wUSy

101

COMMUNITY

WHAT'S BETWEEN THE SONGS

BETHEL BIBLE VILLAGE

CHI Memorial Foundation

Ronald McDonald House Charities® Greater Chattanooga

OPERATION GOOD NEIGHBOR

siskin children's institute

Special Olympics Tennessee

susan G. Komen MORE THAN PINK Chattanooga WALK

US101'S CORE BELIEF WAS STATED BEST LONG AGO....
IT'S WHAT'S BETWEEN THE SONGS THAT MAKES A DIFFERENCE.

3 EYEWITNESS NEWS

SONGBIRDS A COLLECTION OF TIMELESS GUITARS

TEXAS ROADHOUSE

Come On, Get Happy! Lake Winnie Amusement Park CHATTANOOGA · TENNESSEE

HIGH SCHOOL PIGSKIN PATROL WUSY 101

Lisa's Gold & Diamonds

WUSY 101

TIVOLI THEATRE

Little Debbie

THE SIGNAL

CHATTANOOGA'S #1 FOR COUNTRY

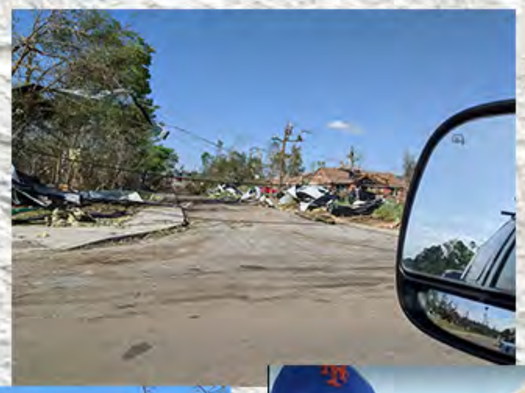
riverbend

OPERATION GOOD NEIGHBOR

AFTER DEADLY TORNADOS STRUCK AN UNSUSPECTING TN VALLEY ON EASTER SUNDAY, US101 LAUNCHED A VIRTUAL OPERATION GOOD NEIGHBOR, PARTNERING WITH THE LOCAL YMCA AND TN NATIONAL GUARD TO COLLECT AND DISTRUBITE SUPPLIES FOR TORNADO VICTIMS AND VOLUNTEERS.

FEEDING CLEANUP VOLUNTEERS

ONLINE PAGE WITH VOLUNTEER INFO AND DONATION LINK



DELIVERING GENERATORS TO A ST JUDE FAMILY IN NEED

DANIEL URGES VOLUNTEERS DURING FACEBOOK LIVE

CLASS OF 2020

WITH MANY GRADUATIONS CANCELLED DUE THE COVID-19 PANDEMIC, US101 PRODUCED A COUNTRY COMMENCEMENT SPECIAL FEATURING COUNTRY STARS GIVING THEIR ADVICE AND WELL-WISHES TO THE GRADUATES. THE SPECIAL AIRED NATIONWIDE ON RADIO.COM COUNTRY STATIONS.

IN ADDITION, US101 ASKED FAMILIES TO NOMINATE AND CONGRATULATE THEIR GRADUATES FOR A CHANCE TO WIN A DEFERRED SENIOR TRIP TO PANAMA CITY BEACH, FLORIDA.

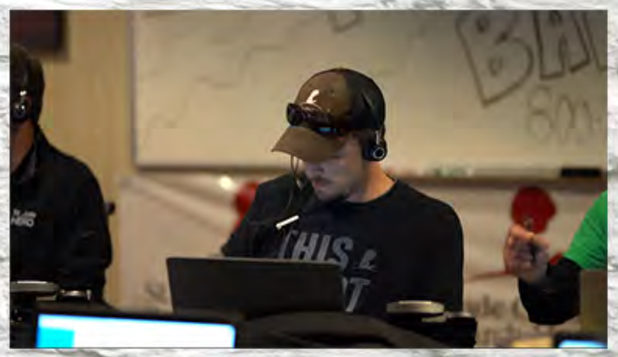
SMALL BUSINESS FREE COMMERCIAL FRIDAY

US101 REALIZES THAT SMALL BUSINESSES ARE THE LIFEBLOOD OF OUR COMMUNITY AND ECONOMY.

WHEN COVID-19 FORCED MANY CLOSURES, US101 OPENED THE AIRWAVES WITH KEN & DANIEL FOR LOCAL SMALL BUSINESSES TO CALL IN AND PROMOTE HOW THEIR BUSINESS COULD STILL SERVE DURING THE PANDEMIC.

ST JUDE

AS AN ORIGINAL COUNTRY CARES FOR ST JUDE KIDS STATION, THIS YEAR OUR RADIOTHON HELPED RAISE OVER $620,000 FOR THE KIDS.



wUSy 101

Thank You Chattanooga!

ST JUDE

US101 IS PROUD TO HOST THE ONLY ST JUDE RODEO IN THE NATION.

THIS YEAR THE ST JUDE DREAM HOME HELPED RAISE OVER $1.3 MILLION FOR THE KIDS OF ST JUDE,

SELLING 13,000 TICKETS IN RECORD-BREAKING TIME.

LAUREN ALAINA

US101'S HOMETOWN GIRL LAUREN ALAINA WAS A FINALIST ON ABC'S 2019 DANCING WITH THE STARS. KEN & DANIEL HOSTED WEEKLY INTERVIEWS TO KEEP HER HOMETOWN UP-TO-DATE AND US101 SENT TWO LUCKY LISTENERS TO WATCH LAUREN COMPETE IN THE FINALS.

IN SUPPORT OF THE KIDNEY FOUNDATION'S LOCAL DARE TO DARE COMPETITION, HOSTED BY US101'S MO & STYCKMAN, LAUREN SENT A VIDEO GIVING HER BEST WISHES TO ALL THE CONTESTANTS, PRIOR TO HER FINALE ON DANCING WITH THE STARS.

CHRISTMAS FOR KIDS

EACH YEAR, US101 PARTNERS WITH THE FORGOTTEN CHILD FUND, LOCAL POLICE, FIRE, AND EMS, TO HOST A CHRISTMAS CONCERT FOLLOWED BY THE ANNUAL SANTA TRAIN DELIVERING PRESENTS TO UNDERPRIVILEGED KIDS.

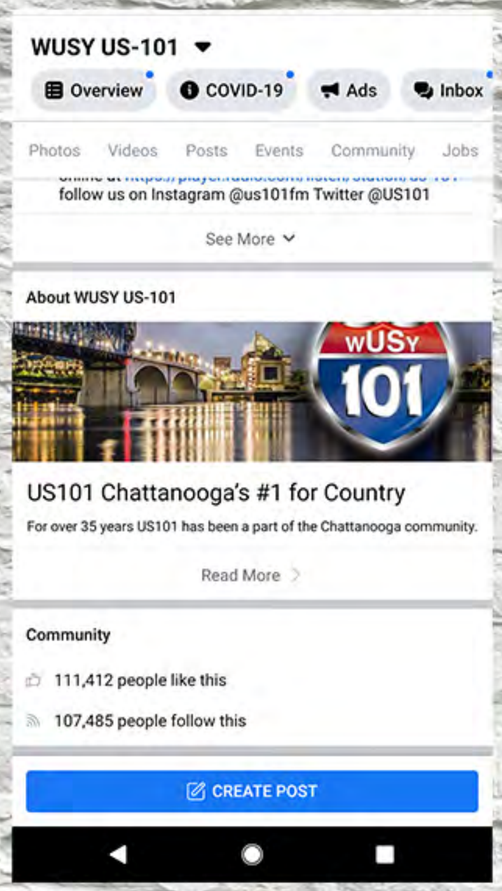
SOCIAL INFLUENCE

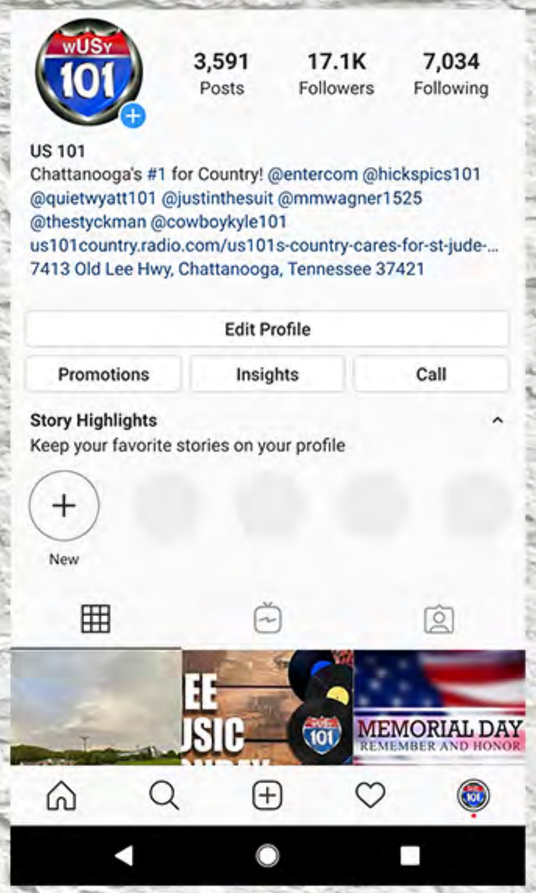
US101 CONNECTS LISTENERS WITH THE STARS

FACEBOOK: 111,412 LIKES

TWITTER: 34.4K FOLLOWERS

INSTAGRAM: 17.1K FOLLLOWERS





LEADERSHIP

CONNECTING COUNTRY AND COMMUNITY

CRB
COUNTRY RADIO BROADCASTERS

Tennessee Association of Broadcasters

NAB®
NATIONAL ASSOCIATION OF BROADCASTERS

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CHATTANOOGA'S #1 FOR COUNTRY

CONCERT FOR A CAUSE

CONCERT FOR A CAUSE
WUSY 101

US101'S QUARTERLY CONCERT FOR A CAUSE BRINGS SOME OF COUNTRY'S BIGGEST STARS TO TOWN TO BENEFIT VARIOUS IMPORTANT CAUSES THAT ARE THE HEARTBEAT OF OUR COMMUNITY.

US 101 PRESENTS

HEART STRINGS for HOPE

BENEFITING ST. JUDE CHILDREN'S RESEARCH HOSPITAL

TYLER FARR - ASHLEY MCBRYDE - KELLY LOVELAVE - HARDY - KIP MOORE

US101'S 11TH ANNUAL HEART STRINGS FOR HOPE EVENT CONTINUED THE TRADITION OF BRINGING COUNTRY MUSIC AND OUR COMMUNITY TOGETHER IN SUPPORT OF THE KIDS AT ST JUDE CHILDREN'S RESEARCH HOSPITAL.

100% OF TICKET PROCEEDS BENEFIT ST JUDE

HONEYBEE FESTIVAL

US101 PARTNERS WITH THE CITY OF LAFAYETTE, GA FOR THIS FREE FESTIVAL, BRINGING TOGETHER THE NORTH GEORGIA AND TN VALLEY COMMUNITIES FOR A FAMILY-FRIENDLY WEEKEND OF COUNTRY MUSIC.

WILLIAM MICHAEL MORGAN

RODNEY ATKINS

TRAVIS DENNING

COUNTRY MUSIC

A FILM BY KEN BURNS

WITH ALMOST 40 YEARS OF BRINGING COUNTRY MUSIC TO THE CHATTANOOGA AREA, US101 WAS THE OFFICIAL MEDIA PARTNER OF THE KEN BURNS DOCUMENTARY: COUNTRY MUSIC.

LOCALLY, THE FILM WAS PRECEDED BY AN INTERVIEW WITH US101'S KEN HICKS.

US101 AIR STAFF SUPPORTED THE LOCAL PBS STATION DURING TELEVISED PLEDGE DRIVES.

LISTENER LOUNGE

GABBY BARRETT

TREA LANDON

INGRID ANDRESS

LISTENER LOUNGE

US101'S ACOUSTIC PERFORMANCE STUDIO HAS HOSTED SOME OF COUNTRY'S BIGGEST STARS ON THE RISE. THIS INTIMATE SPACE OFFERS FANS THEIR FIRST GLIMPSE AT THE FUTURE OF COUNTRY MUSIC.

JOHNNY MCGUIRE

ADAM DOLEAC

GONE WEST

TEDDY ROBB

TYLER FARR / US EXPRESS

IN CELEBRATION OF TRUCK DRIVERS ACROSS AMERICA, US101 TEAMED UP WITH U.S. EXPRESS (HEADQUARTERED IN CHATTANOOGA, TN), AND TYLER FARR FOR A LIVE STREAM PERFORMANCE HOSTED BY US101'S, KEN & DANIEL.

19K+ VIEWS | 650+ LIKES | 250+ COMMENTS

INDUSTRY INVOLVEMENT

Tennessee Association of Broadcasters

SVP MARKET MANAGER: NICHOLE HARTMAN

NICHOLE IS THE EASTERN TN REGIONAL DIRECTOR (RADIO)

US101 IS A PROUD MEMBER OF THE T.A.B

CRB COUNTRY RADIO BROADCASTERS

CRS 2020

SVP PROGRAMMING/BRAND MANAGER: JUSTIN COLE

JUSTIN SERVES ON THE 2021 CRS AGENDA COMMITEE

NAB NATIONAL ASSOCIATION OF BROADCASTERS

US101 IS A PROUD MEMBER OF THE NATIONAL ASSOCIATION OF BROADCASTERS

ADDITIONAL/AWARDS/ACCOLADES

WE OWE IT ALL TO OUR LISTENERS

53RD CMA AWARDS

Chattanooga's Official People's Choice Awards
2020 Best of the best
Chattanooga Times Free Press
timesfreepress.com

55TH ACM AWARDS®

CRS 2020

WUSY 101

CHATTANOOGA'S #1 FOR COUNTRY

CMA™

COUNTRY MUSIC ASSOCIATION

CMA Personality of the Year Winners

13x

RADIO STATION OF THE YEAR

MO & STYCKMAN SHOW

53RD CMA AWARDS

WUSY 101

9x

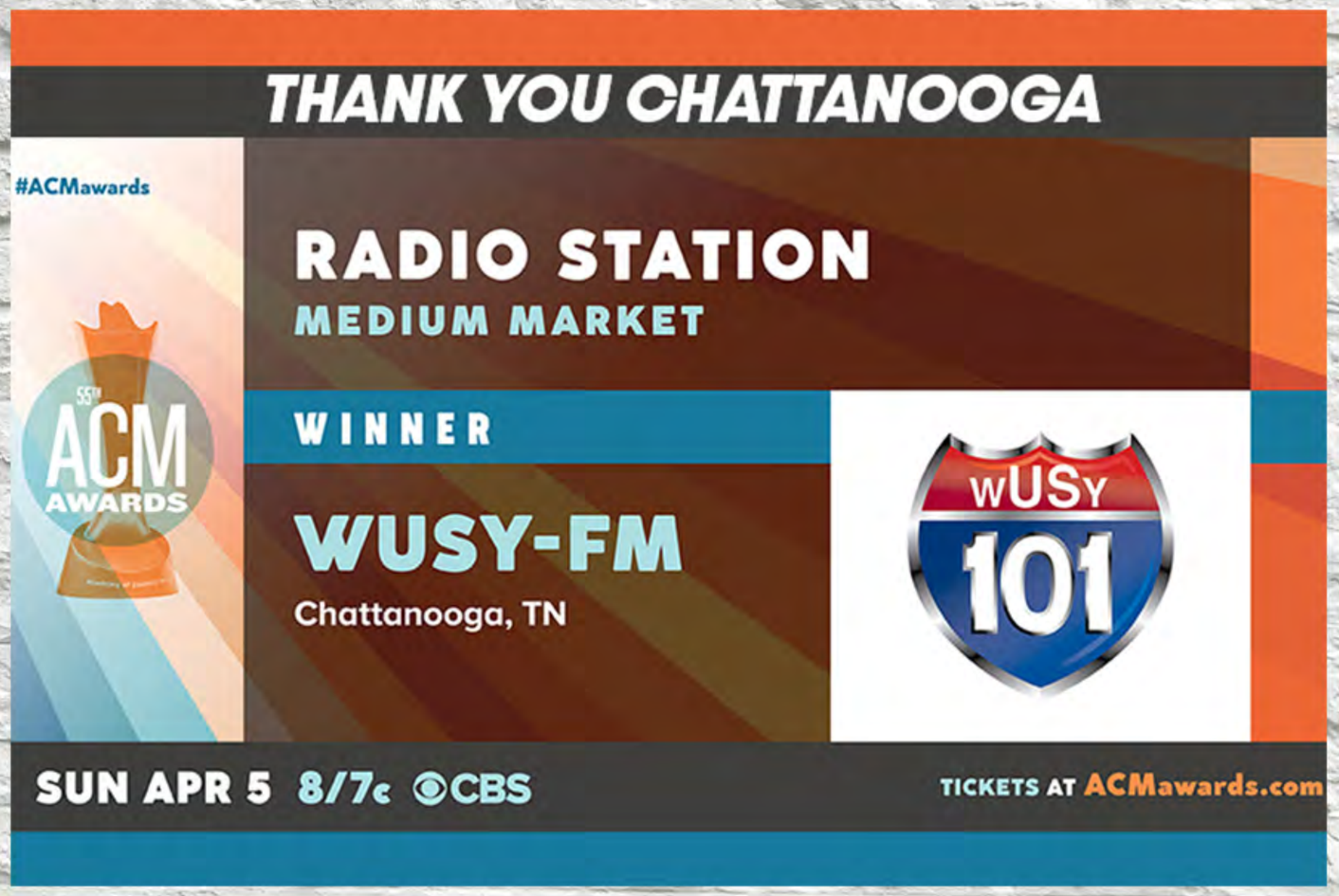
ON-AIR PERSONALITY OF THE YEAR

2019

55TH ACM AWARDS®

8x

RADIO STATION OF THE YEAR



5x

ON-AIR PERSONALITY OF THE YEAR

AWARDS

CRS/COUNTRY AIRCHECK:

MARKET MANAGER OF THE YEAR: NICHOLE HARTMAN

SVP/PD OF THE YEAR: JUSTIN COLE

MUSIC DIRECTOR OF THE YEAR: MELISSA "MO" WAGNER

2019 ST JUDE SPOTLIGHT AWARD:

"THE AWARD RECOGNIZED THE FUNDRAISING EFFORTS OF COUNTRY STATION US101'S ANNUAL HEART STRINGS FOR HOPE EVENT WHICH HAS RAISED OVER $1 MILLION FOR ST JUDE OVER THE COURSE OF A DECADE."

2019 CHATTANOOGA TIMES FREE PRESS:

BEST OF THE BEST RADIO PERSONALITY WINNERS: MO & STYCKMAN