





**WKXC-FM | KICKS 99**

**AUGUSTA, GA**





WKXC-FM | KICKS 99 AUGUSTA, GA

# KICKS 99 IS COUNTRY!

KICKS 99, recipient of the CMA award in 2007, has been on air and serving the Augusta, GA metro since 1988. In its 32 years, Kicks 99 has focused on live broadcasting with on-air DJs and assisting in local efforts within the community. This includes helping raise over \$100,000 (in the year) for prominent charitable organizations in the area such as American Red Cross & United Way, partnering with a variety of local charities on events, concerts, and other fundraisers, designing unique promotions to meet the needs of listeners, as well as providing the largest single annual donation to the United Way of the CSRA generated from the KICKS 99 Guitar Pull. November will mark KICKS 99 Guitar Pull's 22nd year featuring a variety of Nashville Artists together on one stage for an intimate, acoustic show. In the past, we've had Luke Bryan, Luke Combs, Eric Church, Thomas Rhett, Kelsea Ballerini, Brad Paisley, Rascal Flatts and so many more. This event sells out 6,000 seats in minutes each year. In the coming years KICKS 99 will continue to serve our community in every way possible.



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# Public Service Announcements

**KICKS 99 makes a daily commitment and investment to the community through airing of various public service announcements from local communities and charitable organizations. During the year, KICKS 99 Wake-Up Krew conducts interviews with local charitable groups to help further their mission within the community. A few of these charities and organizations include:**

American Red Cross  
American Heart Association Heart Walk  
Augusta Jewish Community Center  
Child Enrichment Program  
Friends With Benefits Foundation  
Golden Harvest Food Bank  
Greater Augusta Arts Council  
Jud C. Hickey Center for Alzheimer's Care

Operation Hand Warmers Project  
Safehomes of Augusta  
The Lydia Project  
The Leukemia Lymphoma Society  
The Ronald McDonald House  
Boys & Girls Club  
Junior League of Augusta  
Beside The Badge Aiken Charity  
Georgia Children's Hospital  
Relay For Life

Miracle Mile  
Georgia Cancer Center  
Support 1  
American Legion Post 71  
Aiken Lions Club  
W.L.J. Angel Gowns  
Fort Gordon Spouses' and Civilians' Club





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## COMMUNITY:

## KICKS 99 Guitar Pull

November 18, 2019

WKXC provides the largest single donation of the year to the United Way of the CSRA generated from the KICKS 99 Guitar Pull. In 2019, Kicks 99 had an unprecedented year, featuring five Nashville recording artists, including two of the biggest names in country music...Luke Bryan & Luke Combs! Joined by Runaway June, Riley Green & Rodney Atkins. This event typically sells out every year, however due to the high demand from Kicks 99 listeners additional seats were opened up, packing over 8,000 fans into the local arena...all to benefit the United Way of the CSRA! In the coming years KICKS 99 will continue to serve its community in any way possible, including the KICKS 99 Guitar Pull concert.







COMMUNITY:

KICKS 99 Guitar Pull

November 18, 2019

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# COMMUNITY:

## KICKS 99 Guitar Pull

November 18, 2019



Beasley Media Group & WKXC was granted the Lend a Hand Award from the United Way of the CSRA for its charitable donations from Kicks 99 Guitar Pull.

**LEADING Families Forward**

**United Way**  
United Way of the CSRA

Tee Gentry  
Operations Manager  
Beasley Media Group, Inc.  
4051 Jimmie Dyess Parkway  
Augusta, Georgia 30909

Tee,

On behalf of United Way of the CSRA's Board of Directors and thousands of individuals that we serve, I wanted to thank you once again for allowing us to be the beneficiary of the 2019 Kicks 99 Guitar Pull which raised \$25,100 for emergency services to families with children in our community. We are so thankful to you, your colleagues, and Kicks 99 listeners for such generosity.

Since this partnership began nearly 20 years ago, over **\$466,000** has been raised from the Kicks99 Guitar Pull events which has, in turn, provided immense support to families in our region.

As fundraising has grown increasingly difficult, there are very few agencies able to provide the type of emergency assistance needed by many families, especially those with children. Thanks to the Kicks99, United Way is able to continue these necessary services throughout the community.

Please share with your staff and supporters the impact the Guitar Pull funds had in 2019 right here in our community:

- Provided **120** families with utility bill assistance, enabling them to keep the power, gas or water on in their homes.
- Assisted **28** families with rent or mortgage payments, ensuring they would remain in their homes.
- These families included **320** children who were able to concentrate on their education and all things that children should think about without worrying about their basic needs being met.
- **503** total individuals were positively impacted by these funds.

So many lives are better as a result of your generosity. Here are just a few of the many families touched by your generosity:

- So many of the families in our area are considered the "working poor", usually living pay check to pay check. One unexpected event is enough to cause tremendous hardship. One case is the mom of two whose children became sick with a stomach virus. She normally earns just enough to pay all of her bills, but during this pay period she missed 3 days of work. That meant a loss of 30 hours from that pay check. With this assistance, she was able to pay her bills and stay on track.
- Many of those served are in need of assistance to get through a tough place, but have the ability to "catch up" with this help. One example is this single mom who decided to start cleaning

United Way of the CSRA | 1765 Broad Street, Augusta, GA 30904 | 706-724-5544 | [uwcsra.org](http://uwcsra.org)

offices and houses when she was not able to find a job quickly. She has used all of her 401K and exhausted her savings. She has an autistic child of her own and has just received custody of an infant grandchild with special needs. She receives SSI for the infant. The parents of the baby are not in the picture. She is trying to get her cleaning business going and is being somewhat successful. These funds provided \$200 on rent and \$225 for utilities. These payments will bring her back to even and she plans to keep up after this. Additional funds were contributed by partner agencies and the faith-based community. When these dollars are matched by our network of partner agencies, the impact of this generous donation is multiplied.

- There are individuals with disabilities, however, who are not always able to catch up so easily. During 2019, 16 individuals disclosed that they had a disability that kept them from working full time. By providing assistance to them and working with the family, these individuals avoided eviction and utility disconnection. These individuals were provided with additional resources, such as Forces United, to ensure the family remained stably housed. One example of this is a disabled veteran who received utility assistance for one month as he awaited an increase in his VA benefits. His wife is working, but she is pregnant. Her work has been limited due to the pregnancy. This family was also referred to Forces United for ongoing assistance.

We thank all of you at Kicks99 for your continued support of United Way of the CSRA's work. Truly, you are making a difference in our community!

Sincerely,

*Brittany Burnett*

Brittany Burnett  
President & CEO  
United Way of the CSRA





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The WKXC staff is actively integrated into the community, one way is through participation in local charitable boards, including:

United Way of Augusta  
United Way Focus 45 Group  
American Red Cross Board  
Jud C Hickey Center Board  
Border Bash Board  
YMCA of Augusta Board

# COMMUNITY



**American Red Cross**  
Augusta Area

American Red Cross, 1322 Ellis Street, Augusta GA 30901 [www.redcross.org](http://www.redcross.org) 706-724-8481

Dear Country Music Academy Broadcast Awards Committee,

As the Executive Director of the American Red Cross serving the Augusta GA area, it is my true pleasure to recommend Beasley Broadcasting's KICKS 99 for the radio station of the year. Simply put, KICKS 99 is the strongest community partner that we have, and the Red Cross would not be able to fulfill our lifesaving mission without them. Regardless of our need, big or small, KICKS 99 ALWAYS steps up to help.

Here are just a few examples of how they give back to our local community via the Red Cross:

#### Red Cross Boot Scoot Boogie

Every year KICKS 99 works with the American Red Cross – Augusta Area as a major sponsor, and exclusive radio sponsor, of our annual Boot Scoot Boogie – the largest fundraiser for the local Red Cross. KICKS 99 works to bring in national talent to perform at this event which features the live concert, live/silent auction, and great food and fun. In addition, KICKS 99 provides the most coveted live auction items – such as one of a kind trips to concerts with airfare, hotel, VIP tickets, and Meet and Greets. They also provide items for the silent auction such as signed guitars and memorabilia. KICKS 99 promotes the event on the air with liners, promos, interviews, web and socials, and also had their on-air personality emcee the event.

This year's event brought in \$157,000 with \$20,000 of that directly from KICKS 99 donated auction items.

#### Red Cross Heroes Breakfast

Since it's beginning in 2011, KICKS 99 has been the exclusive radio sponsor of the annual Red Cross Heroes Breakfast, a fundraiser to honor local heroes among us who have helped to save lives. Proceeds from the event benefit local disaster response and recovery. The past year's event raised over \$45,000 for our local Red Cross. KICKS 99 promoted on the air with liners, promos, interviews, web and socials, and had their on-air personality emcee the event.

#### Community Red Cross Blood Drives

This year the American Red Cross faced incredible shortages of blood donations due to mass cancelling of blood drives in light of the COVID 19 pandemic. KICKS 99 came to our aid with multiple in-kind PSAs promoting and driving donors to critical blood drives in our community. KICKS 99 promoted on the air with liners, promos, interviews, web and socials.

With all humility and due respect, I cannot imagine another radio station that does more for their local community than KICKS99. It is my sincere and deep honor to recommend them for radio station of the year.

With Regards,

*Susan Everitt*

Susan Everitt  
Executive Director, American Red Cross

#### 2019-2020 Board of Directors

*President*  
Brian Taylor

*1<sup>st</sup> Vice-President*  
Kaitley O'Quinn

*2<sup>nd</sup> Vice-President*  
Georgia Perrotta

*Secretary*  
Ken Trotter

*Treasurer*  
Ben Braxton

*Directors*  
Parris Adams  
Jana Barton  
Steve Basso  
Amy Bernstein  
Brent Bitt  
Brooks Carroll  
Kristina Chandler  
Meg Dickinson  
Alan Griffin  
Chad Harpley  
Dae Holloway  
Cameron Jones  
Chad Jordan  
Lucy Ann Pollard Knapp  
Jason French McKnight  
Kathryn Mosser  
Daniel Murrell  
Fred Palmer  
Heath Perry  
Mary Ann Piskun  
Brian Prince  
Thomas Rhodes  
Natalie Schroeder  
Scott Seabolt  
Hersell Thompson  
Maxwell Valletton  
John West  
Ian Wiggins  
Marc Wilson III

*Advisors*  
Judy Ayatt  
Julie Badger  
Laura Braxton  
Marian Brown  
Dr. Andrea Canten  
Tex Gentry  
Martha McCutcheon  
Marshall Vaux



**JUD C. HICKEY CENTER**  
for Alzheimer's Care

June 12, 2020

#### Letter of Support – Kicks99

Kicks99 is a cherished partner of the Jud C. Hickey Center for Alzheimer's Care. The Jud C. Hickey Center is a day center that provides care and programming for individuals diagnosed with Alzheimer's. Because of Kicks99's support, we've been able to raise over \$1 million dollars through our Music for Memories Concert to benefit the Center and it's critical work.

For ten years, Kicks99 has been an integral part of the Music for Memories concert! Kicks99 is a phenomenal partner that helps us work with Nashville labels to bring in artists, promotes the concert during shows, airs promos, and conducts ticket giveaways. Their team is incredible to work with. The morning crew brings their charm and enthusiasm to planning meetings, and event coverage. From beginning to end, they are there sharing their time and talents, off stage and on!

We love working with them! At every level, the Center appreciates the support. Not only do Tee Gentry and Chris O'Kelley give 110% in supporting Music for Memories, but they also serve on the Center's Board of Directors.

The best team in town is at Kicks99. We can't thank them enough for their dedication to the Jud C. Hickey Center.

Sincerely,

*Jennifer Pennington*

Jennifer Pennington  
Executive Director

*Janet McKnight*

Janet McKnight  
Chairman, Music for Memories

1901 Central Avenue, Augusta, GA 30904  
Phone: 706.738.5039 Fax: 706.364.1388  
[www.judchickeycenter.org](http://www.judchickeycenter.org)  
501(c)(3) non-profit organization Tax ID# 58-1641777





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# COMMUNITY: We Are All in This Together!

During the Covid-19 pandemic, Beasley Media Group & WKXC saw their community in need more than ever. From this grew a "We Are All in This Together Community of Caring" Initiative to help our communities thrive during uncertain times. Our goal was to support our community and clients in any way possible in the hope of coming out of this pandemic stronger than ever TOGETHER! This included:

- Augusta is Family Video
- Banding with the Golden Harvest Food Bank
- Kicks 99 Highlighting Local Heroes
- Kicks 99 Superstar Concert Series
- Kicks 99 Senior Shout Outs







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# COMMUNITY: We Are All in This Together!

## Augusta is Family

During the Covid-19 pandemic, Beasley Media Group & WKXC saw their community in need more than ever. From this grew a "We Are All in This Together Community of Caring" Initiative to help our communities thrive during uncertain times. This included a "Augusta is Family" video to show our support and love for Augusta. The video featured our on-air talent encouraging and comforting listeners in our community, assuring them we are all in this together. The video received over 1.5K views.

## Post Content & Link:

*What comes to your mind when you think of Augusta? Whatever it is, we are all in this together. We are family.*

**#AugustaisFamily**

<https://www.facebook.com/KICKS99AUGUSTA/videos/2672790606180217/?v=2672790606180217>

# We Are All In This Together







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# COMMUNITY: We Are All in This Together!

## WKXC Banding with the Golden Harvest Food Bank

During the Covid-19 pandemic, Beasley Media Group & WKXC saw their community in need more than ever, especially the local Food Bank, Golden Harvest Food Bank (GHFB). Through our relationship with the GHFB we kept their ever changing needs top of mind with the station & listeners. WKXC & other Augusta stations, used their station voices, on-air & online, to get the world out about needed food & financial donations!

## Kicks Gives A Shirt!

WKXC also partnered with a local company Showpony to give back to the Golden Harvest Food Bank! Showpony designed a limited edition Kicks 99 shirt & for every one purchased, 100% of proceeds went go to Golden Harvest Food Bank!



*"Golden Harvest Food Bank is incredibly thankful to Beasley Media Group for coming alongside us during this critical time. As we see 3x more people reaching out to us for help and lines for food assistance stretching for miles, it's partners like Beasley that are helping us meet an unprecedented need for emergency food. Since the Beasley campaign started, we've received over \$75,000 in online donations, driven in part by this campaign. And we're putting these donations right to work. We've spent 7x the amount of money we usually spend on food, provided 1.6 million meals, and served almost 50,000 families since the pandemic started. Thank you for amplifying our voice and helping us to help our community. What a powerful example of how we are stronger together!"*

**- Ann Snyder, Director of Marketing, Golden Harvest Food Bank.**

## Golden Harvest Food Bank – Supporting Our Community

Melanie Quick April 27th  
Share



## NEIGHBORS FEEDING NEIGHBORS

As our community responds to the coronavirus crisis, COVID-19 related disruptions have greatly increased the need for emergency food in our community.

Matty who have never needed to come to Golden Harvest Food Bank for help now need assistance – and the seniors, children and families who rely on our services need us more than ever. Golden Harvest has received 3 times more requests for food assistance since the crisis began, and lines for food help are longer than ever.

You can help by donating to support Golden Harvest Food Bank's COVID-19 Response campaign. Every \$1 you give provides 3 meals to those struggling in our community.

Your generosity and commitment ensure that the impacts of this difficult situation – though challenging – are not devastating for seniors, families, and children in our area. Thank you so much for your support.

**DONATE**



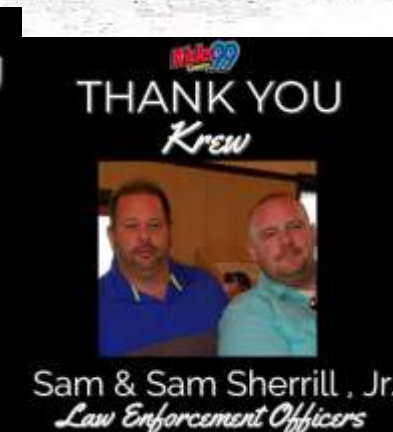




# COMMUNITY: We Are All in This Together!

## Kicks 99 Highlighting Local Heroes

During the Covid-19 pandemic, Beasley Media Group & WKXC saw their community in need more than ever to show gratitude to the local heroes, healthcare workers, truck drivers, retail workers, sanitation workers, mail carriers, and all other essential employees! To thank these workers, Kicks 99 Wake-up Krew asked listeners to help highlight local heroes during this difficult time online. Listeners submitted their local heroes from various industries and the Kicks Krew thanked them on-air and online.







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# COMMUNITY: We Are All in This Together!

## Kicks 99 Superstar Concert Series

Due to the Covid-19 pandemic, many events and concerts featuring country artists were abruptly postponed or cancelled. Beasley Media Group & WKXC immediately saw a need to provide our listeners with country music and provide country artists an outlet. The Kicks 99 Superstar Concert Series was born. The series, part of Beasley Media Group's We Are All in This Together Community of Caring Initiative, featured country's hottest artists performing several songs on-air and a gave listeners a chance to connect to their favorite artists during this unprecedented time.

Artists included, Thomas Rhett, Chris Janson, Brad Paisley, Jake Owen, Brett Young, Lindsay Ell, Chase Rice, Eli Young Band, Tim McGraw, Chris Lane, Maren Morris, and Travis Denning to name a few!



Mini Concert Info | Mini Concert Rewind | Win a Virtual Meet & Greet | Inside the Meet & Greet







**COMMUNITY: We Are All in This Together!**

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### **Kicks 99 Senior Shout Outs**

During the Covid-19 pandemic, Beasley Media Group & WKXC saw their community in need more than ever, especially the high school seniors. Many high school senior's year was cut too short. All of their plans and hopes for their final year of high school were drastically changed when the pandemic hit, including graduations and proms. So Kicks 99 wanted to congratulate and encourage the Augusta seniors with shout outs on-air and online.





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# COMMUNITY:

## KICKS 99 Christmas Wish

WKXC cares about it's community, especially during the holidays. This past Christmas, the Kicks 99 Krew wanted to make sure their listeners received any help they needed during the holidays. The Kicks Krew asked listeners if they knew someone who could use a anything during the holiday season...a Kicks 99 Christmas Wish. During the holiday season Kicks 99 was able to work with the community to help pay bills, donate toys and clothes to kids, a stove for a family, and thousands in cash & gift cards! Kicks 99 granted Christmas wishes all over the community for the holidays!







# COMMUNITY:

## Waffle House Tour

July-August 2019

WKXC-FM | KICKS 99 AUGUSTA, GA



Scattered & Smothered, Covered & Chunked! It was one of the most exciting tours ever to come to Augusta.....the KICKS Wake up Krew Waffle House Tour! The Kicks 99 Wake-up Krew took the show on the road to interact with listeners LIVE at Waffle Houses across the CSRA! The tour also showcased Nashville up and coming artists. Kicks 99 fans could come out & chat with the Krew, hear Live music, and win awesome Waffle House swag...ALL at NO charge! Anything for our fans!!





WKXC-FM | KICKS 99 AUGUSTA, GA

# COMMUNITY:

## Waffle House Tour

July-August 2019







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# COMMUNITY: KICKS 99 is All About the Kids!

The WKXC Krew is passionate about the next generation and makes a point to take time to interact with children and students within the community. Including, reading storybooks to local elementary schools, visiting the local children's hospital, inviting students to come into the station to experience the WKXC studio, various school visits throughout the year, and even unscripted, unplanned out in the community everyday!



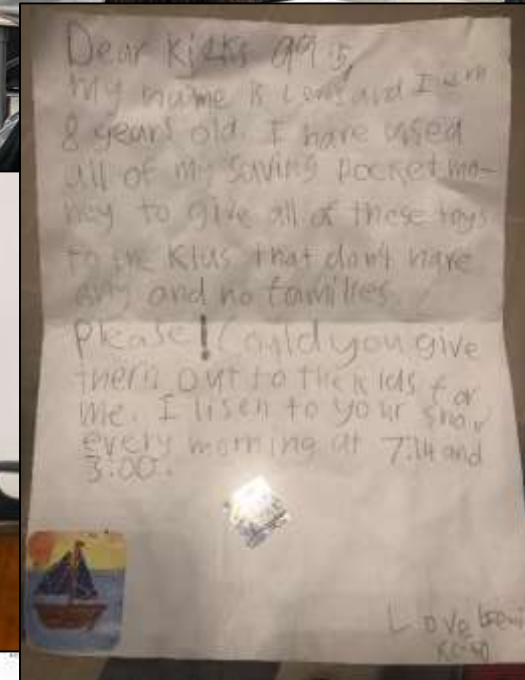




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COMMUNITY:

KICKS 99 is All About the Kids!







WKXC-FM | KICKS 99 AUGUSTA, GA

# COMMUNITY:

## Border Bash

October 11, 2019

Border Bash has become an annual tradition occurring in Augusta, Georgia on the Friday before the University of Georgia vs. University of South Carolina football game. Supported by numerous local sponsors, this evening event brings together over 10,000 UGA - USC fans of all ages for some pre-game family fun and rivalry to raise money for the children's charities in the CSRA. WKXC serves as the primary media sponsor for this event, assisting in raising over \$900,000 for local children's charities in the CSRA.



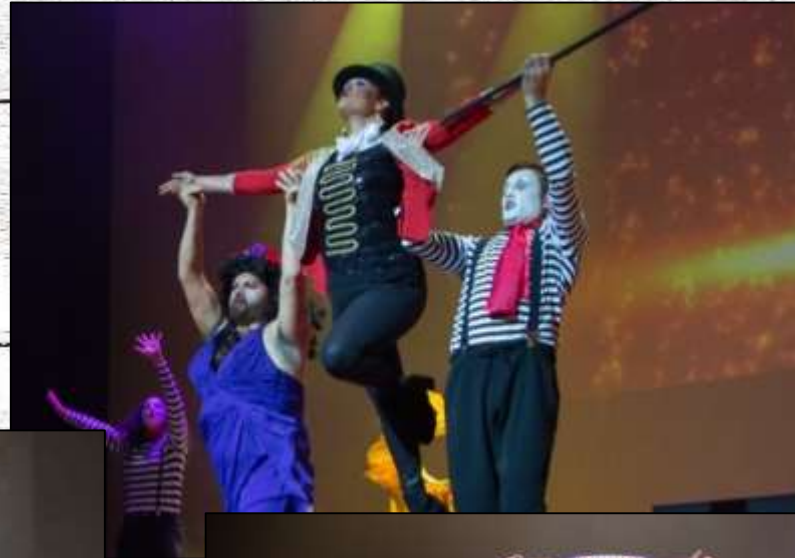




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# COMMUNITY:

Safehomes of Augusta  
Fake It to Make It  
January 24, 2020



***Fake It to Make It*** is a Lipsync Battle that benefits SafeHomes Domestic Violence Center in Augusta. As the primary media partner, WKXC is always heavily involved, either hosting or participating in the event. This year, Kicks Wake-up Krew member, Jenny Bender, had a competing team. Jenny's Team raised over \$8,694.36, **WON** the Lip Sync Battle and took home the official Safehome of Augusta Championship belt! In total, the event raised over \$168,300 to transform victims of domestic violence into survivors!





# COMMUNITY:

WKXC-FM | KICKS 99 AUGUSTA, GA

Every year KICKS 99 works with the American Red Cross – Augusta Area as a major sponsor, and exclusive radio sponsor, of the annual Boot Scoot Boogie – the largest fundraiser for the local Red Cross. Kicks 99 works to bring in national talent to perform at this event which features the live concert, live/silent auction, and great food and fun. In addition, Kicks 99 provides/donates the most coveted live auction items such as: one-of-a-kind trips to concerts with airfare and hotel, VIP tickets, and Meet and Greets, as well as signed guitars and memorabilia for the silent auction. This year's event brought in \$157,000 with \$20,000 of that directly from Kicks 99 donated auction items.



## American Red Cross Boot Scoot Boogie February 1, 2020







# COMMUNITY:

Jud C. Hickey Center for Alzheimer's Care  
Music for Memories  
January 17, 2020

WKXC-FM | KICKS 99 AUGUSTA, GA



WKXC is the primary media sponsor for Music for Memories that benefits local services of The Jud C. Hickey Center for Alzheimer's Care. In 2020, country star Old Dominion headlined the 10th Annual Music for Memories concert. All proceeds of the concert went to The Jud C. Hickey Center for Alzheimer's Care is a non-profit organization dedicated to providing support and assistance to individuals with Alzheimer's and to their families in the Augusta area.





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**KICKS 99 is excited for the opportunity to be nominated for a CMA Award and will remain dedicated to outstanding achievement in the country music industry & serving its community in every way possible.**





**WKXC-FM | KICKS 99**

**AUGUSTA, GA**





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# KICKS 99 IS COUNTRY!

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WKXC-FM | KICKS 99 AUGUSTA, GA

# LEADERSHIP



WKXC is Augusta's connection to Nashville stars and talent - presenting major concerts, producing events such as Kicks 99 Guitar Pull & arranging performers for several charitable concerts/events.

WKXC showcases Nashville artists in the Kicks 99 Guitar Pull to help raise money for United Way of Augusta.

WKXC supports up and coming country artists by bringing them in for concert and help raise money for local charities such as American Red Cross, Jud C Hickey Center, and Border Bash Foundation.





# LEADERSHIP: CONCERTS

WKXC-FM | KICKS 99 AUGUSTA, GA



Gary Allen  
Riley Green  
Luke Bryan  
Blanco Brown  
Josh Turner  
Chris Young  
Carrie Underwood  
Riley Green  
Zac Brown Band  
Maddie & Tae  
Eli Young Band  
Matt Stell  
Ashley McBryde  
Old Dominion  
Jason Aldean





# LEADERSHIP:

## KICKS 99 Guitar Pull

November 18, 2019

WKXC-FM | KICKS 99 AUGUSTA, GA

WKXC is dedicated to bringing the best of Nashville to Augusta every year as part of Kicks 99 Guitar Pull. In 2019, Kicks 99 had an unprecedented year, featuring five Nashville recording artists, including two of the biggest names in country music...Luke Bryan & Luke Combs! Joined by Runaway June, Riley Green & Rodney Atkins. This event typically sells out every year, however due to the high demand from Kicks 99 listeners additional seats were opened up, packing over 8,000 fans into the local arena...all to benefit the United Way of the CSRA!







WKXC-FM | KICKS 99 AUGUSTA, GA

# LEADERSHIP: Kicks 99 Mini Superstar Concert Series

## Kicks 99 Superstar Concert Series

Due to the Covid-19 pandemic, many events and concerts featuring country artists were abruptly postponed or cancelled. Beasley Media Group & WKXC immediately saw a need to provide our listeners with country music and provide country artists an outlet. The Kicks 99 Superstar Concert Series was born. The series, part of Beasley Media Group's We Are All in This Together Community of Caring Initiative, featured country's hottest artists performing several songs on-air and a chance to connect listeners to their favorite artists during this unprecedented time.

Artists included, Artists included, Thomas Rhett, Chris Janson, Brad Paisley, Jake Owen, Brett Young, Lindsay Ell, Chase Rice, Eli Young Band, Tim McGraw, Chris Lane, Maren Morris, and Travis Denning to name a few!



Mini Concert Info | Mini Concert Rewind | Win a Virtual Meet & Greet | Inside the Meet & Greet



MAY 1



MAY 2



MAY 5



MAY 8



MAY 10



MAY 12



MAY 15



MAY 17



MAY 19



MAY 22



MAY 24



MAY 26



MAY 29



MAY 30



RYAN HURD & MAREN MORRIS  
Tuesday, May 26th

JAKE OWEN  
Friday, May 29th

LINDSAY ELL  
Sunday, May 30th





# LEADERSHIP:

## Waffle House Tour

July-August 2019

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Scattered & Smothered, Covered & Chunked! It was one of the most exciting tours ever to come to Augusta.....the KICKS Wake up Krew Waffle House Tour! The Kicks 99 Wake-up Krew took the show on the road to interact with listeners LIVE at Waffle Houses across the CSRA! The tour also showcased Nashville up and coming artists. The Kicks 99 Wake-up Krew would chat with artists over some famous Waffle House coffee, followed by a couple songs played LIVE to the crowd and on-air, at NO charge to the fans! Featured artists included: Dillion Carmichael, Haley Michaels, Caroline Jones, & Teddy Robb!





WKXC-FM | KICKS 99 AUGUSTA, GA

# LEADERSHIP:

## Appreciation & Artist Visits

Supporting up and coming country artists with visits to the station and exposure to the Augusta area!



Celebrated the retirement of MCA Nashville Southeast regional Louie Newman with a retirement luncheon! Louie, had been in the industry for more than 25 years, leaving a lasting impression on the Kicks 99 family & country community. Thanks Louie! And thanks to all regionals that work so hard for our country artists!







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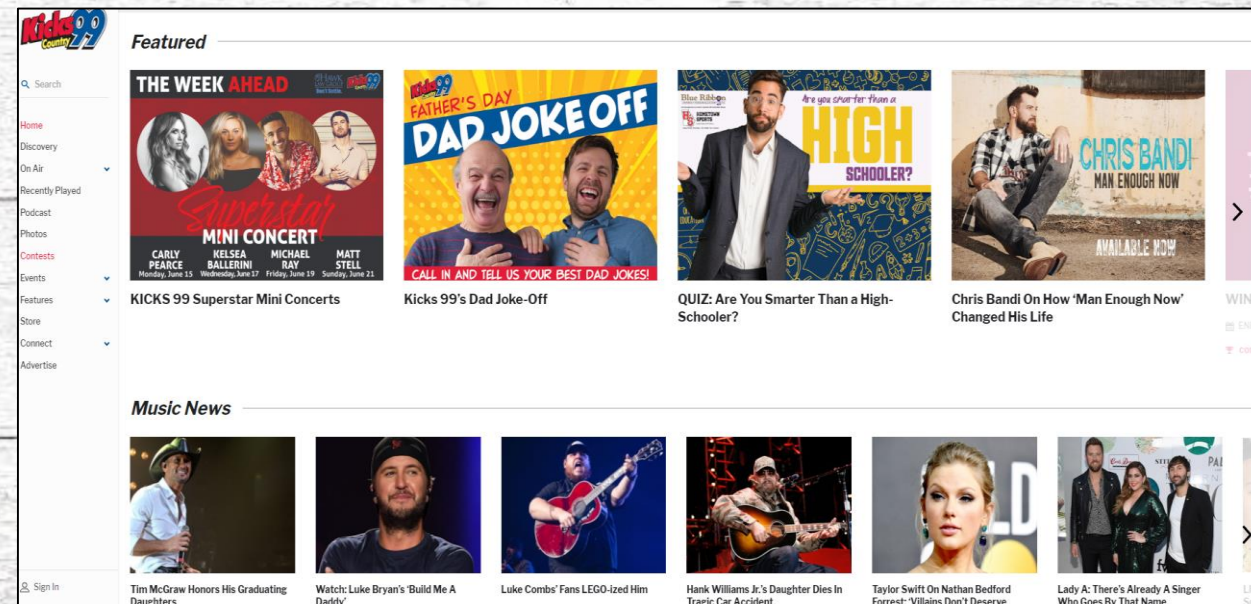
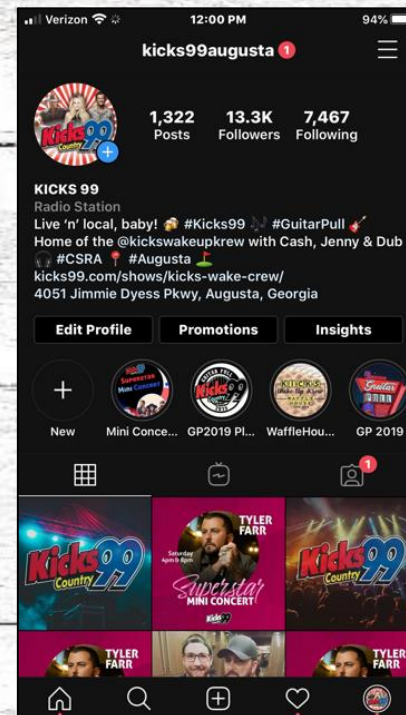
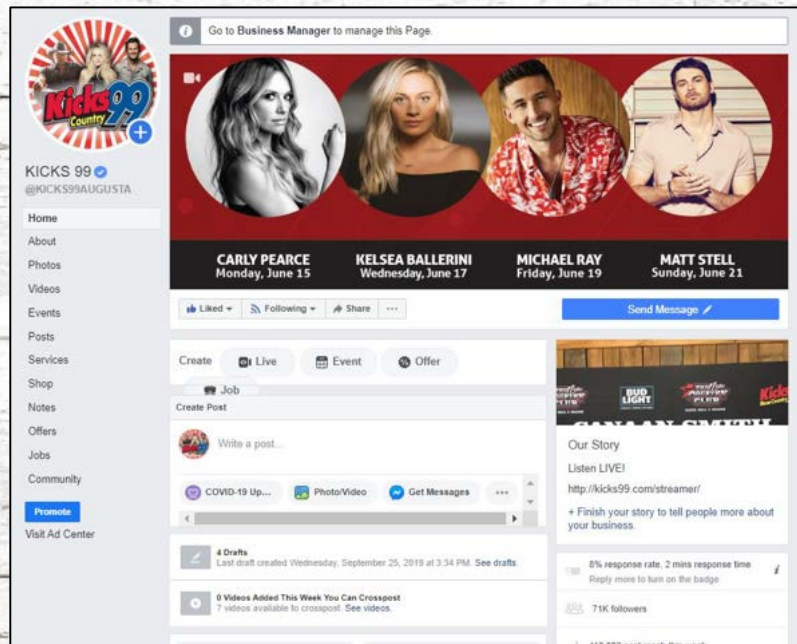
# ONLINE

KICKS 99

Eblast subscribers: 16,841

Total Facebook Followers (KICKS 99 + KICKS Wake Up Krew):  
84,401

Instagram Followers: 13,358







WKXC-FM | KICKS 99 AUGUSTA, GA



**KICKS 99 is excited for the opportunity to be nominated for a CMA Award and will remain dedicated to outstanding achievement in the country music industry & serving its community in every way possible.**





**WKXC-FM | KICKS 99**

**AUGUSTA, GA**





# Awards & Accolades

For the 5<sup>th</sup> year, WKXC Program Director, Tee Gentry, won Best Country Program Directors from Radio Ink and was awarded at CRS 2020.







WKXC-FM | KICKS 99 AUGUSTA, GA

# Awards & Accolades

For the 3<sup>rd</sup> year, Kicks 99 Wake-up Krew won Best Local Morning Show from Augusta's Best, voted on by the entire CSRA area. WKXC also won Best Local Radio Personality.







WKXC-FM | KICKS 99 AUGUSTA, GA



**Beasley Media Group & WKXC was granted the Lend a Hand Award from the United Way of the CSRA for it's charitable donations from Kicks 99 Guitar Pull.**

# Awards & Accolades



Tee Gentry  
Operations Manager  
Beasley Media Group, Inc.  
4051 Jimmie Dyess Parkway  
Augusta, Georgia 30909

Tee,

On behalf of United Way of the CSRA's Board of Directors and thousands of individuals that we serve, I wanted to thank you once again for allowing us to be the beneficiary of the 2019 Kicks 99 Guitar Pull which raised \$25,100 for emergency services to families with children in our community. We are so thankful to you, your colleagues, and Kicks 99 listeners for such generosity.

Since this partnership began nearly 20 years ago, over \$466,000 has been raised from the Kicks99 Guitar Pull events which has, in turn, provided immense support to families in our region.

As fundraising has grown increasingly difficult, there are very few agencies able to provide the type of emergency assistance needed by many families, especially those with children. Thanks to the Kicks99, United Way is able to continue these necessary services throughout the community.

Please share with your staff and supporters the impact the Guitar Pull funds had in 2019 right here in our community:

- Provided **120** families with utility bill assistance, enabling them to keep the power, gas or water on in their homes.
- Assisted **28** families with rent or mortgage payments, ensuring they would remain in their homes.
- These families included **320** children who were able to concentrate on their education and all things that children should think about without worrying about their basic needs being met.
- **503** total individuals were positively impacted by these funds.

So many lives are better as a result of your generosity. Here are just a few of the many families touched by your generosity:

- So many of the families in our area are considered the "working poor", usually living pay check to pay check. One unexpected event is enough to cause tremendous hardship. One case is the mom of two whose children became sick with a stomach virus. She normally earns just enough to pay all of her bills, but during this pay period she missed 3 days of work. That meant a loss of 30 hours from that pay check. With this assistance, she was able to pay her bills and stay on track.
- Many of those served are in need of assistance to get through a tough place, but have the ability to "catch up" with this help. One example is this single mom who decided to start cleaning

offices and houses when she was not able to find a job quickly. She has used all of her 401K and exhausted her savings. She has an autistic child of her own and has just received custody of an infant grandchild with special needs. She receives SSI for the infant. The parents of the baby are not in the picture. She is trying to get her cleaning business going and is being somewhat successful. These funds provided \$200 on rent and \$225 for utilities. These payments will bring her back to even and she plans to keep up after this. Additional funds were contributed by partner agencies and the faith-based community. When these dollars are matched by our network of partner agencies, the impact of this generous donation is multiplied.

- There are individuals with disabilities, however, who are not always able to catch up so easily. During 2019, 16 individuals disclosed that they had a disability that kept them from working full time. By providing assistance to them and working with the family, these individuals avoided eviction and utility disconnection. These individuals were provided with additional resources, such as Forces United, to ensure the family remained stably housed. One example of this is a disabled veteran who received utility assistance for one month as he awaited an increase in his VA benefits. His wife is working, but she is pregnant. Her work has been limited due to the pregnancy. This family was also referred to Forces United for ongoing assistance.

We thank all of you at Kicks99 for your continued support of United Way of the CSRA's work. Truly, you are making a difference in our community!

Sincerely,

*Brittany Burnett*

Brittany Burnett  
President & CEO  
United Way of the CSRA