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

The Countdown is on.....

Ocean Drive is about to move into overdrive. Easter weekend comes in early and the official beach season follows.

Upcoming Events

- **April 8, 2026:** Chapin Library Speaker Series Presents Cecil & Charlie Corbett's Beach Club, told by the Corbett Family, 2 P.M.
- **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 – Band of Oz, Jim Quick & Coastline, The Commodores. Tickets at odmusicfest.com
- **See Daily Calendar** for Events happening today in the North Myrtle Beach Area

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.

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, 7-11 AM
Best Day Ever Show	Jim Quick	Mon-Fri, 11 AM-3 PM
The Traffic Jam	DJ Heavy	Mon-Fri, 3-6 PM
Southern Soul at 6	DJ Heavy	Mon,Tue,Thu, Fri 6PM-7PM
The Surf After Dark	Old Soul Cole	Mon,Tue,Thus, 7PM to 11PM
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	Wed, 6-9 PM
A Joyful Noise	Jim Morgan	Sun, 7-10 AM
Swamp Soul	Jim Quick	Fri, 7PM

This Week’s Surf Countdown

They’re Back!!!

They’re back on top! After briefly surrendering the #1 spot to Bruno Mars, North Tower has reclaimed the crown — “Pretty Lady” is once again the voters’ choice on SurfCountdown.com. Jay Kinlaw brought you the results live Saturday, March 28th on 94.9 The Surf. Here’s how the chart fell this week — what will next week bring?

Surf Countdown March 28th Chart • Presented by Jay Kinlaw on 94.9 The Surf

#	SONG TITLE	ARTIST	LW
1	“Pretty Lady”	North Tower	2
2	“Wait For Me”	Jim Quick with R. Mark Black and Allie Privette	3
3	“I Just Might”	Bruno Mars	1
4	“Choosin’ Texas”	Ella Langley	5
5	“Unforgettable”	Jackie and Terri Gore	4
6	“At the End of the Day”	Rivermist	7
7	“A Juke Box Playing 45’s”	Too Much Sylvia	16
8	“My True Love”	The Tams	10
9	“Hit Me with Them Horns”	Swingin’ Medallions	12
10	“I’m Going to Make Her Mine”	Gary Lowder & Smokin’ Hot	15
11	“Pretty Women Everywhere”	Craig Woolard	19
12	“In Her Own Way”	The Boogah Brothers	RE
13	“Cruisin’ Down the Boulevard”	Andy & Oneida	8
14	“Carolina’s Home”	Jennifer James	17
15	“Baby, You’re the Melody”	Ken Knox and the Chairmen of the Board	14
16	“Every Road”	Rick & Lesa	6
17	“Patience”	Harold Smith with Gary Lowder & Smokin’ Hot	9
18	“Late Great Heartbreak”	Old Dominion	18
19	“Be Thankful For What You Got”	The Magnificents	20
20	“I Love Kissin You”	Wayne Free	RE

RE: Re-Entry • NE: New Entry • Rate songs for next week at surfcountdown.com

Chart Spotlight - BEHIND THE SONG: "At the End of the Day" – Rivermist - #6

Five friends. One stage. And a philosophy that makes everything else make sense.

That's Rivermist — the Fayetteville, North Carolina band that has been voted the city's best local act eight years running, and whose new single "At the End of the Day" is turning heads on the beach music circuit, landing at #6 on this week's Surf Countdown.

Lead vocalist and keyboardist Allen Pier wrote the song, arranged it, and had a heavy hand in the engineering — and his fingerprints are all over it in the best possible way. Pier, Greg Adair on drums and baritone vocals, Rick Starling on percussion and tenor vocals, Cliff Bender on guitar, and Tony Harrison on bass make up the current lineup, and they play, by all accounts, like men who genuinely want to be in the same room together.

"Even if we weren't playing music together, we're all really good friends," said Starling. "We've been friends forever."

The band name? That came from the weather. Rivermist used to rehearse down by the Cape Fear River — and it rained every single time. "We said we have got to have a weather reference," laughed Adair. They've been making those rainy-day rehearsals pay off ever since. Most members hold down full-time jobs — music store owner, IT professional, radio tower repairman, music teacher — but don't mistake the band for a side hustle.

"I told them, I said 'Look fellas, if I was in this for the money, I wouldn't be in it,'" said Pier. "I'm in it for the stress relief, and just the enjoyment of using the gifts that God has blessed us with."

Bass guitarist Tony Harrison put it even more simply: "I can't believe people do anything else!"

Released January 14th on Daxwood Records — produced by Doyle Wood for Daxwood Productions — "At the End of the Day" runs 3:52 at a smooth 107 BPM. It's available on Spotify, Apple Music, and YouTube. As Daxwood put it: you'll want to hear this one again and again. The voters on SurfCountdown.com clearly agree.

New music continues to surface...**Groove Harber** has issued “No Such Thing”...**I-42 Band** has a new one – “Carolina’s Calling”....“Red Cadillac" is the new **Starbuck** original out this week.....Coming out April 2 is a new take on “Private Number” by **The Jesters Project**, remnants and friends of The Jesters rekindling a sound that has never really left Athens, GA. Vallery Barbin is lead vocals. "I Tried" by **The Tams** drops April 15th! Written by Charlie Sattenfield & Brad Cox. Produced by Brad Cox at Sand City Productions.

DJ Spotlight : Jim Quick

The Voice, The Band, The Station — All at Once

From a Laurinburg radio cart machine to Broadway at the Beach to Fat Harold’s to 94.9 The Surf middays — how Jim Quick became the most versatile entertainer in beach music

There are entertainers in beach music. There are DJs. There are band frontmen. And then there is Jim Quick — one of the only figures in the scene who holds all three titles at once and makes each one look easy.

Quick grew up just over an hour from the Strand, close enough that the coast was always in his orbit. His parents were beach music and R&B lovers, and he never remembers not shagging — his mother was a dancer, and the shag felt, as he puts it, bred into him. The music was always there. Getting paid to play it, though, took a little improvisation.

How Radio Found Jim Quick (Or Jim Found Radio)

The story of Jim Quick’s radio career begins not with auditions or demos but with a bag of gas station fried chicken and a case of perfect timing. A high-school-age Quick was dropping off lunch for a friend working at WLNC in Laurinburg, North Carolina — a 500-watt AM daytime station — when the station manager walked out and asked if he was there for the weekend job. Quick said yes. He was not.

He was hired anyway. His first role: cart operator, running pre-recorded commercial spots during broadcasts. From there he worked his way through the Lumberton, Fayetteville, Raleigh, and Burlington radio markets, eventually developing a beach music show called Quick in the Sand. Radio was in his system long before the band was.

Coastline: Born in a Backyard, Built at Broadway

Quick attended Pembroke State University (now UNC Pembroke), where he was majoring in physics and playing in a group with his high school friends that would become Jim Quick & Coastline. The band's first official gig was a Labor Day cookout in his father's backyard in 1992 — his dad had grown tired of the rehearsals and told them to play for somebody.

The jump from backyard to Broadway at the Beach happened fast. Between his junior and senior year, Coastline was hired as the house band at the Beach Music Cafe, the venue that anchored the music scene at Broadway at the Beach in its early years. Quick withdrew from school — he jokes he still gets enrollment reminders in the mail — and the band played four one-hour shows a night, Tuesday through Sunday, for five years before hitting the road full-time.

Those years were an education in performance. The crowd turned over every hour, which meant Coastline had to be ready for anything. To keep things interesting they invented a late-night segment called Stomp the Band: audience members wrote requests on slips of paper, dropped them in a bucket, and if the band couldn't play at least a verse and chorus on demand, the requester won a t-shirt. Quick says they gave away very few.

The Nashville Detour — and the Return

After years as one of the most in-demand acts on the circuit, Quick made a decision that surprised the beach music world: he stepped back, kept the band running under managers Casey and Sarah, and spent time between Charleston and Nashville pursuing a different chapter. He's candid about why. "I felt like I hit a ceiling," he says. Nothing fresh was coming, the bookings were on autopilot, and he needed room to breathe.

Nashville during COVID was not what he had in mind. The city shut down, the music stopped, and he found himself with more stillness than he bargained for. When the world reopened, a phone call from Jessica Worley at 94.9 the Surf changed things. The midday slot had opened up. Could Jim fill in while they looked for someone? Three and a half years later, he's still filling in.

Beach Music as a Lifestyle

Ask Jim Quick to define beach music and he'll tell you it's not really a form of music — it's a lifestyle. He figured that out at Broadway at the Beach, watching people come through the door from all over the Carolinas and the broader South, shagging to everything from classic R&B and Motown to Rod Stewart to country. The beat matters, the tempo matters, the instrumentation matters — but the people decide what it is. Before the 1970s, he notes, nobody even called it beach music. It was just music.

His albums reflect that range. He puts out music across gospel, country, rock, and soul — and if you dig past the chart hits, you hear all of it. He estimates he's got two to five songs per album that live on the shag floor every night, across fifteen-plus records. The rest is for the listeners who want to know where Jim Quick actually lives musically.

For now, he's doing what he always wanted: radio and the road, both full-time. His two managers coordinate the schedule so neither has to lose. The beach music world got its ambassador back — and this time, he says, he's fallen in love with all of it again. Keep it locked on 94.9 The Surf.

Sources: Jim Quick, Surfside Stories Podcast, Episode 1 (Wayne Troutman, host)

Song Stories

Fantastic Shakers: "Myrtle Beach Days"

Written by Jeffrey Lynn Reid • Released 1979 • Title track, Myrtle Beach Days LP (1980)

Some songs become hits. A few become anthems. And every once in a great while, a song becomes the thing itself — the sound that, when it comes through a speaker at the right moment, makes you feel the sun on your shoulders and sand between your toes even if you're nowhere near the water. "Myrtle Beach Days" is that song. Written by Jeffrey Lynn Reid, an early guitarist and vocalist with the Fantastic Shakers with Bo Schronce on lead vocals, it was released as a single in 1979 and finished the year as the

No. 8 beach music song. The following year it served as the title track of the band's debut LP. More than four decades on, it remains their signature — and one of the most beloved records the Grand Strand has ever produced, coming in #8 on Surf 94.9's All Time Top 100 last year.

The song is a postcard in three minutes. The lyrics run through everything that makes a summer week on the Grand Strand — riding the coaster, fishing off the pier, cold draft beers in the afternoon sun. The chorus lands the way a good anthem should: simple, declarative, impossible to forget. "Myrtle Beach Days! We'll have some fun in the waves. I don't care what the West Coast says, 'cause I love those Myrtle Beach Days!" It sits in the shag groove like it was built there, which it was — and front man Bo Schronce who vocalized it has said that for all the No. 1 beach music hits the Shakers have collected over the years, nothing has come close to matching "Myrtle Beach Days" for sheer staying power. The song didn't just put the Fantastic Shakers on the map; it made the Grand Strand their summer home.

The Fantastic Shakers didn't arrive fully formed. Their roots trace to Blacksmith, an R&B and soul band working the Charlotte and Gaston County club circuit in the late 1950s and early 1960s — the same fertile territory that produced much of the Carolina beach music scene. When Bo Schronce stepped in as lead vocalist, the band found its identity, and by September 1978 the Fantastic Shakers were official. From the beginning they set their sights on something bigger than a regional circuit, billing themselves as "The South's Finest Show Band" — and they put in the work to earn it. More than 6,000 engagements over their career, including 700 conventions, 400-plus wedding receptions, and more clubs and bars than they've ever tried to count. They performed from New York to Florida, appeared before over 70,000 fans at the WBTV SpringFest and 40,000 at the Carolina Beach Blast, and shared stages with the Beach Boys, KC and the Sunshine Band, the Four Tops, and Jan and Dean. They performed at the inauguration of South Carolina Governor Carroll Campbell and at the Men's Apparel Mart opening in Charlotte — where Vice President George H.W. Bush was in the house. In 2015, the North Carolina Music Hall of Fame made it official and inducted them.

Over more than four decades, the Fantastic Shakers featured a rotating cast of talented musicians built around a full horn section and multiple vocalists — the engine behind their reputation as "The South's Finest Show Band." Founder and frontman Bo Schronce anchored the lineup throughout, joined at various points by Click Dellinger, one of the original Shakers; Freddy Tripp, a long-time member and manager; Chris Jennings on guitar, a fixture for more than twenty years; Jeff Swafford on trumpet; Robbie Hegler on bass and vocals; Don Tetreault on drums; Jody Bundy on piano, saxophone, and vocals; and Doug Winstead on trombone, piano, and vocals. Historical records also place Ben Shaw, David Midgett, Dino Fair, Jeff Reid, Larry Wilson, Tim Loftin, Randy Clay, and Ronnie Gittons among those who came through the ranks. After more than forty years and thousands of performances, Bo Schronce etired the band in 2019.

The awards have reflected the band's standing. Bo Schronce has been named Male Vocalist of the Year four times by the CBMA and was inducted into the Hall of Fame. The Fantastic Shakers have won Show Group of the Year twice and Album of the Year three times — a track record that puts them among the most decorated acts in the history of the genre.

Forty-seven years after Jeffrey Lynn Reid put the first verse together, "Myrtle Beach Days" is still doing exactly what a great beach music song is supposed to do: filling the floor, lifting the room, and making everyone in it feel like summer is right around the corner. It was inducted into the Carolina Beach Music Awards Hall of Fame in 2024. Keep it locked on 94.9 The Surf.

Sources: North Carolina Music Hall of Fame; Carolina Beach Beach Music Awards

SOS ... Get Ready To Party

The Music: Ten Days of the Best the Beach Has to Offer

It wouldn't be SOS without the bands, and the Spring Safari delivers from the opening note to the last slow dance of the final night. The music gets an early start on **Thursday, April 16th, when the legendary Band of Oz** serves as the preliminary kickoff at the Spanish Galleon — forty-plus years of high-energy beach music, a signature horn section, and all the reason you need to show up early. SOS

membership cards are good for admission, and reserved seating and a limited number of tables are available. Call 843-617-3433 to lock yours in.

From there, the Galleon stage belongs to the best in the business, night after night. **Friday the 17th brings the Catalinas** and sixty-plus years of authentic Carolina beach music — the sound that basically invented the shag floor. **Saturday the 18th, the eight-piece Tonez** take over, mixing Motown, funk, and beach music with a full horn section and the kind of energy that doesn't let you sit down. Sunday the 19th is all Too Much Sylvia — four-part harmonies, tight choreography, and a setlist built around one mission: a good time.

The week only gets better. **Monday the 20th, the Embers featuring Craig Woolard** bring the gold standard of beach music to the Galleon stage — North Carolina's official musical ambassadors and one of the most iconic sounds in the genre. **Tuesday the 21st, the Main Event Band** keeps the momentum rolling with a smooth, powerful blend of R&B, soul, and funk that works for every level of shagger on the floor.

Wednesday the 22nd, the Band of Oz returns for a second night — and if you missed Thursday's opener, this is your second chance to see why they were inducted into the North Carolina Music Hall of Fame in 2016. **Thursday the 23rd belongs to Jim Quick & Coastline,** whose "Swamp Soul" sound — part R&B, part blues, part southern rock — and Quick's legendary stage presence have earned him eighteen Carolina Music Awards as Entertainer of the Year. Bring your dancing shoes and your sense of humor. **Friday the 24th, North** Tower — sitting at #1 on this week's Surf Countdown — delivers four-part harmonies and a brass section that fills the room, as only a Carolina Beach Music Hall of Fame band can. And **Saturday the 25th, the Special Occasion Band** closes out the run the right way: nearly four decades of experience, a setlist that covers all the bases, and a professional energy that keeps the party moving until the very last song.

Ten nights. Ten bands. One reason to be on the Grand Strand in April.

Step It Up at SOS: World-Class Instruction All Week Long

Whether you've never set foot on a shag floor or you've been dancing since the jukebox era, the Spring Safari is your moment. With ten days of music, friends, and beach energy surrounding you, there's no better time — or place — to learn the shag or sharpen the moves you already have. And this year, some of the best instructors in the country are setting up shop right on the Grand Strand.

Sam and Lisa West will be holding court at the Spanish Galleon, bringing the kind of patient, polished instruction that has introduced countless dancers to the shag and taken experienced couples to the next level. Over at **Fat Harold's, the legendary Charlie & Jackie** — two names synonymous with championship shag — will be on the floor and ready to work with you. At **OD Arcade & Lounge, Ashley and Tobitha Stewart** offer their own brand of energetic, accessible teaching that meets dancers exactly where they are.

Duck's has a full dance education lineup of its own. Steve Balock and Myers Floyd will be leading shag workshops throughout the festival, **and Carrie Smith** brings something a little different to the mix — West Coast Swing classes for dancers who want to expand their repertoire beyond the shag and discover just how well the two styles complement each other.

Ten days. Five sets of instructors. Zero excuses. If you've been thinking about learning to shag or sharpening those steps, SOS Spring Safari is where it happens.

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