





Starting your morning off right is a gift we hope to give you each and everyday!

Since October 2009, Officer Don & DeAnn have been local favorites in Central Kentucky! When you mix the latest and greatest in Country Music with the perfect amount of good, clean fun in the morning, you have 'Officer Don & DeAnn!' These two are truly dedicated to their community on and off the radio, always giving their time to numerous local charities and events. This, however, never stops them from taking the time to be one-on-one with listeners and engage themselves with the very people who put Country Music on the map, the Country Music fans!

# Officer Don & DeAnn MORNINGS





# OFFICER DON

- 'Little Donnie' first took to the air on Country Radio at the age of 14
- He's held every job imaginable since then-- from cleaning studios to cleaning up criminals! Don has done it all!
- Served the community for 22 years as a Lexington Police Officer
- Featured on 'Dateline' for helping solve the murder of a UK football player
- Retired Homicide Detective
- Accomplished Helicopter Pilot
- Runs a Flight Training Academy
- Nominated four times for CMA Broadcast Personality of the Year
- Winner of CMA Broadcast Personality of the Year 2017





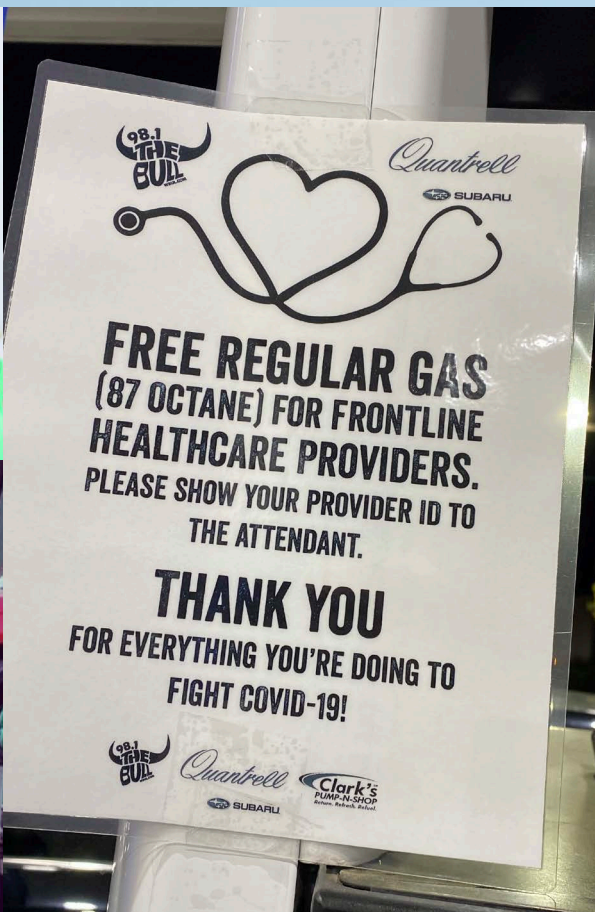
# DEANN

- Wife to CRAZY FUN husband Ed
- Mom to her first soon-to-be college student, Kennedy Ann and the sassiest 14-year-old ever, Kamryn
- Bonus mom to Ej (who is STILL LEARNING to tolerate DeAnn)
- Super Mom to many other visiting teenagers
- Lover of all animals especially the family dogs, 9 yr-old Yorkie named 'Reese', and soon-to-be 3-year-old, German Shepherd named Ryder
- Nominated four times for CMA Broadcast Personality of the Year
- Winner of CMA Broadcast Personality of the Year 2017
- On 98.1 The Bull for 12 years
- Television Anchor & Reporter for 25 years
- Host of 'Out & About' daily features on CBS affiliate





**98.1 THE BULL &  
QUANTRELL SUBARU  
ARE DOING SOMETHING  
FOR  
HEALTH CARE  
WORKERS.**



# COMMUNITY

This CMA calendar year proved to be all about Community! When everyone in the world was facing each day with such uncertainty, the one thing they could always count on was turning on the radio and 'Officer Don & DeAnn' would still be there. Lifting spirits and encouraging each other in trying times.

Our 'Random Acts of Kindness' kicked off in the middle of it all! Once a week for 6 weeks during Covid-19, we gave away thousands of dollars worth of GAS to all of the frontline healthcare workers, Police, Firefighters, EMT's, anyone with a healthcare badge! We were on the air day AND night, LIVE, thanking our healthcare workers as they piled in to the gas stations to fill up!

We also partnered with Hardee's to give away breakfast for ANYONE who needed a little 'lift me up!' Sausage biscuits and coffee go a long way in saying 'thank you, we love you, and we are here for you!'





# COMMUNITY

Acoustic Jam 2019 featured Jordan Davis, Dillon Carmichael, Carly Pearce, Mitchell Tenpenny, Hunter Hayes, and Rodney Atkins from our Country Music Family who helped us JAM OUT for our annual Acoustic Jam! WBUL Lexington raised another \$25,000 this year to add to the already \$558,000 raised since it's conception, benefitting the Kentucky Children's Hospital.

Our Secret Sessions shows featured country artists like Maren Morris, Kane Brown, Rascal Flatts, Justin Moore, and Jake Owen. The SOLD OUT shows allowed our listeners the rare opportunity to enjoy their country music favorites in an intimate setting of the Lexington Opera House!





FEDERAL CREDIT UNION  
PRESENTS

## KENTUCKY CAMPFIRE CONCERTS

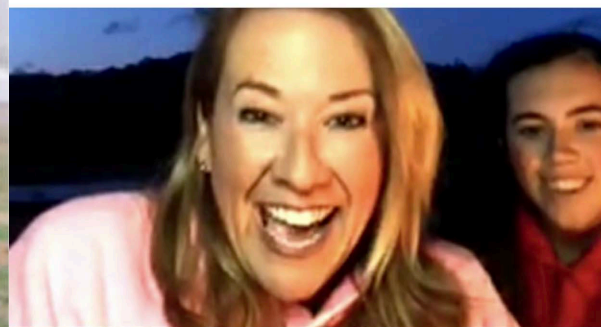
WITH

WALKER MONTGOMERY



981thebull

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# COMMUNITY

'Kentucky Campfire Concerts' created a safe space for us all to gather 'round a campfire and enjoy some country music! Once a week for eight weeks, 98.1 The Bull would VIRTUALLY host a favorite Kentucky artist, or at least one with some sort of Kentucky tie-in, including Carly Pearce, Dillon Carmichael, Kip Moore, Travis Denning, and more! We did a Q & A with the artists and they sang and played for our listeners and viewers! The LIVE music provided a sense of reassurance for our 98.1 The Bull community!

Party for a Purpose Pajama Party! DeAnn of 'Officer Don & DeAnn' hosted her first charity event for women! It was a Pajama Party encouraging women to 'Party for a Purpose'.

Participants bought tickets to come and play 'minute to win it' games in their Pj's and they had a BLAST! They partied, networked, and met new people!!! The best part, they each brought new pajamas to donate to other women in need and raised close to \$10,000 for Refuge for Women!





# COMMUNITY

'Nashville Strong' Officer Don & DeAnn joined the local CBS affiliate, WKYT-TV, for a joint telethon in raising funds for the tornado victims in Nashville. We drummed up support during the morning show on 98.1 The Bull and asked for folks to take part in helping us help others! Thousands of dollars were raised through the telethon, helping the efforts of the American Red Cross get our friends in Nashville back on their feet.

Officer Don & DeAnn helped kicked off this year's Kentucky Gives Day! The eighth-annual, 24-hour, statewide, online fundraising event was held on Tuesday, May 12th, 2020. We joined our Louisville radio station, WAMZ, in promoting the event, showcasing different charitable organizations across the state, and raising critical funds to keep their good work going. Overall, \$690,601 was raised for Kentucky Gives Day!





# COMMUNITY

## Salute to Heroes Weekend (Memorial Day Weekend)

We allowed people to call in with special messages for our military heroes and frontline workers! The messages were played back throughout the weekend offering thanks to those who are serving in many different ways.

From community fundraisers to country concerts to radio and television remotes, Officer Don and DeAnn are there!

In fact, they are EVERYWHERE! If it's an event that involves our community, you can expect to see these two! They pride themselves on being a part of everything the central Kentucky community has to offer.

Whether they are called on to emcee the 'Broadway Live' announcement, The Lexington Police Awards, hop on a horse for charity, or pitch in at an Elementary School for the day... they are there! Their genuine and heartfelt concern for others shows through their involvement in helping their community.

# COMMUNITY INVOLVEMENT

- Emcee 98.1 The Bull's 'Acoustic Jam' concert to benefit KY Children's Hospital
- Emcee 98.1 The Bull 'Secret Sessions!'
- Emcee 'Broadway Live' series kick-off event for Lexington Opera House
- Emcee 'Make-A-Wish' Day at the Races
- Emcee 'Make-A-Wish' Mothers Day Luncheon
- Emcee of every major Lexington concert at Rupp Arena
- Creator of the first 'Pajama Party' for Kentucky's new Party for a Purpose Event to benefit Refuge for Women of KY
- Emcee 'Dan Cummins' Chevrolet, Buick Christmas Spectacular
- Jarrett's Joy Cart Participants
- 'Hometown Rising' Hosts
- Camp Horsin' Around for Children Ladies Day Host
- Keeneland Opening Day Host
- UK Big Blue Madness Blue Carpet Host
- Camp Horsin' Around Charity for Children Campout Night!
- McLeod's Coffee House (for special needs) Media Host
- Foster Care Council 'Studio Thrifty for the Kids!'
- Fly in Family night at Pepperhill Farm Day Camp for Kids
- Participated in 'Battle in the Saddle' for the KHP Foundation
- Mystery Readers at local Elementary Schools
- 'Trees of Life' Celebrity Tree for the Kentucky Kidney Health Alliance
- Ronald McDonald House Golf for Charity, fly in and participant
- Kentucky Sports Radio Golf Scramble Participant
- Highlight for KY Nonprofit Organization
- Camp Horsin' Around Great 8 Luncheon, board member
- Participant in the Christmas Toy Chest Annual Holiday Event
- Serve on several charity boards
- Visit local schools for career day

...and many more!





# SUPPORTING COUNTRY MUSIC

Officer Don & DeAnn have a huge heart for the Country Music industry. Whether it's supporting local artists or introducing themselves to everyone at CMA Fest, these two live and breathe Country Music! They take every opportunity they can to help promote up and coming artists, especially those from Kentucky, who they know will be the future of Country Music!

Each and every year, Officer Don and DeAnn travel to Nashville for CMA Awards Week and CMA Fest! It's a great time for them to get to know the up and coming Country Artists, hug the ones they've worked with for years, and to let their listeners know what's happening in the Country Music World! They broadcast LIVE daily from Nashville leading up to the CMA awards to promote the event. CMA AWARDS WEEK on WBUL is always a favorite of Officer Don and DeAnn AND the listeners!





# GETTING NOTICED

- CMA Broadcast Personality of the Year 2017
- Nominated four times for Personalities of the Year
- Consistently earn a #1 ranking in their market
- Featured in 'TOPS in Lex' and other local publications for charity work

You can find them all over Central Kentucky in magazines, social media and daily appearances on the local CBS affiliate!