



The SURFLINE

The Weekly Newsletter of 94.9 The Surf • WVCO FM
Official Station of the Society of Stranders • CBMA Hall of Fame Radio Station

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Ocean Drive Scene

SOS Mid-Winter Break Wrap-Up

The Society of Stranders' Mid-Winter Break (January 15-18) brought shaggers back to Ocean Drive for four days of dancing, workshops, and the annual Association Meeting at the Spanish Galleon. If you missed it, mark your calendar now for what's ahead.

Upcoming Events

- **February 27th and 28th** - Band of Oz Reunion Weekend at the Spanish Galleon
- **March 5th - 7th** - DJ Throwdown at Fat Harold's Beach Club
- **March 13th and 14th** - Shag Nationals Weekend at the Spanish Galleon
- **April 17-26, 2026:** S.O.S. Spring Safari – Ten days of beach music, shag dancing, and Ocean Drive nightlife
- **Saturday, May 2, 2026:** 9th Annual OD Beach Music Festival – Presented by Carolina Outdoor Power Equipment, 94.9 The Surf and the City of North Myrtle Beach.

94.9 THE SURF PROGRAM GUIDE

Live shows 7 days a week from Ocean Drive, the Shag Capital of the World - Listen live 949thesurf.com

SHOW	HOST	TIME
Morgan In The Morning	Jim Morgan	Mon-Fri, 7AM -11 AM
Best Day Ever Show	Jim Quick	Mon-Fri, 11 AM - 3 PM
The Traffic Jam	DJ Heavy	Mon-Fri, 3 PM - 6 PM
Southern Soul at 6	DJ Heavy	Mon,Tue,Thu, Fri, 6 PM - 7 PM
The Surf After Dark	Old Soul Cole	Mon,Tue,Thu, 7 PM - 11 PM
The Surf Countdown	Jay Kinlaw	Sat, 10 AM-12 Noon
Live on Ocean Drive	Old Soul Cole	Sat, 12 Noon to 3PM
Fat Harold's LIVE	Surf DJs join Fat Harold's DJs	Sat, 6 PM - 9 PM
A Joyful Noise	Jim Morgan	Sun, 7 AM -10 AM
Swamp Soul	Jim Quick	Fri, 7 PM

THIS WEEK'S SURF COUNTDOWN

January 31st Chart • Presented by Jay Kinlaw on 94.9 The Surf

North Tower's "Pretty Lady" continues its run at the top, while Jim Quick teams up with R. Mark Black and Allie Privette for a strong #2 showing with "Wait For Me." Bruno Mars cracks the Top 5 at #4 with "I Just Might," proving beach music audiences remain open to great grooves wherever they come from.

#	Song Title	Artist
1	Pretty Lady	North Tower
2	Wait For Me	Jim Quick with R. Mark Black and Allie Privette
3	Unforgettable	Jackie and Terri Gore
4	I Just Might	Bruno Mars
5	My True Love	The Tams
6	I'm Going to Make Her Mine	Gary Lowder & Smokin' Hot
7	In Her Own Way	The Boogah Brothers
8	Hit Me with Them Horns	Swingin' Medallions
9	At the End of the Day	Rivermist
10	God is Great	Pink Slips Band
11	Cruisin' Down the Boulevard	Andy & Oneida
12	Patience	Harold Smith with Gary Lowder & Smokin' Hot
13	Late Great Heartbreak	Old Dominion
14	A Juke Box Playing 45's	Too Much Sylvia
15	Baby, You're the Melody	Ken Knox and the Chairmen of the Board
16	I'm On My Way to a Better Place	Big John Thompson and Jerry West
17	Every Road	Rick & Lesa
18	Pretty Women Everywhere	Craig Woolard
19	Bottle Rockets	Scotty McCreery with Hootie & the Blowfish
20	Carolina's Home	Jennifer James

BUBBLE SONGS: "No Place Like New Orleans" – Sylvia Johns Ritchie - "I Do My Best Work at Night" – R&B Super Band featuring Bobby Bruce - "Be Thankful For What You Got" - The Magnificents - Vote for next week's countdown at surfcountdown.com

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BEHIND THE SONG

How “Unforgettable” Became 2025’s Signature Duet

The Story of Jackie and Terri Gore’s Chart-Topping Collaboration

When 94.9 The Surf first spun “Unforgettable” in late March 2025, listeners knew immediately they were hearing something special. The duet paired two voices that shared more than a musical bond—Jackie Gore, the man generations call “The Godfather of Beach Music,” and his daughter Terri, the Original Carolina Girl, herself a decorated artist in the Carolina beach music scene.

The song is a beach music interpretation of the Irving Gordon standard that Nat King Cole made timeless. But in the hands of Jackie and Terri, it became something new—a conversation between father and daughter, their voices weaving around each other like dancers on a crowded floor at Fat Harold’s.

“That’s why, darling, it’s incredible that someone so unforgettable thinks that I am unforgettable too.”

To the fans, those lyrics took on a new meaning—not just a love song, but a tribute to the Gores’ own unforgettable impact on the genre.

The track was released by **Ocean Drive Productions**, the North Myrtle Beach-based music production company co-founded by Wayne Troutman and Melissa Hinson in 2023. Troutman, a dedicated advocate for beach music who was honored with the Michael Branch Award at the 2025 Carolina Beach Music Awards (CBMAs) for his contributions to the scene, served as executive producer alongside Hinson. Ocean Drive Productions handled the release, promotion, and support for the single, helping propel it to widespread airplay, chart success (including nominations and recognition at the CBMAs for Collaboration of the Year), and a lasting place as one of 2025’s defining beach music hits. Their involvement underscores the tight-knit, community-driven nature of the Carolina beach music world, where producers like Troutman champion legacy artists like Jackie and Terri Gore to keep the shag-danceable sound thriving.

A Legacy in Harmony

Jackie Gore’s credentials need no introduction to Surf listeners. His work with The Embers helped define the sound that made Ocean Drive the Shag Capital of the World. Terri grew up in that world, and her own career has earned her multiple CBMA nominations and a devoted following across the Carolinas.

Recording the duet wasn’t just a professional collaboration—it was a family moment captured on soundwaves. Jackie’s smooth, seasoned baritone laid the foundation while Terri’s voice—bright, soulful, and equally authoritative—answered every phrase.

The Climb to #1

After its Surf debut, “Unforgettable” became the soundtrack of summer 2025. At beach clubs from Virginia to Hilton Head, the song became the go-to for the slow, melodic shag. By September 20, 2025, it hit **#1 on the Surf Countdown**—a milestone that made 2025 a “Jackie Gore Year” in beach music.

The recognition continued at November's Carolina Beach Music Awards, where "Unforgettable" took home **Smoothie of the Year**. When Jackie and Terri performed the song live at the Alabama Theatre, the standing ovation lasted for minutes.

Still Charting Strong

As we enter 2026, "Unforgettable" remains a staple. This week it sits at **#3 on the Surf Countdown**—proof that while trends may come and go like the tide, the bond of family and the resonance of a perfectly executed melody are, quite simply, unforgettable.

DJ SPOTLIGHT: JIM MORGAN

The Captain of Morning Drive

If you've tuned in to 94.9 The Surf on a weekday morning anytime in the last eight years, you know the voice. Jim Morgan—"Captain Morgan" to the faithful—has anchored the 7 AM to 11 AM slot since January 2018, guiding listeners through their first cup of coffee with a mix of classic beach music, artist spotlights, and the kind of community updates that make local radio matter.

Morgan joined The Surf in September 2017, initially hosting *A Joyful Noise*, his Sunday morning program featuring songs of Christian inspiration. That show, which still airs Sundays from 7 to 10 AM, established him as a natural fit for the station's blend of music and ministry. By January 2018, he'd taken over the daily morning chair—and he hasn't left it since.

The Surf Time Capsule

One of Morgan's signature segments is the "Surf Time Capsule," where he dials back to a specific year—say, 1974—and plays the hits while sharing memories and context that bring the era alive. It's the kind of radio that streaming algorithms can't replicate: personal, curated, and rooted in a lifetime of loving this music.

Industry Recognition

Morgan's peers have taken notice. At the 2025 Carolina Beach Music Awards, he was nominated for **Radio DJ of the Year**, and his program *Morgan In The Morning* earned a nod for **Radio Show of the Year**. He was the voice behind the curtain at the 2024 and 2025 CBMA Show at the Alabama Theatre.

Colleagues describe him with words like "brilliance, generosity, and guidance." For many in the Grand Strand broadcasting community, he's not just a DJ—he's a mentor.

On the Scene

During the beach season, you'll find Captain Morgan at HOTO's on Fridays in Ocean Drive. For the thousands who tune in via The Surf's global stream every day, he's the connection to the Shag Capital of the World—proof that great radio is still built one morning at a time.

CATCH CAPTAIN MORGAN ON 94.9 THE SURF:

Morgan In The Morning — Weekdays 7-11 AM

A Joyful Noise — Sundays 7-10 AM

SONG STORIES

“I Want A Love I Can See”

The Temptations (1963) • Written by Smokey Robinson

Before “My Girl,” before David Ruffin, before the classic lineup—there was this: a 1963 single that gave The Temptations their first real taste of success and established Smokey Robinson as the group’s primary producer.

The song didn’t chart nationally on its initial release, but it was a regional smash that outsold all of the group’s previous singles, eventually reaching #2 on the R&B chart. Paul Williams handled the lead vocals, making it one of the few Temptations recordings where he sang lead throughout.

For decades, it remained a deep cut known mainly to serious collectors. That changed in the early 1990s when Motown began reissuing its catalog on CD. The song resurfaced on compilations like *Hum Along and Dance* (1993) and the *Emperors of Soul* box set (1994), introducing the Paul Williams-led classic to a new generation—and, not coincidentally, to shag DJs looking for fresh spins on familiar sounds.

Beach Music Covers

By the 1990s and 2000s, shag DJs and beach audiences didn’t just tolerate reinterpretations; they demanded them. According to John Hook’s *Beach Music Encyclopedia, Vol. 1*, three versions became especially relevant:

- **The Temptations’ original** — the foundation, resurfaced in clubs when the CD reissues hit in the early ’90s
- **Jennifer Love Hewitt’s 1996 cover** — despite its pop-industry origins, it received documented beach play and DJ rotation
- **Angel Rissoff’s 2005 recording** — which effectively reclaimed the song for modern Carolina audiences, reaching #10 on Hook’s Beach Music Top 40

Hook’s inclusion of Jennifer Love Hewitt’s version confirms what longtime DJs already knew: genre intent matters less than dance utility. If a record worked on the floor—and this one did—it earned its place. **All three versions clock in at 112-114 bpm—ideal for shaggers.**

Are you in the Surf Text Club?

Text the Word **SURF** to 877-899-2845 and never miss out on Great SURF Events like the OD Beach Music Festival and The Beach Music Cruise.

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CBMA SPOTLIGHT

2026 Membership Now Open — Join the Academy!

The Carolina Beach Music Awards Weekend is set for **November 5-8, 2026** at the Alabama Theatre in North Myrtle Beach. But here's the thing: if you want a voice in who wins, you need to be a member. **No vote, no voice.**

Two Ways to Join

The CBMA has streamlined membership into two categories with two levels depending on your attendance to CBMA weekend events.

Academy (Attendees – Includes Weekend Pass via Membership Card*)

- **Level 1** — \$75 Individual / \$140 Couples
Deadline (Nominate): July 15, 2026
Benefits: Nominating + Voting • Preferred Awards seating (tickets by June 1) • Semi-annual newsletter • Free club/industry event entry all weekend • Select vendor discounts
*Card = Weekend Pass (all OD events; excludes Sunday Alabama Theatre show ticket)
- **Level 2** — \$65 Individual / \$120 Couples
Deadline (Vote): Sept 15, 2026
Benefits: Same as Level 1 except **Voting only** (no nominating)

Associate (Non-Attendees – No Weekend Pass)

- **Level 1** — \$40 pp / \$70 Couples
Deadline (Nominate): July 15, 2026
Benefits: Nominating + Voting • Newsletter • Vendor discounts
Weekend Pass option: \$10 discount during CBMA weekend only
- **Level 2** — \$30 pp / \$50 Couples
Deadline (Vote): Sept 15, 2026
Benefits: Same as Associate Level 1 except **Voting only**
Weekend Pass option: \$5 discount during CBMA weekend only

Join or renew your membership at cammy.org

*Note: Lost cards not replaced. The Sunday show requires a separate Alabama Theatre ticket.

Make sure to confirm your reservations ASAP at the host hotel, The Ocean Drive Beach and Golf Resort at 800-438-9590; rooms will go fast.

Sunday Tickets: The Alabama Theatre ticket office at 843-272-1111 will handle tickets for the Carolina Beach Music Awards Show. Tickets for the show range from \$49 to \$84.

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