



# CAT COUNTRY 98.7

STATION OF THE YEAR

2019

The Best Songs and Today's New Country

LIVE.LOCAL

CAT COUNTRY IS EVERYWHERE

ADX COMMUNICATIONS 7251 PLANTATION ROAD PENSACOLA, FL 32504 Studio: 850.430.1987 @CatCountry987 www.CatCountry987.com

## ANINTRODUCTION

WYCT/Cat Country 98.7 is family owned, managed and fully staffed. Cat Country 98.7 was awarded the NAB Crystal Award this year (also 2013, 2017, and 2019) recognizing our consistent community service as well as the Service To Community award 2019 for creating Spring Jam to help Santa Rosa Kids House. In addition to having the only local music based morning show on the Gulf Coast, this is a team of servants who volunteer at numerous non-profits and civic organizations including Manna Food Pantries and Camp Bluebird.

The first line of WYCT's Mission Statement is to super-serve the community and Cat Country 98.7 takes pride in being leaders in the **Pensacola community**. Each member of our team (on-air, promotions, and sales) are encouraged to find a place to serve that they are passionate about.

- >WYCT aired nearly 5602 minutes of PSA's for non-profit events.
- Cat Country 98.7 organized, took part in, broadcasted from and emceed dozens of events during the CMA submission period.
- >2019 National Association of Broadcasters Service to Community Award Winner For Spring Jam
- >2019 National Association of Broadcasters Crystal Award Winner
- >2017 CMA Station of the Year









# COMMUNITY INVOLVEMENT



## PUBLIC SERVICE

Cat Country 98.7 has aired more than 93 hours of public service announcements during this CMA entry period for over 200 organizations and area events. Brent and Candy (The Cat Pak Morning) **Show)** alone have emceed and broadcasted from 26 separate fundraisers including events for the American Cancer Society, Covenant Cares and Manna Food Pantries.

















Panhandle





















# SPRING JAM - CONCERT

The Santa Rosa Kid's House lost about \$10,000 in funding in early 2019... However, on Sunday, March 24<sup>th</sup>, Cat Country 98.7 hosted **Spring Jam**. Tickets were only \$10.00 and it was an all ages show starring **Michael Ray**with **Jimmie Allen, Everette, and Chloe Channel (American Idol) and a surprise appearance by Carly Pearce** In it's second year, Cat Country 98.7 was able to raise twice the amount from the previous year, **presenting a check for \$30,714 for Santa Rosa Kids House** which provides services to countless traumatized children in Santa Rosa County, Florida.





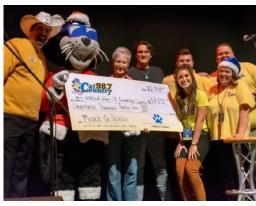






## MIRACLE ON PALAFOX







The number one request Cat Country 98.7 gets at Christmas time, is to help with toys for families in need. Miracle on Palafox was created to help. Joe Nichols, Ashley McBryde, and Cam donated their time to Miracle on Palafox and tickets were sold for an affordable \$9.87. The Team at Cat Country 98.7 took the idea from inception, to booking, to sound and served as the hosts for the fourth Miracle on Palafox. Over \$17,000 was raised to make sure 170 families had something under the tree this year and \$65,000 is our 4 year total. The 2019 event is already in planning stages.





## CHRISTMAS WISHES

Christmas Wishes is a program where listeners are asked to submit their wish (any wish) online and in turn, Brent and Candy try to match as many wishes as they can with local businesses that assist in granting their request. While the idea of Christmas Wishes is to help those less fortunate, it has blossomed into a grassroots, pay it forward, campaign with several that have received assistance in the past, chiming in and granting the wishes of others. In 2018, WYCT was able to grant the Christmas Wishes for over 200 families and individuals in Escambia and Santa Rosa county.

This year Tammye Welch wanted to recognize the teachers at Chumuckla Elementary for their dedication to the families and kids in their school. So Santa Paws got with Whataburger and threw the teachers a Christmas Party... and Whataburger presented the teachers with a check for \$1000 to help with school supplies in the spring.



## FILL THE MAYFLOWER

November 19<sup>th</sup> and 20<sup>th</sup>, Cat Country 98.7 and MANNA Food Pantries, where Brent Lane serves on the Board of Directors (11 years), teamed up with the local Mayflower moving company (Coastal Moving and Storage) to collect food to help our local food pantry through the holiday season. Brent and Candy broadcasted live during the 2 day event and we were able to collect over 51,000 pounds of food.









## MSABC WALK







The Making Strides Against Breast Cancer walk is the largest fundraising event for Breast Cancer research in Escambia and Santa Rosa counties and the biggest walk (per capita) in the state of Florida. "Team Cat A Tude" is made of hundreds of listeners that are invited to join and walk with us. Brent Lane's wife, Angela, who chairs our team every year is a two year breast cancer Survivor. Brent hosted the annual event where *every employee* walked in this fight against breast cancer. On Saturday, October 27<sup>th</sup>, 2018, we helped raise more than \$400,000 with more than

10,000 participants.





## COACH OF THE WEEK

Every Friday at 8:10 Brent and Candy announce the Cat Pak Coach of the Week. Cat Country 98.7 celebrates mentors in Cat Country as everyone should strive to be leaders in the community.

Kids, Parents, past team members all submit their nominations for their coach and the Cat Crew hand delivers a plaque with the Cat Country 98.7 Cat to let the Coach know how important they are to their players and the surrounding community.













## CAT PAK FLOAT

For over a decade, morning team Brent and Candy have hosted an annual "float" every summer down the Blackwater River for the Cat Country Family, complete with a free cook out at the end. It's a chance to bond with listeners with music and fun. Tubes are an affordable \$10 as float down the last "pristine" river in America (Blackwater River). 100's attend each year.









## LIVE AND LOCAL

Local News: Since its inception in 2003, Cat Country 98.7/ WYCT and the Cat Pak Morning Show has showcased local news with traffic and weather. Our in-house news team has won several dozen accolades during the last decade, including two Edward R. Murrow Awards.

NEWS RADIO 92.3 FM 1620 AM

Local Traffic: Pensacola alone is home to over 100 bridges. If there is an accident on one, commutes can come to a standstill. Cheryl King's traffic reports are live six times an hour from 5a-9a, WYCT works in conjunction with the Florida Department of Transportation, the Sherriff's office, the City Police and listeners that become everyone's eyes and ears if they see an accident in NW Florida.

**Local Weather**: We work hard to be "better than an app." Since our on-air team are live and local every day, they relay severe weather and emergency information as needed When the **Emergency Operations** Centers in Escambia and Santa Rosa Counties are open we are there. They monitor Cat Scan Radar and are able to give updates on storms and severe weather happenings with street level accuracy.



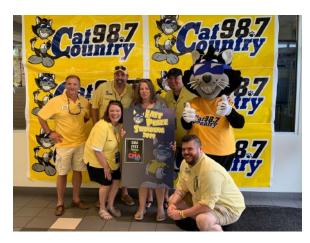
# Cat Country 98.7 LEADERSHIP IN COUNTRY MUSIC



## LIVE AND LOCAL

Local In-House News Staff Local In-House Weather and Hurricane Trackers
Local In-House Traffic (not from a service) Local Talent 24/7















## BRENT LANE

Cat Pak Morning Show Co-Host 5a-10a







CMA member Brent Lane is a 30 year Country Radio veteran and married dad of three. A history buff and avid Country music fan, he is "living the dream".

Brent is **the longest serving member** of the Board of Directors for Manna Food Pantries, received the **Man of the Year** award from the Pace Area Chamber of Commerce, and loves hosting the Cat Pak Morning Show every day "live at 5a". A proud moment was receiving the CMA Station of the Year award at the 2017 CMA Broadcast.

- > CMA Member
- > ACM Member
- > NAB Member
- > CRS Participant
- Leadership Pensacola Graduate
- Manna Food Pantries Board of Directors



## BRENT LANE

Cat Pak Morning Show Co-Host 5a-10a

Brent Lane the radio jouney the legendary KTRB 860 AM Stereo "California's Country Superstation" in Modesto, California at the age of 14 to host a high school talk show. That led to hanging around the station and eventually being hired. Brent joined KATM-FM (Kat Country 103) Modesto in 1993. In 1995, Brent joined KSON-FM in San Diego. Serving as everything from Morning Show Producer, to Midday Air talent and host of the Sunday Night Classics. In the 10 years at KSON Brent met his wife Angela started a family. In 2005, Brent and Angela moved across the country to WYCT-FM Pensacola. Brent has served as the morning show host for 13 years and serves as Program Director for Cat Country 98.7 (2017 CMA Station of the Year). Brent is proud to have his whole family involved with the radio station. Brent's daughter Cali Scully is the Digital Sales Director (having previously worked as everything from the mascot, to the Promotions Director). His wife Angela is the shadow voice of the station. His daughter Hope and son Carson have both served as Brand Ambassadors. Cat Country 98.7 is locally owned and family operated.



## CANDY CULLERTON

Cat Pak Morning Show Co-Host 5a-10a

CMA member Candy Cullerton calls downtown
Pensacola home. She has worked in broadcasting
since her first shift as a college radio DJ. She and
Brent have co-hosted the Cat Pak Morning Show for
7 Years. She shares her home with five dog rescues.
Candy volunteers at The Haven of Our Lady of Peace
(assisted living facility), donates her hair to Locks of
Love, and is a counselor at Camp Bluebird (cancer
survivors camp). She loves Lee Brice. She also binge
watches bad reality television and hated the last
season of Game of Thrones.

- > CMA Member
- > ACM Member
- > Leadership Pensacola Graduate
- Pace Chamber of Commerce Woman of the Year







WYCT- Leadership in Country Music

## CANDY

Cat Pak Morning Show Co-Host 5a-10a

Candy was born in Anchorage, AK and raised primarily in upstate NY. She attended SUNY Canton for Mortuary Science and joined the college radio station a year later and switched her major to broadcasting. She interned at WTNY 790 AM in the news department before joining the ranks of commercial radio. Candy held down overnights and was the imaging voice of DC101 in Washington DC before relocating to Pensacola FL and working as midday host for TK101. She joined Cat Country in 2012 and now works with Brent Lane on the Cat Pak Morning Show.



## KEVIN KING

Middays 10a - 2p

CMA member Kevin King, helped launched Cat Country 98.7 fifteen years ago and is proud to be part of the Cat Family today. Hailing from Boone, North Carolina, Kevin is a Panthers fan and a self proclaimed "foodie" and the official Guacamole maker of Cat Country 98.7. Kevin helped create the areas largest 4<sup>th</sup> of July Celebration with SerToMa (Service To Mankind). Cat Country 98.7's leadership in this event has helped it receive funding year after year and the fireworks show is synchronized to the music on Cat Country 98.7.



Leadership Music Graduate - Nashville







## BIG MOOSE

Afternoons 2p - 7p

Big Moose has a big heart and a big personality. He and his wife Erin are parents to Lil Moose (Carson) who enjoys helping out whenever his dad lets him. Carson was born 6 weeks early, which has given Big Moose a purpose to be actively involved with March of Dimes to support preemie babies. Big Moose is also the the resident award winning BBQ King (Men Who Cook 2019).









## JORDAN GLASS

Nights 7p - Midnight

Following his graduation from (local) Navarre High School, Jordan Glass attended Pensacola State College for a degree in Journalism. Jordan can be found at Pensacola Beach, Kayaking in the sound or bay, out on a boat, walking around beautiful downtown Pensacola. He also enjoys a Blue Wahoo or Ice Flyer game!

Jordan serves at Miracle League of Pensacola as an Umpire.









# COUNTRY INFLUENCE

Cat Country 98.7 believes in the motto <u>"Honor thy</u>" Artist." Operating on the principle that we win when artists and listeners connect through the radio station. During the CMA submission period, we've celebrated with Luke Combs, Thomas Rhett, and Garth Brooks. Cat Country 98.7 is the only radio station on the Gulf Coast to do a series of free shows bringing Country Music's stars close to you. These shows are free, allages "Cat Country Close Ups". Thousands of people were able to see, enjoy and meet, Luke Combs, Tenille Towns, and Ashley McBryde among others. Each artist did an hour-long acoustic set and they stuck around to sign the Manna Hat and sign autographs afterwards. We have even perfected getting 250 meet and greet pics in 25 minutes!









WYCT- Leadership in Country Music

## VISIT PENSACOLA SANDBOX

Brent and Candy celebrate Pensacola and in 2018, The Cat Pak Morning Show was Live from Nashville during CMA week with partner Visit Pensacola. Pensacola likes to call themselves the "Beaches of Nashville." The Cat Pak had 75 artists on the air, on social, and on video, including both up and comers such as Morgan Wallen and Chris Lane as well as established artists like Luke Bryan, Thomas Rhett and Brothers Osborne. We ever had a surprise visit from Garth Brooks. Nearly every artist had a story relating to the Gulf Coast.







## LUKE COMBS - FOODRAISER

May 23<sup>rd</sup> Cat Country 98.7 hosted a special Cat Country Closeup featuring CMA new artist of the year, Luke Combs. The Cat Pak Morning Show hosted the event. It was a free show, limited to 500 people and the only way in was to win and to bring a donation of food for Manna Food Pantries, an organization Luke had volunteered at when he was in elementary school. We were able to raise 4391 pounds of food to help restock the shelves at Manna Food Pantries.













## MANNA HAT









Brent Lane is the longest serving board member at Manna Food Pantries, and as a past president, he **gathers autographs from various country artists** as they travel through our listening area on a white hat. Manna Hat #13 is in progress now.

In 2018, more than thirty-five of today's hottest country stars have signed the hat including Luke Combs, Jason Aldean and Kane Brown. The hat is then auctioned off with all proceeds benefitting Manna Food Pantries. In 2018, the Manna Hat brought in \$1500.00. The Hat raised over \$25,000 in the last 12 years.



## GRANGER SMITH YEE YEE TAILGATE PARTY

Hurricane Michael was the first Category 5 hurricane to strike the Florida since Andrew in 1992. The devastation was unfathomable. Granger Smith reached out to to offer to help and donated a special acoustic performance to help raise funds for Hurricane Michael Relief. Cat Country 98.7 worked with University of West Florida to put Granger Smith on a stage for a "Yee Yee Tailgate Party". It was a free show with people asked to donate for our neighbors two counties over. We "passed the bucket" and raised thousands of dollars in relief.

This concert was the culmination of a week long drive raising over \$85,000 in supplies to aid our neighbors in Panama City.

WYCT- Community Involvement









## CAT COUNTRY UNDERCOVER

**Craig Campbell** played the Pensacola Interstate Fair in October. Before his performance, we mic'd him up and **put him to work as our** *Intern Greg Gamble*. He was a great sport and visitors to the fair before the show got a special treat when they figured it out. The best audio came from him trying to get fair attendees to sign up to win one of his own meet and greets.











## WRITE A SONG FRIDAY



There are many songwriting festivals on the Gulf Coast and we are fortunate enough to have some of them showcase their skills on the Cat Pak Morning Show with Write A Song Friday. During the CMA submission period, we were joined by several artists, including CJ Solar, who is a frequent Write a Song collaborator.

Listeners called in all morning and contributed ideas and lines. After each "session" – the singer/ songwriter would perform the song. These talented artists are the reason they turned out so well!



# ADDITIONAL INFORMATION



## CANDY SPEAKS OUT ON DEPRESSION ON TV

Cat Pak Morning Show co host, Candy, has battled depression most of her life. After a "This is what goes through my mind when I think about suicide..." note on Facebook offering the suicide prevention hotline, a local ABC affiliate reached out to do a story. 100s of women reached out to her with similar depression stories. For Candy, it was early onset menopause and hormones made all the difference. She encouraged so many to reach out for help.





This should've been her happiest day professionally but Candy was so depressed she could not cope. How her cohost helped save her life @ 10pm, @weartv #SuicidePrevention @catcountry987 @brentlanecat

O 8 5:16 PM - Sep 26, 2018

Candy has been riddled with anxiety since she was Just three years old and has battled depression after the death of her parents when she was high school. She continued, "It's like a crushing feeling. It is crazy. Again, you can have everything in the world going on for you."

2017 should have been Candy's year. She got engaged to a wonderful and loving man and Cat Country won the coveted Country Music Association's top award for local radio when they were crowned as the "Station of the Year." Her longtime cohost Brent Lane says he knew Candy was struggling before that, but after they got the long awaited news, he got really worried. He explained, "We got the phone call from Keith Urban and she did, she started crying,"

Her tears were not happy or relieved ones. Candy says she felt unworthy of such an honor, so much so she was too distraught to attend parties in Nashville to celebrate the professional milestone. Brent is clear that Candy did not bring that into their studio or show, but he could see his best friend was in trouble. Brent would not quit pushing Candy until she went to see a medical doctor. During a previous downturn, he had urged her to see a therapist and that helped, but this time, he wanted her to find out if something was going on that needed a physician.



NEWS

WEATHER

PORTS

FEATURES

TURES





The topic hits home for one of Pensacola's most beloved and best known media personalities, Candy Cullerton of the Cat Country Radio family.

Candy has the best laugh in the business and a smile so strong it beams through your speakers. She's one half of the enormously popular "Cat Pack Morning Show." She is funny and sharp enough to do stand up comedy, is known for her silly streak and she's also a suicide survivor.

She's planned her own death, down to boxing up belongings, designating homes for her pets and planning which pills to take at least twenty times. She said, "It's dark and there's no seeing the other side."

Brent insisted Candy seek out a second opinion immediately. She did so and this time, got answers and crucial information. She smiled, "It was simple. It was blood chemistry, it was hormones. It was Early Onset Menapouse and I had to idea." That condition, coupled with her underlying anxiety and history of depression, almost did her in. Candy said Brent would not let that happen. "Brent is someone who always will pray with me or talk with me or talk through the smart decisions in my life, thank God."

Brent refuses to take the credit. He said, "Maybe sometimes you just need somebody to be willing to go sit with you. I had a cousin who didn't have that and that dramatically affected our family."

Candy is on the proper medicine these days and is doing really well. She and Brent are nominated for the C.M.A. "Radio Personalities of the Year." She vows to not miss a single second of this years' trip to Nashville. Brent agreed. He laughed, "It will be my job to grab Candy's hand and be like, 'Come on, we're gonna find a place to make some memories."

## OUR PAW PRINTS



WEARTV.COM | BY WEAR ABC 3 NEWS, PENSACOLA

Cat Country 98.7 nominated for Station of the Year by ACM

Pensacola's Cat County 98. 7 has been nominated for Radio Station of the



Photographed by Adam Shane Productions on a Nikon D5. Cat Country 98.7 owner Dave Hoxeng (I) receives National Association of Broadcasters Crystal Award for Cat Country 98.7's Community Service work in 2018 from Gordon Smith (r) who is CEO of NAB

#### 2019 NAB CRYSTAL RADIO AWARDS WINNERS ANNOUNCED

LAS VEGAS, NV — The National Association of Broadcasters announced the 10 winners of the 32nd annual NAB Crystal Radio Awards, Since 1987, the NAB Crystal Radio Awards have recognized radio stations for their outstanding year-round commitment to community service. The 2019 NAB Crystal Radio Award recipients listed below were chosen among 50 finalists who were honored at today's We Are Broadcasters Celebration.









#### Guitar auction benefits Great Bend church



boost from an online auction.

Carthage Central High School 1988 graduate Carmel J. "Candy" Cullerton, an air radio personality for Cat Country 98.7 in Pensacola, Fla., decided to help the local area by donating an autographed guitar to be auctioned. Through the racio station, she traveled to Nashville Tenn., where she had the opportunity to purchase a guitar and have it autographed by country

"I always went to the Strawberry Festival," said Ms. Cullerton, "I love the area. There are a lot of

After talking with some friends who still live in the area, she decided instead of keeping the

The effay online auction ended Saturday with a Massachusetts man offering the high bid of \$455. Within a couple of weeks, if all goes according to plan, the money will be deposited in th

EVENTS NEWS & CULTURE FOOD & DRINK HOME & GARDEN LIFE & STYLE

Best of the Emerald Coast Giveaways Deal Estate Beauty Links Medical Directory Weddings Get Tickets

## Brent Lane's Cat Pak Rises To The Top And Shines

The Pensacola radio station has even been recognized by the CMA.



"The theory of radio is that you're always talking to one person at a time. I'm never talking to y'all, I'm talking to you. When you listen to me, it's like we're having a conversation inside of your head." - Brent Lane, Co-host, "Cat Pak Morning Show

For many, the last place you want to be at 5 in the morning is at work, answering phones. But when country music legend Keith Urban is on the other end of the line saying your radio station has been named the 2017 Country Music Award (CMA) Station of the Year, you tend to perk right up.

Brent Lane, who co-hosts the Cat Country 98.7 "Cat Pak Morning Show" with Candy Cullerton, said it's a conversation he'll never forget. Mainly so, he loked, because the recording of him "screaming like a 9-year-old girl" at the sound of Keith Urban's charming, Australian twang still serves as blackmail fodder. (You can hear it here.)

"You have to remember, we're locally owned and only doing what we do in Pensacola," Lane said. "I'm not a nationally syndicated guy. I don't have to talk about what's happening anywhere else, so receiving national recognition with the CMA is the biggest compliment. It tells me we're doing a good job of reflecting our community."

For Lane, personal connection to listeners is what radio's all about.

## SOCIAL MEDIA

Instagram

■ Facebook

Twitter





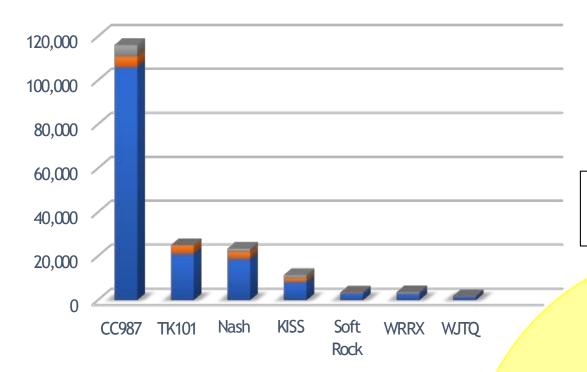








## Social Media Engagement with Listeners



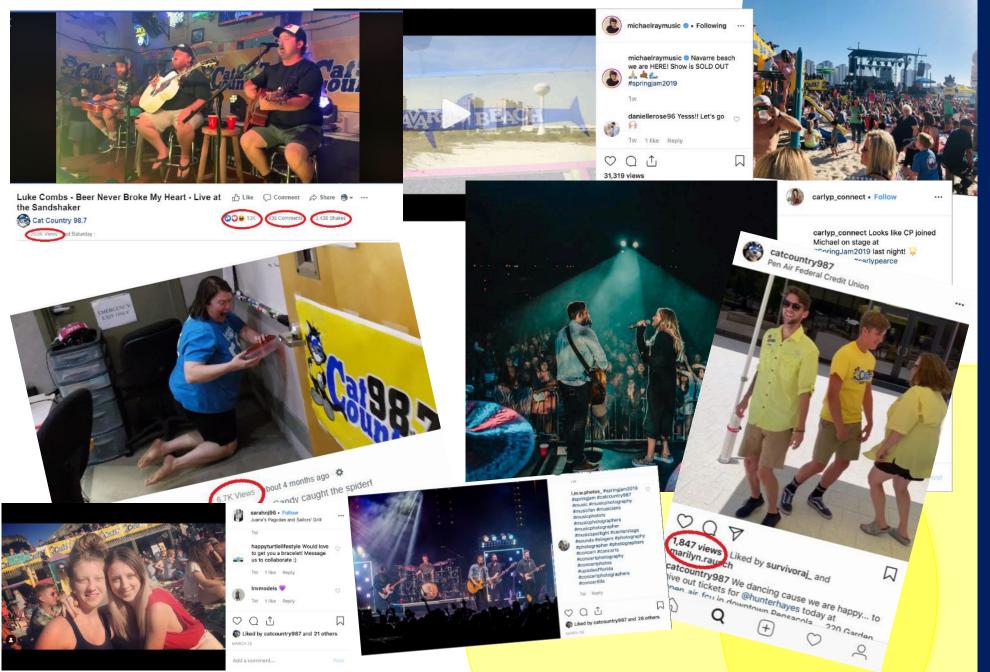
Source: Various Social Media Platforms 2019

## OVER 111,561 FANS

Cat Country 98.7 stays actively engaged with its listeners by using the **power** of social media. From the latest country star updates, concert announcements to local weather and traffic updates listeners don't miss a thing. Plus being a fan has it's advantages... You never know when you will get special artist visits and behind the scenes live video.



# SOCIAL MEDIA



## HONORS

# **CMA**AWARDS

#### 2017 Station of the Year

- 2 Time Finalist

## Morning Show of the Year

- -2018 Finalist Cat Pak Morning Show
- -2017 Finalist Cat Pak Morning Show
- -2008 Finalist Cat Pak Morning Show



### Radio Personality of the Year

- -2019 Winner
- -2009 Winner
- -6 Time Finalist Cat Pak Morning Show

#### Station of the Year

- 3 Time Winner
- 9 Time Finalist



**NAB Crystal Award** 

2019 Winner

2017 Winner

2013 Winner

5 Time Finalist



2019 Winner – Spring Jam 2008 Winner – Live from Iraq



2019 Winner





2019 Public Service
Organization of the Year

- Cat Country 98.7

2019 Man of the Year

- Brent Lane

2019 Woman of the Year

Candy Cullerton



2018 Station of the Year

- 12 Time Winner

2018 Best Radio Personality

- Brent Lane

2018 Best Morning Show

**WYCT- Additional Information** 

## HONORS









Brent with the 2017 CMA Station of the Year







# CAT COUNTRY 98.7

