

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

AM-FM Bring Wide Variety

It would be difficult to find another area the size of Putnam County which has twin radio voices serving the community with a wider range of programming on the local, state and national levels.

That's exactly what stations WHUB-AM 1400 and WHUB-FM 98.3 do for the community here in Putnam County.

The AM voice of WHUB is now a robust 50 years old, and station management targets an adult audience with modern country music. Of great service to the community is that announcers are on duty throughout the broadcast day to keep listeners informed and to provide the companionship which many listeners expect from their radio friends.

In addition to the music, the station increases listener awareness and attention with several daily features, including CBS programs hosted by such well-known national figures as Dan Rather, Walter Cronkite, Charles Osgood and Harry Reasoner.

Local features include not only the ever-popular Swap-'n-Shop but community listings and several local newscasts as well.

Interviews with local government and civic officials are also part of the WHUB goal of bringing local issues before the listener.

Coverage of the monthly County Commission meetings have been a long-standing tradition of the station and provides thousands of listeners with the opportunity to hear their government officials debating the more important local issues.

WHUB provides CBS sports coverage of such events as weekly Major League baseball, World Series, NFL football and NCAA basketball playoffs. In addition, the station carries University of Tennessee football and basketball contests.

For over 40 years, WHUB has also provided play-by-play coverage of Cookeville High School athletic contests - - football, basketball, and, when warranted, baseball.

On the flip side - - or perhaps one should say in an adjacent room at the studios on East Spring Street - - WHUB-FM emphasizes more music and targets the 18-45 age group with contemporary music, and weekend countdown specials.

While emphasizing music, WHUB-FM also provides sports coverage of Tennessee Tech Golden Eagles and Eaglette teams. The station, along with WHUB-AM, has provided

coverage of TTU sports for four decades and provides the only local broadcasts of TTU football and basketball.

<http://www.ajlambert.com>



BREAKFAST FEAST – A recent weekly winner of the Hardee's Biscuit Breakfast, sponsored by WHUB Radio, was the loan department of Citizens Bank. Enjoying the treat are loan department employees, front row left, Shelia Nelson, Linda Pompell, Sandy Johnson, Linda Bilbrey; standing, Ron Brown, Gaile Paul, Annette Goss, and Ann Manzano.