



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

Volume 1, Issue 13 • Wednesday, April 29th, 2026

IN THIS ISSUE:

Ocean Drive Scene • Beach Music Festival — 3 Days Out • CBMA Class of 2026 Announced
Surf Countdown — April 25th Chart • Chart Spotlight: “In Her Own Way” — The Boogah Brothers
HOF Spotlight: “Shama Lama Ding Dong” — Band of Oz • Surf Program Guide

Ocean Drive Scene

Spring Safari Was Fun...on to the Festival

The 2026 SOS Spring Safari wrapped Sunday night with Jim Quick & Coastline closing out Fat Harold's, the way it was meant to end. A strong back half — North Tower headlining Friday at the Galleon, Carolina Coast with Rhonda McDaniel and Rickey Godfrey doubling up Saturday, the ACSC Clubs Parade down Main Street — put a proper finish on ten nights of dance floor. Mark your calendars for September 18-27, that's Fall Migration. Now the Strand exhales, briefly. We're counting down till it all starts again at the Ocean Drive Beach Music Festival.

Upcoming Events

- Ratings for the May 9 Surf Countdown are open now at surfcountdown.com. Note: there will not be a May 2 Surf Countdown — everyone will be at the Ocean Drive Beach Music Festival.
- Saturday, May 2, 2026 • 9th Annual OD Beach Music Festival.
- See the [ExploreNMB Daily Calendar](#) for events happening today in the North Myrtle Beach area.

Ocean Drive Beach Music Festival — 3 Days Out

A Generational Summit on the Strand

Saturday, May 2, 2026. 96 South Ocean Boulevard. 10 AM to 6 PM. Three days from when this issue hits your inbox — and eight hours of music staged on the oceanfront.

The **Commodores** - Motown royalty, global stages, a catalog that crossed from funk and soul into the American mainstream and stayed there. When they step to the Ocean Drive stage, they bring a pedigree that still echoes in every bassline on the Strand.

Band of Oz is the connective tissue — the band that never left the beach. For more than fifty years they've been the house band of this culture, the steady pulse behind shag steps and summer nights. If the Commodores represent the mountaintop, Band of Oz is the long road that kept the sound alive when the industry moved on. Their “Shama Lama Ding Dong” just went into the Hall of Fame — a timely note on a big weekend (see below).

Jim Quick & Coastline carry the present tense — Jim is the kind of bandleader who knows the tradition cold and plays like he still has something to prove. That's the combination this music needs.

Three generations. Three vantage points on the same sound. One afternoon in Ocean Drive.

The Crowd — and the DJs

What makes Ocean Drive different is what happens off the stage. By noon, the Boulevard starts to shift — coolers crack, chairs angle toward the ocean, the first couples drift onto the sand. By mid-afternoon, the shaggers take over. The line between performer and audience disappears. By sundown, the whole stretch from stage to tide line is one long dance floor.

Between sets, CBMA Hall of Fame DJ **Chad Sain** leads the emcee duties, joined by the on-air team of 94.9 The Surf. They don't fill the gaps — they stitch the day together.

The Details

- Saturday, May 2, 2026 • 10 AM – 6 PM
- 96 South Ocean Boulevard, North Myrtle Beach
- The only B.Y.O.B. festival on the Strand
- Tickets & full info: odmusicfest.com
- Pack the cooler. Bring Your Chairs. Make the plans. Accept that Monday may come with consequences.

CBMA Class of 2026 — Hall of Fame Announced

The New Class — Announced Friday, April 24

The wait is over. On Friday, April 24, the Carolina Beach Music Awards unveiled the Class of 2026 — the newest names and songs to take their place on the wall of Carolina beach music history. The announcement came live from 94.9 The Surf between 11 AM and 1 PM, with CBMA President Peter Carpenter joined by Jim Quick, Jim Morgan, DJ Heavy, Old Soul Cole, and Jay Kinlaw reading the honors one by one.

Look at the six songs together and a quiet pattern emerges. They don't all come from the same year, the same label, or even the same genre lane. What they share is harder to put on a discography sheet. They moved the Carolina dance floor, and they never stopped.

Inductees — Individuals & Groups

- **Individual Inductees:** Tim Cashion, Jerry West, Doug Manning, Jack Stallings, Don Leonard, Julio Eubanks
- **DJs:** Larry Williams (posthumously), Jay Kinlaw, Pat Gwinn
- **Group:** The Sand Band
- **Venue:** The Guard, Winston-Salem, NC
- **Station:** WFJA 105.5 FM, Sanford, NC

Songs Inducted

- “Ocean Boulevard” — Band of Oz
- “What Kind of Fool (Do You Think I Am)” — Bill Deal & The Rhondels / The Tams
- “Give Me Just a Little More Time” — Chairmen of the Board
- “Double Shot of My Baby’s Love” — Swingin’ Medallions
- “This Old Heart of Mine (Is Weak for You)” — Isley Brothers
- “Hey Baby” — Bruce Channel

Six songs. Eleven inductees. One heartbeat. Watch this space — full profiles on the Class of 2026 will roll out in the weeks ahead, one inductee and one song at a time, leading up to the ceremony November 5–8 at the Alabama Theater in North Myrtle Beach. Congratulations to every honoree.

Replay of the April 24 broadcast: 949thesurf.com • Full class roster: cammy.org

This Week's Surf Countdown

April 25 Chart • Presented by Jay Kinlaw on 94.9 The Surf

On Saturday, the day after Jay Kinlaw found out he was being inducted into the CBMA Hall of Fame, Jay hosted this week's Surf Countdown LIVE from the studio on Ocean Drive. North Tower, after a strong showing Friday night at the Spanish Galleon, climbed back to the top with "Pretty Lady." One of the Shaggers' current favorites, "Choosin' Texas," fell to #2. "Wait For Me" held at #3 this week. The Tams debuted at #4 with "I Tried," written by Charlie Sattenfield and produced by Brad Cox at Sand City Studio. And we welcome Vaughn Penn to the chart for the first time. More new material is "Bubbling."

Voting during SOS tends to run a little off compared to other weeks, but this week was completely different — it turned out to be one of our biggest voting weeks in years. The shaggers came out strong and showed their love for these tunes, making the countdown extra competitive and exciting from top to bottom.

#	SONG TITLE	ARTIST	LW
1	"Pretty Lady"	North Tower	2
2	"Choosin' Texas"	Ella Langley	1
3	"Wait For Me"	Jim Quick with R. Mark Black and Allie Privette	3
4	"I Tried"	The Tams	NE
5	"I Shiver"	Main Event Band	8
6	"I Just Might"	Bruno Mars	4
7	"My True Love"	The Tams	6
8	"Every Road"	Rick & Lesa	10
9	"In Her Own Way"	The Boogah Brothers	7
10	"I'm Going to Make Her Mine"	Gary Lowder & Smokin' Hot	5
11	"At the End of the Day"	Rivermist	RE
12	"Pretty Women Everywhere"	Craig Woolard	11
13	"Carolina's Home"	Jennifer James	14
14	"I'll Be There"	Too Much Sylvia	17
15	"Baby, You're the Melody"	Ken Knox and the Chairmen of the Board	13
16	"Hit Me with Them Horns"	Swingin' Medallions	9
17	"Cruisin' Down the Boulevard"	Andy & Oneida	12
18	"Bands on the Beach"	Vaughan Penn	NE
19	"Patience"	Harold Smith with Gary Lowder & Smokin' Hot	20
20	"Love is What I'm Talkin' About"	The Castaways	19

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

Bubbling Under

- "A New Lease on Love" — Christina Cooper Black
- "My Main Squeeze" — Rickey Godfrey
- "I've Got the Can't Help Its" — Doyle Wood & Sylvia Johns Ritchie
- "Too Late" — Rick & Lesa

Chart Spotlight • Behind the Song

“In Her Own Way” — The Boogah Brothers • #9

Don't let the “new band” label fool you. When “In Her Own Way” dropped in late 2025 and started climbing Carolina beach music charts almost immediately, anyone reading the credits recognized the fingerprints. The Boogah Brothers are new only on paper.

The Lineup

- Barry Herndon — lead vocal
- Danny Garner — guitar
- Randy Hignite — keyboards
- Jim Heidenreich — drums
- Doug Manning — bass

A working supergroup — five veteran Carolina players with thousands of gigs between them, cutting records together under a name that's equal parts nod and inside joke.

The Band of Oz Thread

Two names jump off the page for readers of this newsletter. **Randy Hignite** and **Jim Heidenreich** are both Band of Oz alumni — and Band of Oz, as it happens, is this week's Hall of Fame Spotlight (see below). The connections in Carolina beach music are always this close, and this deep. Hignite, Heidenreich and Garner are also known as members of The Mighty Saints of Soul. Different band names, same family tree.

The Song

“In Her Own Way” is a mid-tempo soul record built for the shag floor — the kind of track that shows up in a DJ's crate and stays. Barry Herndon's lead sits in that warm, lived-in register where Carolina beach singers have always done their best work. The arrangement is tight, the groove breathes, and the hook lands without announcing itself. That combination — professional, patient, unhurried — is the sound of players who've stopped chasing anything and are just doing the work. Shaggers will remember the song from the late 1980s when Prince Phillip Mitchell's first release filled the beach dance floors.

The Chart Story

The record broke into the Surf Countdown top tier early in 2026 and has been working the top ten for months. It climbed as high as #4 on the April 11 chart, sits at #9 this week, and is almost certainly not done moving. Across the regional charts — Surf Countdown, WSGE Beach Top 25 — it's been a fixture. For a band's debut single, that's not a splash. That's traction.

The Name

“Boogah” is Carolina shorthand — a word that turns up in DJ patter and dance-floor conversation for a certain kind of groove. Gritty. Soulful. Infectious. The name tells you exactly what the band is going for. They named themselves after the thing they were chasing, and on this first single, they caught it.

“In Her Own Way” — The Boogah Brothers

Barry Herndon (lead vocal) • Danny Garner (guitar) • Randy Hignite (keys) • Jim Heidenreich (drums) • Doug Manning (bass)

Released late 2025

HOF Spotlight • Behind the Music

“Shama Lama Ding Dong” — Band of Oz — 2025 Inductee

Here’s a question that has fooled more than one DJ. When was “Shama Lama Ding Dong” written?

Nobody blames you for guessing 1957. The nonsense-syllable hook, the doo-wop swagger, the vocal arrangement — everything about the song feels like a lost Edsels-era B-side. That’s exactly what it was designed to feel like.

It was actually written in 1978. For a movie.

The Movie

“Shama Lama Ding Dong” was written by **Mark Davis** for *National Lampoon’s Animal House*, performed on screen by the fictional **Otis Day and the Knights** — the band hired for the frat-house toga party that became one of the most indelible scenes in American comedy. Actor **DeWayne Jessie** played Otis Day on camera, but the voice coming out of the speakers belonged to session vocalist **Lloyd Williams**.

The film blew the song’s cover instantly. Within a year of *Animal House*’s release, Jessie was fronting a real touring version of Otis Day and the Knights, playing fraternity circuits and college bars across the country. A fictional band made good.

The Confusion

If you’re thinking of a 1957 song called “*Rama Lama Ding Dong*,” you’re thinking of a different record. That one was the Edsels on Dub Records — a different melody, different lyrics, same nonsense-syllable DNA. Mark Davis clearly knew the Edsels record when he wrote “Shama Lama.” The rhythmic swing, the vocal style, the refrain — all of it is an affectionate forgery of a pre-Beatles doo-wop side. But they are, finally, two different songs. The confusion is part of the history.

John Mellencamp Got There First

Before Band of Oz made “Shama Lama Ding Dong” a beach music standard, another artist passed through it. **John Mellencamp** cut a version in 1987 as the B-side of his hit single “Cherry Bomb.” It’s a footnote in his catalog — but it’s also evidence of how the song had already begun drifting into the territory that would eventually become its home.

Band of Oz, 1995

Band of Oz cut the definitive beach music version in 1995 for their third album *Let It Roll*, released on **Ripete Records**. **Chuck French** — a lead voice for the band since 1970 — took the vocal. The session was produced by Benny Delinger and Tim Eaton, recorded at CMC in Zebulon, North Carolina, with “Big” John Thompson on bass, Thomas “Butch” Barnes on saxophone, Keith Houston on guitar, David Hicks on drums, and Rick Sanders on keyboards.

The record landed immediately. “Shama Lama Ding Dong” won **People’s Choice Song of the Year** at the 1995 Cammy Awards. A vinyl single followed on Ripete with “Keep On Sittin’ On It (All The Time)” on the B-side.

The Band of Oz Story

Band of Oz was founded in 1967 by a group of high school students in Greenville, North Carolina. Nearly sixty years later they’re still on the road — one of the longest-running working bands in the format. They were inducted into the Beach Music Hall of Fame as a group in 1997.

The 2025 Carolina Beach Music Hall of Fame induction of “Shama Lama Ding Dong” is the song’s own turn on the wall — the particular record lifted out of a catalog that includes “Baby’s Got My Number,” “One Foot Draggin’,” and a long list of Chuck French lead vocals that shaped what the modern beach band sounds like.

A Note on Doug Winstead

The 2025 induction carries a quiet note. **Doug Winstead**, a longtime Band of Oz member individually inducted into the Hall of Fame in 2021, was lost in April 2025 — just as his band’s signature song was being celebrated in the new class. The inductions arrived together. So did the grief.

What the Song Does

Every Carolina beach dance floor in the last thirty years has moved to “Shama Lama Ding Dong.” The reason is the reason every great beach record works. It pulls you in. It holds the pocket. And it doesn’t ask permission.

“Shama Lama Ding Dong” — Band of Oz
Written by Mark Davis • Lead vocal: Chuck French
Let It Roll, Ripete Records, 1995
Inducted into the Carolina Beach Music Hall of Fame, 2025

94.9 THE SURF PROGRAM GUIDE

Live shows 7 days a week from Ocean Drive, the Shag Capital of the World — Listen live at 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, Thu, 7PM-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

Have you renewed your CBMA Membership for 2026?
Support Your Favorites - cammy.org

The SURFLINE

A Weekly Publication for 94.9 The Surf • WVCO FM
98 N. Ocean Blvd., Suite 3-N • North Myrtle Beach, SC 29582
949thesurf.com • surfcountdown.com

Distribution by Bo the Webguy & [Explore NMB](#) - Historical content by Chris Jones
Contact Bo at 843-564-2610 or bo@949thesurf.com for questions regarding [The SURFLINE](#)