



WHUB's 50<sup>th</sup> ANNIVERSARY  
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WHUB RADIO: A ROBUST 50!  
Station Put Cookeville On Radio Map of North America

The day was Saturday, a typical hot July weekend in Cookeville, Tennessee 50 years ago.

In a small studio on Cookeville's Courthouse Square, an engineer raised his hand and turned a switch.

In an adjacent studio, an announcer leaned close to his microphone, and, in speaking just over 50 words, changed the lives of some 26,000 residents in Putnam County. Announcer Bill Reeves said: "Good morning, ladies and gentlemen. This is Radio Station WHUB, the Voice of the Upper Cumberland in Cookeville, Tennessee. We are beginning broadcasting activities this morning for the first time on a regular schedule, and we extend to all listeners in the Upper Cumberland area an invitation to join us today and every day."

It was 10 a.m. on that Saturday, July 20, 1940. In the voice of station WHUB, the era of radio has come to Cookeville, to Putnam County, to the Upper Cumberland. It was a voice which Luke Medley, a Buffalo Valley native, had dreamed of and been planning since 1933. It was a voice which spanned Middle Tennessee from Kentucky to Alabama.

It was a voice which put Cookeville on the radio map of the North American continent.

Stories, Design by Hal Denton; Photographs by Kelly Thompson.

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