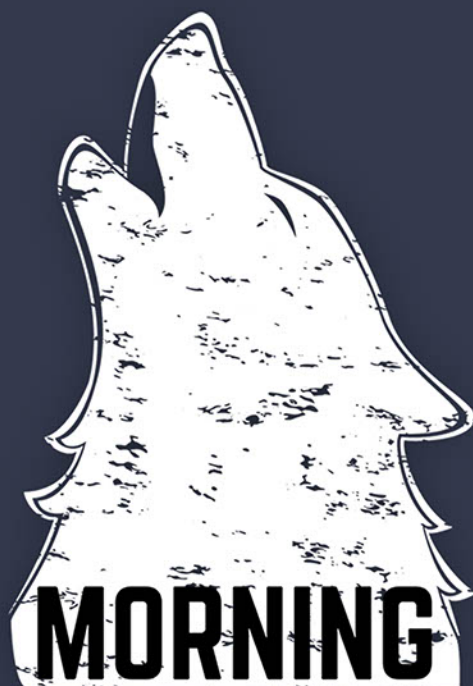




2019 MAJOR MARKET PERSONALITY OF THE YEAR ENTRY



MORNING
WOLFPACK
WITH MATT MCALLISTER



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MATT MCALLISTER

“AFTER 25 YEARS
IN THE BUSINESS,
I FINALLY GET
TO CALL WHAT
I DO A ‘CAREER!’”



“You’re Fired.”

When I first got into radio as an intern at KFMB in San Diego back in 1994, I was told you couldn’t call working in radio a “career” until you had been fired at least twice. Well...

After 25 years in the business, I finally get to call what I do a “career!”

Even though getting canned has a solid reputation and is often joked about amongst fellow industry friends as a part of working in radio, this last time was a real shocker. On December 21st, 2016 after spending 10 years and earning both a CMA and an ACM award at KNIX in Phoenix, it was safe to say I was not expecting to hear “the company is going in a different direction” after having already signed a 5 year contract. Four days before Christmas with a 2-month old at home... Alas, I was claiming my “career.”

This is in no way a complaint, nor am I resentful in any way, because it happens to everybody in radio...eventually. Truth be told, it was one of the hardest years for my family. But you know what? Some of the hardest things we go through end up being the best things, even if we can’t see it at the time. As they say, hindsight is always 20/20, offering perspective and perfect vision.

Since October of 2017, I have been firmly planted at KKWF 100.7 The Wolf in Seattle, and I can honestly say that my entire “career” up until this point was preparing me for this moment. Not only do I finally have the opportunity to work with creative and supportive management, but I also got to hand-pick my morning show with talent as good as anybody in the country, including my Producer “Slow Joe” Wallace who has been by my side for 20 years.

Our show, “The Morning Wolfpack,” has resurrected mornings on The Wolf from a dismal 12th place to 6th in a year and a half since we started. It’s the combined effort of hard work with a solid team that makes our show so genuine.

Being able to reflect on the humility and growth that this opportunity has brought to myself, my career, and my family, well—Silver linings indeed.



MATT MCALLISTER

MORNING RADIO
CALLS FOR A PARTNER
AND FAMILY WHO
SUPPORTS THE UNUSUAL
NATURE OF THE JOB.



Morning radio calls for a partner and family who supports the unusual nature of the job. It's not always ideal losing your partner every night at 7:30pm for a super early bedtime, and to have them be gone every morning when you wake up. Said partner and family must also be genuinely willing to participate in the process of sharing your everyday life and experiences. The good, bad, funny, and sometimes even the "please don't share moments" slip through the mic and are shared with our audience. Good sports are highly recommended for this position.

That position was filled, and I feel so fortunate to have married my wife, Vanessa, on 12.13.14. Not only does she understand and support me and all the shenanigans every step of the way, but she truly understands the industry as her dad just recently retired from an epic 30-year promotions and marketing career in the San Diego Hispanic market.

Together we have a "threenager" son named Jude, and although we both strongly considered naming him "Content," #ourdudejude had a better ring for a hashtag. Having older kids in the mix, it's been like we are starting all over again. Oh wait, we are! Some things we've collectively forgotten about, like the fun of potty training, tantrums, the word "NO!" and the most coveted—a good night of uninterrupted sleep or even just sleeping in, just once. Overrated, I suppose.

The positive energy and strength that has come from this new whole adventure, little kiddo included, has affected my family in the most amazing way. We never knew at the time how we'd manage all that came our way in the time that it did. But the growth, trust, confidence, and ability to pick each other up, dust each other off, and keep going has not only been a testament for my marriage, but also my career.



EMILY RAINES

“ I CAME TO REALIZE
THAT SHARING
MY STORY COULD
AND WOULD HELP
OTHER PEOPLE. ”



Everything happens for a reason. I know. I had to learn it the hard way.

I didn't grow up wanting to be on the radio. I knew I was going to be a doctor. All that changed for me when I got the phone call that my Father had committed suicide. From that moment my life was never the same.

The next few years of my life were filled with the same depression that caused my Dad to take his own life, and I also had to deal with the suicide of my brother who took his own life shortly after my Dad took his.

But I got through it, and came to realize that sharing my story could and would help other people. And that radio was the perfect way to do that.

I spent the next 7 years learning everything I could about radio while working as a producer for the morning show on 94.9 The Bull in Atlanta, and enough to know I wanted to be on the air full-time.

So you can imagine how blessed I feel to have landed my dream job at The Wolf in beautiful Seattle. Not only do I get to work with two amazing guys everyday, but I get to share my story with our incredible audience and work in a format I truly love. Despite everything, I'm one lucky girl.

Emily

"SLOW JOE" WALLACE

PERSPECTIVE AND
GRATITUDE IS
OUR FAVORITE
MANTRA.



I first stepped foot inside a radio studio when I was 20 years old. My roommate and I drove to the KTYD studios in Santa Barbara at 6am, proceeded to get REALLY high and then went inside to prove that HE could eat six saltine crackers in under a minute. What we didn't account for was the cotton mouth. He failed...miserably. But I fell in love with radio and my skills as a cracker-eating hype man landed me an internship on Matt McAllister's show! Our sense of humor and ideas for what made great radio really clicked and that internship quickly became a job as his producer and we've been working together for almost two decades now. And what a ride it's been!

We've been hired and fired together, we've been there for each other through addictions and recoveries, marriages and divorces, children born and loved ones lost. We've experienced the highest of highs and the lowest of lows together both in and out of the studio...and I wouldn't change any of it. Perspective and gratitude is our favorite mantra, and when things don't go as planned we remind ourselves that everything happens for a reason.

And that couldn't have proved more true when our unexpected departure in Phoenix led to our arrival in Seattle. We knew this gig was special from the get-go, and it only became more apparent when we found our co-host Emily Raines. We've NEVER had more fun doing what we do, and never felt such a strong bond as a team.

Speaking of team, I married my teammate for life, Sophie, this past year. We have loved planting our roots here in the hip city of Seattle.

P.S. The nickname... The world didn't need another Producer Joe and I talk really slow when I'm hungover, so it stuck! I should drink less during the week...



BIOGRAPHICAL

“ONE OF THE REASONS
OUR SHOW HAS BEEN SO
SUCCESSFUL IN SUCH
A SHORT AMOUNT OF TIME,
IS THE CHEMISTRY BETWEEN
THE THREE MEMBERS
OF OUR TEAM.”



One of the reasons our show has been so successful in such a short amount of time is the chemistry between the 3 members of our team. This may be hard to believe, but we all actually do get along both on and off the air.

I'm usually the big brother on the air, and sometimes even a father figure considering I'm the only parent on the show. I'm always the voice of reason and common sense, and I believe in saying the honest thing even if it's not what someone wants to hear.

Emily is our fun-loving, single, Southern-girl who takes great joy in the simple things like watching Friends re-runs, naps, and reading at the beach. We often say she was "born too late" because of her old people habits. She shares EVERYTHING about her dating life on the air, and every once in awhile even listens to us as we point out red flags along the way! She's also our resident Millennial.

Slow Joe is our downtown hipster who takes great joy in all things tech and watching every new TV show, keeping us current on all things superhero and gaming. He's always got the answer we need, and keeps the show going with his background chuckle.

We all have different life stories and rarely agree on much, but we can have a spirited conversation on the air because we all respect each other. Like any good family, we have the most fun giving each other a hard time and laughing at how differently we see the world!



COMMUNITY

It is important to use this platform we have to connect with our listeners in a positive way. Not only is it the music we play and love that brings us together, but the stories we share are relatable and genuine. We are happy to draw our audience in, connect and add to the Wolfpack every chance we get. We may be a paw print in the vast scenery of the Pacific Northwest, but it's Country Radio that's the common thread which makes our listeners and fans feel like family. Welcome home Wolfpack—this is our community.



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SOCIAL MEDIA



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MUG CLUB

AT THE END OF THE DAY, A BROKEN COFFEE MUG TURNED IN TO AN AMAZING WAY TO GET TO KNOW ALL THE NEIGHBORHOODS WHERE OUR WOLF LISTENERS WORK AND PLAY.



The Mug Club was created out of necessity, but ended up being the thing that bonded me to The Wolf listeners when I got to Seattle...

My wife Vanessa had given me a "Good Luck" coffee mug when I started at The Wolf, which I proceeded to drop and break in the kitchen a few weeks after I started. Without giving it much thought, I asked the audience to send me a coffee mug to use from where they worked and I would thank them on the air for listening. I wasn't sure if anyone would do it, but a few thousand coffee mugs later "The Mug Club" was born!

But we weren't done yet! Then we started taking coffee and donuts to the Seattle companies that were kind enough to send in a mug so we could thank them personally.

And we still weren't done! The Mug Club then evolved into The Morning Wolfpack going to locally owned coffee shops in our area a few times a week, and buying coffee for our listeners who brought us yet another mug from their workplace.

At the end of the day, a broken coffee mug turned in to an amazing way to get to know all the neighborhoods where our Wolf listeners work and play and have the opportunity to thank them personally for being a part of our family!

MUG CLUB



MUG CLUB



COFFEE IN THE COMMUNITY

When the Mug Club gets so big, sharing a cup of coffee really bonds a radio show with their audience. Since we live in the land of corporate coffee, we set up in locally-owned coffee shops a few times a week and buy coffee for our listeners who stop by to say hi.



MILITARY BREAKFAST

The Morning Wolfpack Military Breakfast is an opportunity for us to thank our military families in the Seattle area by serving THEM for a change!

The breakfast is absolutely free for all active, veteran and retired members of the military and their families.



MILITARY BREAKFAST | DUPONT HOME COURSE

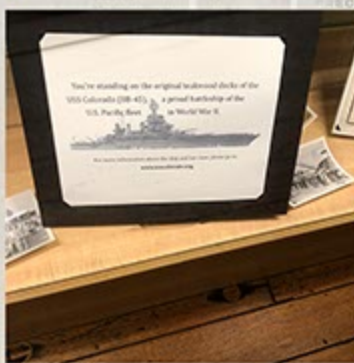


MILITARY BREAKFAST | MAPLE VALLEY



USO SEA TAC VISIT

The USO was one of the beneficiaries of our Hometown Holiday, and when the time came to present them with a check they invited us to see their incredible facility at Seatac Airport. Turns out Seattle is a major hub for soldiers traveling all around the World, and the USO station at Seatac Airport makes sure they have a place to eat, sleep and even entertain the kids.



MARYSVILLE POLICE DEPARTMENT

When we heard that the Marysville PD were big listeners of our show, we did what anyone would do to thank the heroes who put their lives on the line everyday—brought them donuts!



AUBURN FIRE STATION

The Auburn Fire Station was kind enough to let us be a part of their Annual Pancake Breakfast this year, and we were honored to cook up the hot cakes for the Auburn Community and their first responders.



SUICIDE PREVENTION WALK

The Suicide Prevention Walk is an annual Seattle event that draws thousands of supporters! Considering Emily's family history of depression and suicide, we were honored to form a Morning Wolfpack Team and walk in honor of her brother and her Dad.



**American
Foundation
for Suicide
Prevention**



**Suicide Prevention Starts With
Everyday Heroes Like You**



LITTLE BIT THERAPEUTIC RIDING CENTER

Little Bit Therapeutic Riding Center is a community where horses transform the bodies, minds, and spirits of people with disabilities. It was our pleasure meeting with and getting to know more about the "little bit" family and the amazing work they do.



Little Bit
Therapeutic Riding Center
Dunmire Stables

Thank you!

**to the Morning Wolfpack
Matt, Emily, and Joe**

We are so grateful you visited all of us
at Little Bit. Please visit again soon!



Thank you to:
Joan, Joe, Emily, Matt, Wayne, Jacob, Shannon, Mike, and Sharon.

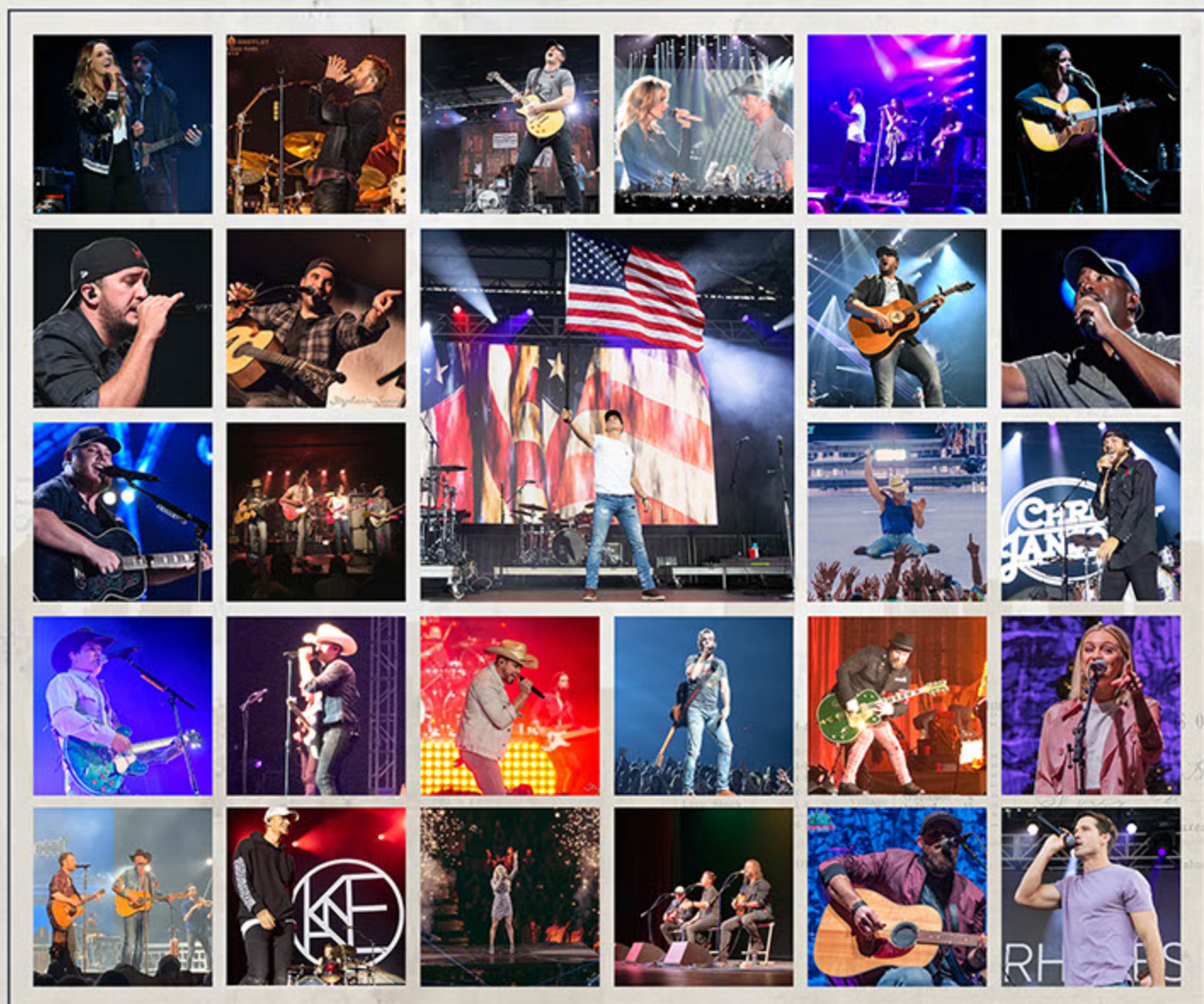


NEW DAY NORTHWEST APPEARANCE

New Day Northwest is a popular local talk show that has local celebrities on to discuss their opinions about the day's trending topics. Matt and Emily were happy to oblige.

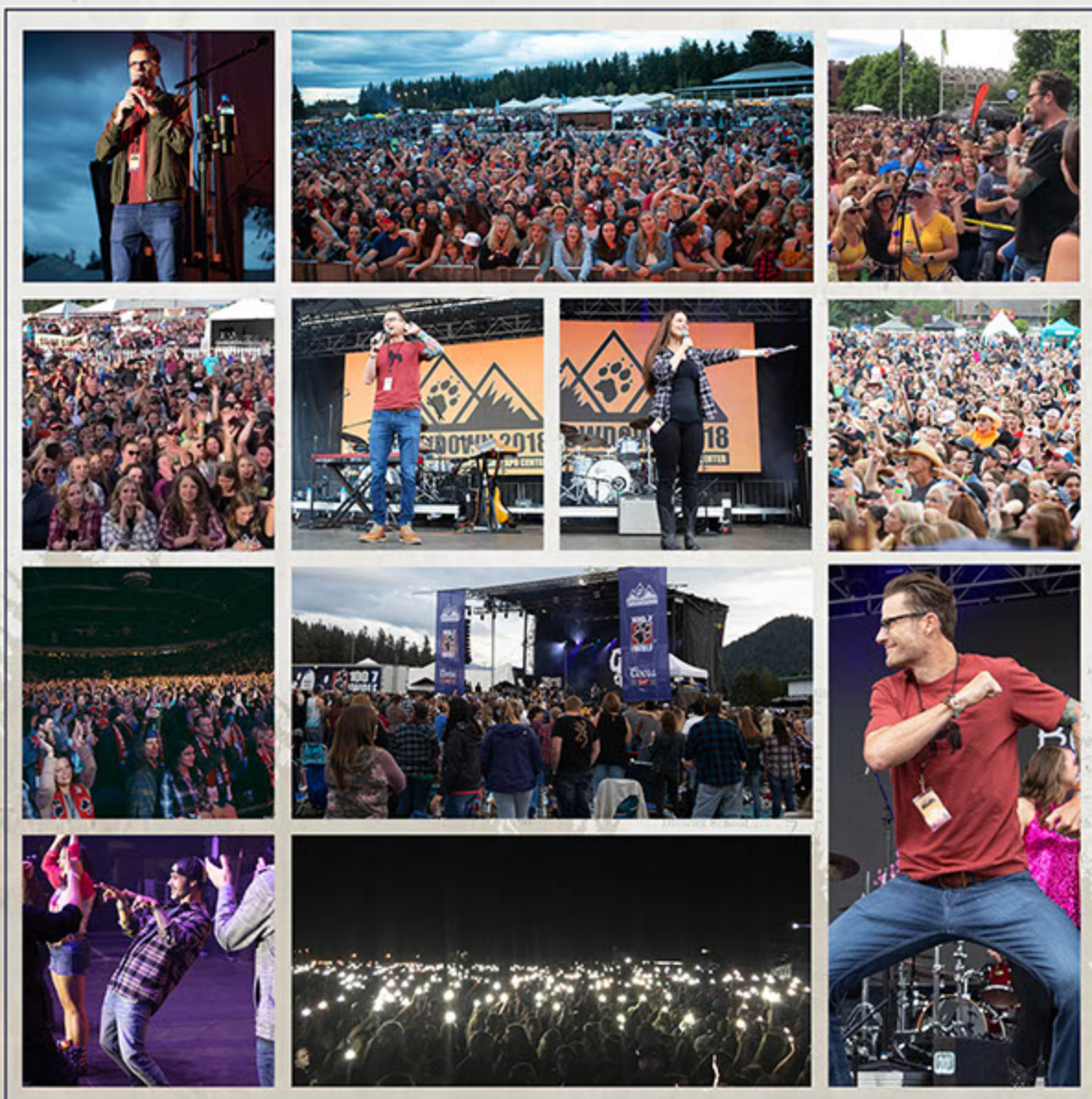


WELCOME TO WOLFPACK COUNTRY



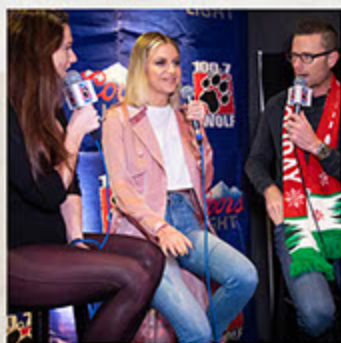
THE WOLFPACK

Wild, Free and Loyal. We have the best listeners in the Pacific Northwest. Bringing the best energy to every event throughout the year keeps us striving to give that energy right back. They've always got our back and we are so thankful our Wolfpack Family!

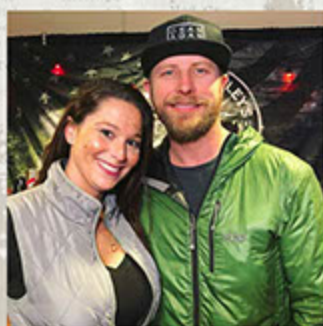


MIC CHECK

It's where we get the scoop! When The Morning Wolfpack get's up-close and personal in studio and backstage with all our country music favorites. We take pride in cultivating these friendships on and off the mic.



MIC CHECK



THROWDOWN

SEATTLE WOLF PRESENTS



KANE BROWN
CHRIS JANSON

GRANGER SMITH
— FEATURING EARL DIBBLES JR —

WALKER HAYES • **CAM**
TRAVIS DENNING • AARON CRAWFORD



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HERITAGE
DISTILLING CO.

ENUMCLAW
EXPO CENTER



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WE THROWDOWN, BUT WE ALSO GIVE BACK

What an honor to help a cause who's main focus is to help families of firefighters killed in the line of duty and to assist injured firefighters and their families. We honor and acknowledge past, present and future members of the Wildland Firefighting Community.



THROWDOWN

KANE
BROWN



CHRIS
JANSON



GRANGER
SMITH



WALKER
HAYES



CAM



HOMETOWN HOLIDAY

SEATTLE WOLF PRESENTS

HOMETOWN HOLIDAY
100.7 THE WOLF

LUKE COMBS
MAREN MORRIS
KELSEA BALLERINI
BROTHERS OSBORNE
JORDAN DAVIS
SPECIAL GUEST MITCHELL TENPENNY

DECEMBER 6 ACCESSO SHOWARE CENTER
SEATTLEWOLF.COM

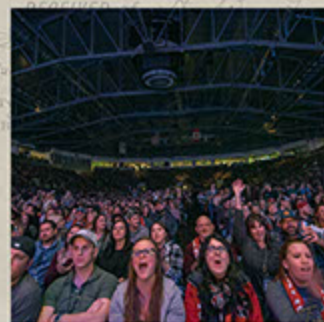
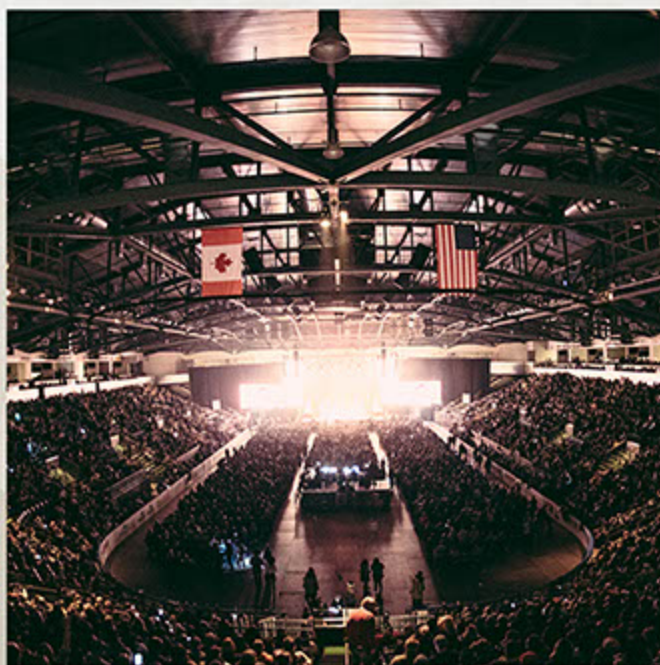
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DISTILLING CO.



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HOMETOWN HOLIDAY



HOMETOWN HOLIDAY

LUKE
COMBS



MAREN
MORRIS



KELSEA
BALLERINI



BROTHERS
OSBORNE



JORDAN
DAVIS



MITCHELL
TENPENNY



WATERSHED

Watershed is the biggest country concert event in the Pacific Northwest with fans from Washington, Oregon and Idaho descending upon The Gorge Amphitheater for 3 days of non-stop country music. The Morning Wolfpack had our fans "Show Us Your Wolf" at their camp site so we could find them, give them meet and greet passes and ticket upgrades.



AWARDS AND ACCOLADES

COUNTRY MUSIC ASSOCIATION

CMA WINNER

Major Market Personality of the Year
March 2015

CMA NOMINATION

Major Market Personality of the Year
March 2013

CMA NOMINATION

Major Market Personality of the Year
March 2011

CMA NOMINATION

Major Market Personality of the Year
March 2010

ACADEMY OF COUNTRY MUSIC

ACM WINNER

Major Market On-Air Personality of the Year
April 2010



IT'S A WAY OF LIFE,

an old dirt road, a nod to Old Glory.
It's the way we respect our elders, officers,
and our men and women in uniform.
It's a hand shake deal, a moment of silence
while counting our blessings.
It's cold beer on a hot day.
It's heartache, heartbreak and crazy love.
It's faith, family and friends.
It's over coming adversity with dignity.
It's real life, real people and real stories.
And it's all shared on our show.



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