

WHUB's 50th ANNIVERSARY
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Work Tells WHUB History



John Carr

A 35-year history of WHUB radio is the subject of a University of Tennessee student's master's thesis written in 1975.

The thesis, *Small Market Radio: A Case Study*, was completed in 1975 by John H. Carr and is a study of WHUB's history in general from the 1920's to 1975.

Some excerpts from Carr's thesis include the following two paragraphs:

"During the 35 years of its existence, WHUB radio has been a focal point for not only the Cookeville city audience but for the residents of the entire Upper Cumberland Plateau. For many years, it alone provided regional reporting for the people of Putnam, Cumberland, Overton, Smith, White, DeKalb, Warren, Jackson, Pickett, Fentress, and Clay counties. From 1940 until 1947, WHUB was the sole station in the area."

"In retrospect, it is doubtful that a man with less fortitude than Luke Medley could have opened a radio station in Cookeville, Tennessee at the end of a great depression and the beginning of a great world war, and have still owned it 35 years later. Men of lesser stamina would long ago have 'closed the doors and gone back to clerking in the store'!"

Carr was a staff member at WHUB from 1948 through 1952 and served as program director in 1956.

<http://www.ajlambert.com>

*See John Carr thesis: *Small Market Radio: A Case Study*:
<http://www.ajlambert.com/history/whub.htm>