

WHUB's 50th ANNIVERSARY
Special to the Herald Citizen and Plus: 17 July 1990
Herald Citizen Newspaper, Cookeville, TN

Recalling Beginnings:

Daily Listener: by Walter Simcox

My earliest memory of WHUB (date is not definite) was sometime in the very early 40's before I was drafted into the Army.

I was living in Overton County and was visiting in Cookeville. A new station had been posted up on my car radio.

Curiosity brought me to the north side of the Public Square. On the inside of the Brown Hardware building or a building nearby, some people had stopped to watch the broadcasting of WHUB.

The station was a very simple set-up small with the transmitter sitting on four legs.

The operator was a man. It was never thought that it was something that could be the important operation that it is today.

There has probably never been more than a day or since I came out of the Army in 1945 that I have not listened to WHUB

A New Thing: by Bill Bilyeu

I remember when the station was being tested before it went on the air in July, 1940, and I recognized that quite a thing was happening in Cookeville.

As WHUB grew, it seemed everyone depended on it. People looked at WHUB as their own.

I remember listening to "Amos n' Andy" and "Fibber McGee and Molly" and other programs.

The station was a pioneer in this area. We owe a lot to Luke Medley, not only for WHUB, but for his work in other areas as well - - Mayor of Cookeville and County Judge. WHUB was all we knew in those early days.

New World: by Louis Johnson

When Luke Medley started Radio Station WHUB in July, 1940, it opened a whole new world to those of us who lived in the Upper Cumberland.

Mr. Medley's WHUB provided us with entertainment, local and national news, weather reports, sports, and more. He gave us information that we had not been able to get before. When WHUB affiliated with CBS, it really broadened our world.

Congratulations to Luke Medley and WHUB for fifty years of wonderful service!

Given Much: by Eldon Leslie

With the coming of WHUB Radio, many in the Upper Cumberland Region were to hear broadcast radio for the first time...certainly an exciting time. World and national news, yes, but now news and stories about ourselves.

My first visit to WHUB was a seventh grade school bus ride from Livingston to appear on Brother Henry C. Geiger's Children's Gospel Hour.

Although the region was slowed by the Great Depression, opportunity for growth and development began to appear at the end of the war.

The young visionary, Luke Medley, and WHUB Radio became the new positive beacon of hope, sharing the region and its potential from Nashville to New York.

Cookeville's civic leaders invited Medley to serve as the first president of the newly-organized Putnam County Chamber of Commerce in 1949.

Although may have served well, few will have given so much for such a sustained period of time - - fifty years and counting.

We honor and salute WHUB Radio, "The Voice of the Upper Cumberland."

NAB Head Notes WHUB History

National Association of NAB Broadcaster

15 June 1990

Edward O. Fritts

President & CEO

1771 N. Street, N.W.

Washington, D.C. 200036-2891

(202) 429-5444

Mr. M. L. Medley

Station WHUB

136 East Springs Street

Cookeville, Tennessee 38501

Dear Luke:

On behalf of the National Association of Broadcasters, it gives me great pleasure to extend our very best wishes to you and your station on your fiftieth anniversary. I understand you will be celebrating this special occasion on July 20th.

As WHUB's founder and leader, this is truly a milestone of great proportion and one in which I am sure you must be very proud. As a civic and business leader in the community of Cookeville, you have made great strides these past fifty years. As the only radio station in the fourteen-county Upper Cumberland region of Tennessee in 1940, WHUB brought entertainment and information to the coal miners and farmers. With such a fine history of public service, I am confident your many listeners are pleased to be able to thank you and to wish you continued success on this your fiftieth anniversary.

You should feel a sense of true satisfaction that the radio station you began so many years ago has grown and prospered in part because of your vision and dedication. I salute you on this happy occasion and wish you many more years of successful service.

Kindest regards,
Edward Fritts

CBS Chief Congratulates WHUB

CBS Radio
Nancy Widmann President

Mr. Luke Medley
President
WHUB Radio
136 East Spring Street
Cookeville, TN 38501

Dear Luke: 28 June 1990

I'm delighted to congratulate you on the 50th anniversary of WHUB. We at CBS are proud to have been associated with you for 46 of those 50 years.

Your contributions as an affiliate as well as a past board member for both the CBS Radio Network and Radio are only exceeded by the contributions you and your staff have made to the Cookeville community.

We look forward to continuing our partnership with WHUB for many years to come.

Sincerely,

Nancy Widmann

<http://www.ajalmbert.com>



SALES REPRESENTATIVE – Nancy Knowlton, station sales representative, is often seen at her computer working up advertising copy for clients of WHUB.

ON THE COMPUTER – Helen Daniels spends much of her time at WHUB operating computers. She fills out much of the billing receipts on computer.



THEY PLAY MUSIC – Staff announcers, from left, Brent Walker, Al Barney and Jeff Shoemake, are not really ready to burst into their own trio, but are emphasizing that collectively they play a good deal of music at WHUB.

STAFFERS TAKE BREAK – Before going on their regular shifts, these WHUB staff announcers take a short break. In the front are Sarah Johns and Karen Johnson; back row includes Richard Medley, Michael Medley, Jason Bennett, and David Lykins.

