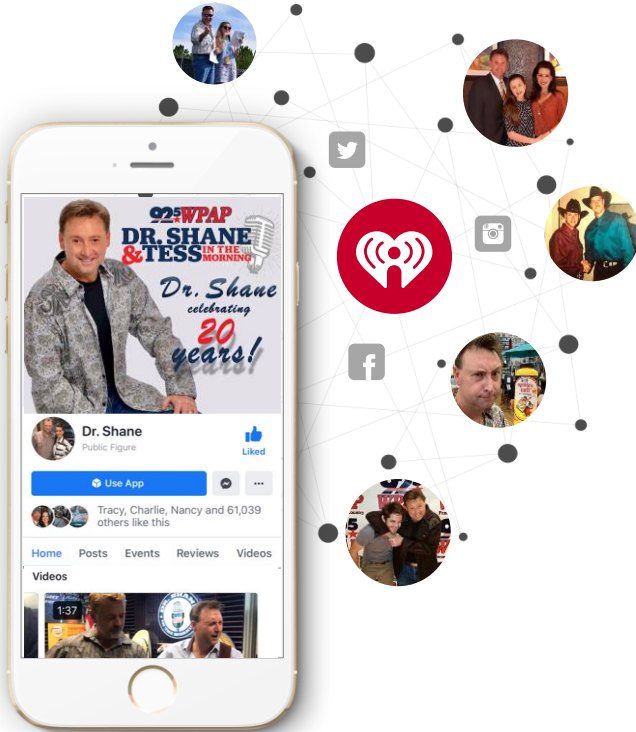


92.5 WPAP  
Panama City, FL

# "Dr. Shane"

## Michael Shane Collins

Dr. Shane was born and raised in Tuscaloosa, AL where he started working in radio when he was a young teenager. He worked in Birmingham, Charlotte, and several others before settling at 92.5 WPAP in 1999. Hosting the most listened to morning show for over 20 years, Shane is all about his music, his advertisers, and his community. Dr. Shane's life is Country Music and community service, but most of all, Shane is deeply passionate about his wife Jennifer, his children, and his entire family.



### RESUME

92.5 WPAP  
Panama City, FL

96.9 WKKT  
Charlotte, NC

106.1 WSTH  
Columbus, GA

98 WTXT  
Tuscaloosa, AL

### ORGANIZATIONS

Country Music  
Association  
Individual Member

Bay County Sheriff Office  
Honorary Deputy

St Jude Children's  
Research Hospital  
Advocate / Partner In Hope

Gulf Coast Children's  
Advocacy Center  
Voice / Advocate

### OTHER

Country Top 40 With  
Bob Kingsley  
Guest Host

98 WTXT  
Weekend Host

Making Strides - ACS  
Real Men Wear Pink

# "Tess"

Teresa Frame Connell

Tess has loved country music since she was big enough to pull on a pair of boots. She grew up singing along in the barn on her parents farm in Memphis, Tennessee. Tess fell in love with radio while attending the University of Tennessee and hasn't put down the microphone since. Tess joined the WPAP morning show with Dr. Shane in 2015. She loves to be outside on her bike, running, baking sweet treats, catching live music with friends or just spending time with her husband Brett and son Mac.



## RESUME

92.5 WPAP  
Panama City, FL

104.7 WZZK  
Birmingham, AL

107.5 WHBQ  
Memphis, TN

93.1 WCYQ  
Tuscaloosa, AL

## ORGANIZATIONS

Country Music  
Association  
Individual Member

Girls Inc. of Bay County  
Voice / Advocate

St Jude Children's  
Research Hospital  
Advocate / Partner In Hope

Junior League  
Member / Volunteer

## OTHER

94.9 WTNT  
Current Mid-Day Host

95 WKSJ  
Current Evening Host

**DR. SHANE  
& TESS** IN THE  
MORNING



**THANK YOU!**







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## Community Participation

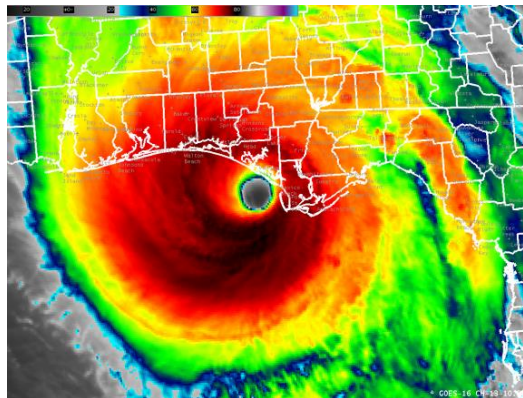
**DR. SHANE  
& TESS** **IN THE  
MORNING**



92.5 WPAP  
Panama City, FL

# Hurricane Michael: “Voices In The Dark”

Dr. Shane & Tess Community Companions Through The Storm



Nobody could have anticipated the force and mass devastation that Hurricane Michael thrust upon Northwest Florida on October 10<sup>th</sup>, 2018. Before, during, and after the storm Dr. Shane & Tess was front and center behind the microphone, on social media, and in their community. They lead the iHeartMedia Panama City wall to wall coverage from their 92.5 WPAP studios, and simulcast across four other iHM radio stations, and to the world on the iHeartRadio app.

## HURRICANE MICHAEL

- Unprecedented Category 5 Hurricane.
- Maximum sustained winds of 161 mph.
- Minimum pressure of 919 mb.
- Peak storm surge 9-14 ft.
- 97-100% loss of power in the 92.5 WPAP listening area.
- Total loss of landline communication and major wireless network for weeks following the storm.

## DR. SHANE & TESS

- Dr. Shane secured family and began pre storm updates Tuesday Oct. 9<sup>th</sup>.
- Tess and her family hunkered down in the radio station and she began broadcasting with Dr. Shane and others on Tuesday Oct. 9<sup>th</sup>
- Began wall to wall coverage and simulcast with other stations at 4:30am Oct. 10<sup>th</sup> and continued through landfall.
- Provided post storm life saving information on-air and through social media. Connecting families, First Responders, and community leaders.

# “Voices Of Hope”

Dr. Shane & Tess Informed, Connected, and Cried With Their Communities



Dr. Shane broadcasts and does live social media from EOC



Shane doing live social minutes before storm landfall



Shane goes to FL Capital with hundreds of Panhandle residents to ask for relief funding



Tess with son Mac providing comfort to listeners post-storm



Tess helps distribute diapers to families in need after the storm




# A Grateful Community

Dr. Shane & Tess Was There

 **Rob Cue** ▶ **Dr. Shane**  
Top Fan · January 29 · 🌐

Dr. Shane I am from Wewa and work at Eastern Shipbuilding I never got the chance to say Thank You for all you and your crew did to help everyone through the storm. I have become a loyal fan thank you.

👍❤️ Tanya Heath and 24 others

 **Amie Calvert** ▶ **Dr. Shane**  
April 10 · 🌐

Never in a million years did I ever think I'd be climbing over tree after tree after tree just to see 100 more laying ahead of me! It felt like fire....no its not fire...those are yellow jackets...wait maybe they are fire! 😂 It was day 6 post hurricane Michael when I was finally able to hear your voice! I cried...not because of the radio show or even the coverage you were providing, but because it was in that moment that we realized that it's the little things in life that we really take for granted. Like the radio in the morning! 🎵🙏🎵 We are blessed to be here and so thankful our community! #850strong I was a loyal 107.9 listener until day 6 post hurricane Michael. I turned on the radio and 92.5 was the ONLY station. Thank u Dr Shane & Tess for the little things!

👍❤️ 4



**Erin Holly Wynn** is with Michael Wynn.

October 19, 2018 · 🌐

From the moment we left to the moment we got home, Teresa Frame Connell kept us informed through the storm and walked us through the days (and weeks) that followed. How we got so lucky to also call her and Brett Connell our friends (and now roommates...again) is beyond me, but I am so thankful to have friends that are truly family.



**Davey Dave**

November 14, 2018 · 🌐

I really want to give a major shoutout to Dr. [Shane Collins](#) and [Teresa Frame Connell \(Tess\)](#) for keeping the panhandle connected, thank you guys sooo much for leaving your safe places to deliver us the information we needed at the time we needed here in the panhandle, I truly love and appreciate your dedication.... Thank You!

5 Comments



**Walt Burnham** ▶ **Dr. Shane**

January 10 · 🌐

Hey Dr. Shane! I have been listening to 92.5 all of my life and am a Panama City Native. As a delivery driver for AmeriGas and the surrounding areas restore and maintain emergency services by providing fuel for their emergency generators. Driving around in the aftermath it was very heartbreaking to see the destruction and all the people homeless hurt or even worse. There were times when I would just start crying because it was so overwhelming. But then I would hear you on the radio telling us that you loved us and that God loves us. And somehow that gave me the strength to carry on. You and your coworkers have truly been a blessing to this community and don't you ever let anyone tell you different. God bless you my friend and keep up the good work! #850STRONG #PANHANDLESTRONG

👍❤️ 16

3 Comments



**DR. SHANE & TESS**  
IN THE MORNING



# A Community Driven Morning Show

Dr. Shane & Tess Serve Their Communities

## COMMUNITY ON THE SHOW

**Weekly interviews with leaders from various local charities.**

- Gulf Coast Children's Advocacy
- Girls Inc. Of Bay County
- Boys & Girls Club of Bay County
- Girl Scouts
- Anchorage Children's Home
- ARC Of The Bay
- Making Strides/ ACS
- City of Lynn Haven
- City of Panama City
- Bay County Commissioners
- Coats For Kids
- Toys For Tots
- Bay District Schools
- Dozens more!





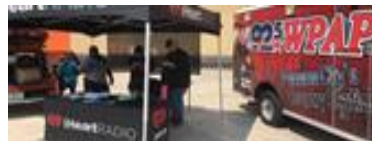
# Being Seen In The Community

Dr. Shane & Tess Are Always There

## OUT IN THE COMMUNITY

Public appearances at dozens of local events and fund raisers

- Stars & Guitars benefitting GCCAC
- Lynn Haven Concerts In The Park
- First Responder Luncheon
- Girl Scouts
- Anchorage Children's Home
- ARC Of The Bay
- Making Strides / ACS
- Toys For Tots
- Back To School Back Pack Drive
- 850 Strong Rally in Tally
- Bay Dist Schools Community Cookout



# More Community Highlights

## Dr. Shane & Tess Love Their Communities

### Event: Real Men Wear Pink Party; 8/24/2018

**Benefiting Group:** American Cancer Society

**The station is:** Support Sponsor

**Description:** Real Men Wear Pink is an annual campaign hosted by the American Cancer Society where eight distinguished men in the community are chosen to raise money and awareness for ACS's cause. Dr. Shane from 92.5 WPAP was chosen as one of the "Real Men" for 2018. The party was to celebrate the launch of the 2018 campaign.

**On-air support prior to the event:** PSAs and live liners

**On-air support during/after event:** Station presence on site, Tess from the Dr. Shane and Tess morning show served as emcee for the event

**Online support:** Event posted on station calendar, minimum 2 social posts

**Total staff hours contributed:** 5 hours

**Event result:** Raised awareness for the cause of the American Cancer Society and the Real Men Wear Pink fundraiser which collected over \$43,000 for 2018.



### Event: Bill Cramer Red Cross Blood Drive; 7/19/2018

**Benefiting Group:** American Red Cross: The American Red Cross is a humanitarian organization that provides emergency assistance, disaster relief and disaster preparedness education in the United States.

**Station Is:** Support Sponsor

**Description:** For the past twenty years Bill Cramer Chevrolet has hosted blood drives at their dealership. 92.5 WPAP has been a proud supporter by attending and doing live call ins with donors and American Red Cross staff.

**On-air support during/after event:** On site presence and call ins

**Online support:** Event listed on station calendar, minimum 1 social post

**Total staff hours contributed:** 3 hours

### Event: Coats for Kids; 9/22/18

**Benefiting Group:** Children in need in Panama City

**The station is:** Support Sponsor

**Description:** Coats for Kids is an annual event hosted by local TV partner WJHG to collect coats for children in need in the Panama City area. iHeartMedia Panama City has partnered to raise over a thousand coats for the kids of Bay County by spreading awareness on air and on-site support.

**On-air support prior to the event:** Promos and live liners

**On-air support during/after event:** Live remote on site

**Online support:** Event posted on station calendar, minimum 1 social posts

**Total staff hours contributed:** 5 hours

**Event result:** Raised awareness for annual event in Panama City and collected over 1,000 coats for children across the city.



### Event: Stuff the Soul Back to School Drive 8/14/2018

**Benefiting Group:** Gulf Coast Children's Advocacy Center: Since 2000, the Gulf Coast Children's Advocacy Center

**The station is:** Primary Organizer

**Description:** The Gulf Coast Children's Advocacy Center serves Panama City and the surrounding area in child protective services including abuse, neglect and domestic violence. iHeartMedia Panama City partnered with GCCAC to gather donations from the community for children in need of school supplies. Promos ran across all 5 stations promoting the remote to collect supplies outside of a local Walmart.

**On-air support prior to the event:** Promo spots and live liners

**On-air support during/after event:** Live remote on-site collecting supplies

**Online support:** Event posted on station calendar, minimum 5 social posts

**Total staff hours contributed:** 8 hours

**Event result:** Provided up over 50 kids with school supplies for the 2018 school year.



### Event: Making Strides Kick Off Event; 8/28/2018

**Benefiting Group:** American Cancer Society

**The station is:** Support Sponsor

**Description:** Making Strides is an annual 5k non-competitive walk hosted by the American Cancer Society to raise money for cancer research. The Kick Off Event is a party to launch the 2018 fundraising for the participating groups and individuals in the walk.

**On-air support prior to the event:** PSAs and live liners

**On-air support during/after event:** Station presence on site, Dr. Shane emcee

**Online support:** Event posted on station calendar, minimum 2 social posts

**Total staff hours contributed:** 4 hours

**Event result:** Raised awareness for sign-ups for Making Strides 2018 and the overall cause of the American Cancer Society.



# More Time In The Community

Dr. Shane & Tess Spend As Much Time In The Community As On Air

Guest reader at Deerpoint Elementary School  
Walking to Win to raise awareness for better health in Panama City  
Emceed and sang for The 2018 Washington County Cattlemen's Banquet  
Hosted The City Of Lynn Haven Community Concert with Country group Shenandoah  
Hosted "Port St Joe Pride" event with country group Brothers Osbourne  
Guest speaker and played in the "Sacred Heart Invitational golf tournament" in Port St. Joe FL.  
Guest speaker for Panama City's Rotary Club Dinner  
Guest Speaker for Florida Men's Baptist Convention  
Panama City 'KidsFest"  
City Of Lynn Haven Hermit Crab Festival  
Lynn Haven 4<sup>th</sup> Of July Family Celebration with fireworks/Emcee  
Emceed Lynn Haven 4th of July Parade  
City of Panama City and City of Millville Christmas Parade

Emcee for The 2018 St. Andrew Bay Center\ Arc of the bay Fashion Show  
Bill Creamer Blood Drive  
Sang and spoke for "The Lynn Haven One City Under God Concert"  
Guest Speaker at the 2018 City of Wausau Florida Possum Festival  
WPAP free community concert with Actor and Artist John Schneider  
Emceed Panama City "People's Choice Awards"  
Participant in "Real Men Wear Pink" for breast cancer awareness  
Participant in the "Panama City Princess Ball" for charity  
Alzheimers Walk of Panama City  
Sang and hosted Panama City's Shiners Gospel Fundraiser  
Lynn Haven Christmas parade  
Emcee and Host of "Panama City Hurricane Michael Children's Gift Giveawa



Emcee "Stars and Guitars" concert benefitting the Gulf Coast Children's Advocacy Center  
Hosted "Port St Joe Pride" event with country group Brothers Osbourne  
Hosted City Of Lynn Haven Community Concert with Country group Shenandoah  
Bill Creamer Blood Drive  
WPAP Free Community Concert with Actor and Artist- John Schneider  
Emcee of the "Real Men Wear Pink" Making Strides Against Cancer Kickoff Party

# Community Recognition

## Communities Recognize Dr. Shane & Tess

### RECOGNITION & HONORS

Community recognition received  
by Dr. Shane & Tess

- Hurricane Michael "Voices of Hope" award.
- "Best of Bay" 2018 & 2019 for best radio personality.
- "Readers Choice Award" by Panama City Living Magazine
- "Key To The City" by the City of Lynn Haven for their efforts before during, and after Hurricane Michael.





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## Additional Information

**DR. SHANE  
& TESSA** **IN THE  
MORNING**



92.5 WPAP  
Panama City, FL

# The Audience Is The Real Deal

## Dr. Shane & Tess Bring Listeners To Morning Radio

#1 RANKING



**14**

**Demo Groups**

Persons 12+, 18+, 25+,  
18-34, 18-49, 25-54, 35-64  
Men 12+, 18+, 25+, 18-34,  
18-49, 25-54, 35-64

METRO REACH



**18.3k**

**Cume Persons**

#1 in Market

TSA REACH



**34.8k**

**Cume Persons**

#1 in Market

METRO AQH



**2.4k**

**AQH Persons**

#1 in Market

TSA AQH



**3.8k**

**AQH Persons**

#1 in TSA

WEEKLY TSL



**3:15**

**Hours Weekly**

#1 Country Station



# Highly Social

## Dr. Shane & Tess Social Media Engagement



Dr. Shane & Tess know that today's radio listener not only wants to listen...they want to engage with their favorite personalities

### Social Media Quick Stats...

- 60,777 combined followers on Facebook
- 3,059 combined followers on Instagram
- Over 2.8 million post reach in 28 days
- Over 573.8k post engagements in 28 days

# NAB First Informers

Dr. Shane & Tess Featured In NAB Documentary



"No doubt in my mind, we literally saved hundreds of thousands of lives. But also, we had to stay behind and broadcast. As broadcasters, someone had to be behind the microphone, giving that life-saving, vital information." – Dr. Shane Collins, Show Host, iHeart Media's 92.5 WPAP – Panama City, FL



# In The News

## Panama City News Herald 10/13/18



BUY PHOTO

HIDE CAPTION

Dr. Shane Collins, DJ on Panama City's 92.5 WPAP, is seen in his iHeart Radio studio in 2016. He and his co-workers used their radio station Friday to communicate with people affected by Hurricane Michael. [ANDREW WARDLOW/NEWS HERALD]

By Alicia Adams  
Northwest Florida Daily News



Posted Oct 13, 2018 at 2:32 PM  
Updated Oct 13, 2018 at 2:32 PM



PANAMA CITY — When parts of Panama City and surrounding areas were demolished, tens of thousands of residents were cut off from the outside world.

People who evacuated were unable to get back to check on their

homes or loved ones. Some of those who rode out the storm were trapped in their homes without food, water and other necessities.

Electric and phone lines were down and search-and-rescue efforts had only just begun. But somehow, a local radio station served as a beacon of hope for those needing help.

"You feel good because you're helping; you're doing something," Tess Connell, a morning DJ on 92.5 WPAP, said of the overwhelming number of calls the station received Friday. "I know that feeling of helplessness is debilitating. But at the same time, it makes you realize just how bad some of these people's situations are."

iHeart Media stations 92.5 WPAP, Sunny 98.5 and 96 Rock simultaneously broadcast non-stop information about Hurricane Michael relief efforts. According to DJ Dr. Shane Collins, they were staying on the air with Wifi signal and generator power.

Because the radio station's phone lines were down, Collins gave his personal cellphone number to those needing help or to let their loved ones know they were OK. People called and texted him throughout the day looking for loved ones or giving their addresses, asking if someone could bring them food and water.

A local soccer coach called begging for help to find his elderly parents in Lynn Haven. His father has ALS, and they rode out the storm in their home. When he came to check on them, he found their home completely gone and his parents nowhere to be found.

A Wewahitchka resident called to say his parents' life alert keeps going off, but he can't find them. A Panama City resident messaged the station saying they were stuck in their home and they desperately needed food and water.

State Sen. George Gainer was using the Panama City radio station building as a communication point to speak with local authorities and state officials. He occasionally came on the air to give updates.

Friday morning, Gainer had some good news: Verizon was repairing cell towers and phone service would be back up soon.

But the good news was scarce. News of destruction was constant.

Paco, a 96 Rock DJ, was using the iHeart Radio van to find and rescue people when he was able. On air, he explained how he had gone out to neighborhoods and taken people to shelters.

Paco's home was damaged. He said as he got choked up, but that didn't matter now.

"Right now, it's not about if you got damaged, it's about how much damage you got," Paco said of Panama City's condition.

"We're able to go out as much as we can, but we have to conserve fuel as well," Connell said. "We're taking six-hour air shifts. ... When we can go back out, we will announce that if people see a iHeart Radio vehicle to wave it down."

As they got word of what stores were open, where search-and-rescue efforts were taking place and locations of where people could pick up donations, they shared what they had.

"I want to thank you for allowing me to come into your home, into your radio," Collins said on air just before noon. "Thank you for being the loving, giving, hardworking Americans that I know. ... Don't you get down; help is on the way."

"Side by side, shoulder to shoulder, hand in in hand, brother and sister. We will get through this."



# More On Hurricane Michael

## Emergency Broadcast Timeline

