



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 Fourth is behind us — and what a weekend it was. Ocean Drive spent Independence Day exactly the way it should be spent: flags up and down the strand, grills going all day, and the dance floors filling early. And the military flyovers of The Salute to the Shore reminded us of what it's all about. Jay Kinlaw counted down the July 4 Surf Countdown live from the studio, followed by DJ Heavy till 2:50 p.m., while the check-ins poured in from coast to coast. Here's your look at the week ahead, the new chart, and this month's Hall of Fame honors.

Upcoming Events

- **Thursday the 9th** — Music on Main Free Summer Concerts: Julio & The Saltines, 6:30–8:30 PM — Live at The Horseshoe
- **Friday the 10th** - LIVE at the Tiki Bar - HOTOs from 11am to 3pm
- **The Daily Calendar for NMB** is posted every morning

PACK YOUR BAGS • THE SUITCASE CHALLENGE

There's a new game on the Grand Strand this summer, and the grand prize is a suitcase away.

94.9 The Surf has launched the **Suitcase Challenge**, a summer-long scavenger hunt that turns a run around the coast into a shot at the fall's most coveted getaway. Here's how it works: over the coming weeks, The Surf sends listeners to sponsor locations to pick up free promotional items — one stop, one set of goodies at a time. Collect every item, stash it in your suitcase, and you're in the running.

The reckoning comes **Labor Day Weekend at the Tiki Bar**, where everyone gathers to match the contents of their suitcase against the *official* 94.9 The Surf Suitcase. Fill yours completely and you could walk away with the big one: a **trip for two to Flora-Bama** for The Surf's *Swamp Soul on the Gulf Coast*, October 4–8 — a \$2,500 getaway that's part of Jim Quick's fall "Gathering on the Gulf." Think white-sand beaches, a resort-style hotel on the Gulf, and great restaurants and live music all within walking distance.

The trail kicked off **Saturday, July 4th at Lee Funeral Home & Crematory** (corner of Highway 90 and Sea Mountain Highway), where the first three items — an **American Flag**, a **Patriotic Pendant**, and a **USA Decal** — were up for grabs from 10 a.m. to 2 p.m. Missed it? Keep those ears glued to 94.9 The Surf: every sponsor stop and the items you'll need are announced on air, so listening closely is the game.

More stops, more free stuff, more chances to win — right on through Labor Day. Get that suitcase ready, Surfers, and we'll see you on the trail.

THIS WEEK'S SURF COUNTDOWN

July 4 Chart • Presented by Jay Kinlaw on 94.9 The Surf

#	SONG TITLE	ARTIST	LW
1	"My Heart is not a Toy"	Gary Lowder & Smokin' Hot with Jim Quick	1
2	"Wait For Me"	Jim Quick with R. Mark Black and Allie Privette	3
3	"Pretty Lady"	North Tower	4
4	"I Tried"	The Tams	7
5	"Choosin' Texas"	Ella Langley	6
6	"Bands on the Beach"	Vaughan Penn	11
7	"Be Her"	Ella Langley	9
8	"Forevermore"	Gary Lowder	RE
9	"I Shiver"	Main Event Band	2
10	"I'll Be There"	Too Much Sylvia	5
11	"Suspicious Minds"	Jennifer James and Brad Cox	15
12	"Just the Way You Are"	Mighty Saints of Soul	10
13	"Every Road"	Rick & Lesa	17
14	"At the End of the Day"	Rivermist	12
15	"Heaven's Not That Far Away"	Rivermist	13
16	"NMBSC"	The Tonez	20
17	"Carolina's Home"	Jennifer James	RE
18	"Just Love"	R. Mark Black	19
19	"Baby, You're the Melody"	Ken Knox and the Chairmen of the Board	14
20	"Music Makes the World Go 'Round"	The Holiday Band	NE

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

Did you know you can go ahead and rate the songs for next Saturday? Do it NOW at surfcountdown.com.

On The Move

For the second Saturday running, Gary Lowder & Smokin' Hot with Jim Quick own the top of the countdown — "My Heart is not a Toy" holds at No. 1 and shows no sign of loosening its grip. Jim Quick's name sits on both of the chart's top two records: right behind at No. 2 is "Wait For Me", his tune with R. Mark Black and Allie Privette, up a spot from three, with North Tower's "Pretty Lady" rounding out a tightly bunched top three.

The week's biggest jump belongs to Vaughan Penn, whose "Bands on the Beach" climbs five spots to No. 6 — a fitting title to surge on Fourth of July weekend, when the bands really were on the beach. Three more records tied for the next-best move at plus-four apiece: Jennifer James and Brad Cox's "Suspicious Minds" (15 to 11), Rick & Lesa's "Every Road" (17 to 13), and The Tonez's "NMBSC" (20 to 16).

Not everyone held ground. Main Event Band's "I Shiver", the No. 1 of just two weeks ago, slid to No. 9, and Too Much Sylvia's "I'll Be There" cooled to No. 10 — a natural breather after last week's fourteen-spot rocket ride to five. The chart's repeat names stayed busy: Ella Langley holds a pair up high with "Choosin' Texas" (5) and "Be Her" (7), Rivermist keeps its back-to-back at 14 and 15, and Gary Lowder turns up twice, sharing No. 1 and re-entering at No. 8.

That re-entry — "Forevermore" — is one of two records back on the board this week, alongside Jennifer James's "Carolina's Home" at No. 17. And there's one brand-new arrival: The Holiday Band debuts at No. 20 with "Music Makes the World Go 'Round", the fresh single that's also this week's Chart Spotlight — more on that just below.

CHART SPOTLIGHT • BEHIND THE SONG

“Music Makes the World Go ‘Round” — The Holiday Band — #20

A brand-new original from one of beach music’s most durable road bands — and no, it’s not the Deon Jackson classic.

Thirty-five years on the circuit.

The Holiday Band came together in 1991 and has been a fixture of the Carolina beach and Southern-soul scene ever since, now working out of Chapel Hill, North Carolina. Blending beach, soul, funk and classic R&B behind as many as four lead voices, the group logs upward of 175 dates a year and has the hardware to show for it: multiple Cammy awards, two Carolina Beach Music Awards Group of the Year trophies, and induction into the CBMA Hall of Fame in 2015. At the center of it all is Mike Taylor — an Elon-trained voice major who sings lead, plays keyboards and writes much of the band’s catalog, including the 2003 CBMA Song of the Year, “I’m Man Enough”.

A brand-new song — not the 1965 one.

“Music Makes the World Go ‘Round” is an original, released as a single on June 3, 2026, written and sung by Taylor. Despite the near-matching title, it is not a remake of Deon Jackson’s 1965 beach staple “Love Makes the World Go ‘Round” — that record was a national Top-15 hit, No. 3 R&B, and a shag-floor institution in its own right. Taylor’s song shares only the cadence of the phrase. What it is instead is a tribute — a nod to James Brown, Marvin Gaye, Aretha Franklin, Otis Redding and the other giants whose records became the soundtrack of a generation. Picture that soundtrack stripped away, the song suggests, and a world without those voices would be a far poorer place.

Made for the shag floor.

Taylor’s blue-eyed-soul vocals anchor a top-shelf production — melody, arrangement and horns all polished to a shine — and it’s a natural fit for the Surf sound, an upbeat groove built around a hook that gets a crowd moving without asking twice. Riptide Radio and the regional shag networks got behind it early, and it’s spread across the beach-music airwaves through the front half of summer.

On the Surf chart.

This week it arrives as the countdown’s lone new entry, debuting at No. 20 on the July 4 chart — a fresh start for a band that’s been putting records on beach charts for more than three decades. Rate it now at surfcountdown.com and help decide where it goes from here.

“Music Makes the World Go ‘Round” — The Holiday Band • 2026 • Written by Mike Taylor • Lead vocal by Mike Taylor • Released June 3, 2026 • New at #20 on the July 4 Surf Countdown

LISTENING IN • SATURDAY'S COUNTDOWN

The Countdown, Coast to Coast

Two hours, an FM signal out of Ocean Drive, a worldwide stream — and on America’s 250th birthday, a map that stretched from sea to shining sea. When Jay Kinlaw counted down the July 4 Surf Countdown, the check-ins rolled in loud and proud from coast to coast.

The Grand Strand and Carolina coast led the way as always, but listeners checked in from Ohio, Michigan, New Jersey, Pennsylvania, Texas, Arizona, Alabama, Florida, West Virginia, and all across Virginia. Even Wally Welch had his ears on from the car headed to Cape Cod.

Closer to home, the Surf crowd reported in from Cherry Grove, Ocean Drive, Garden City, Murrells Inlet, Little River, Calabash, and all the way down the coast to the Outer Banks. Inland check-ins poured in from Reidsville, Eden, Martinsville, Mocksville, Burlington, Kernersville, Thomasville, Boone, Rock Hill, Clover, Greenwood, Shelby, Asheville, Charleston, and Lugoff — many cranking it poolside, deckside, or by the grill.

There was plenty to celebrate: anniversaries for the Barlows and McCorkles, Charlie Stone's Fourth of July birthday, and good vibes all around. Roxanne and Billy Lockett checked in from the Clarksville parade, the Pittman family was still buzzing after meeting Jay at Fat Harold's, and Mike Parnell summed it up from the Upper Deck — feeling Gucci and loving that new bubble song.

A get-well wave to Kathy Riddle Horne. From Ocean Drive to wherever you are: happy 250th, America — thanks for listening loud and proud!

CBMA CLASS OF 2026 • HALL OF FAME INDUCTEE

First In, Last Out: Julio Eubanks Enters the Hall

Surflife — 2026 CBMA Hall of Fame

Every great beach show runs on work you never see. The stage lights up, the gear is all where it should be, the shag floor fills — and nobody in the crowd gives a thought to the person who made it happen. This November, the Carolina Beach Music Awards finally puts one of those people in the spotlight: **Julio Eubanks**, a 2026 inductee into the CBMA Hall of Fame.

The CBMA said it best in four words: **first in, last out**. That's the whole job, really — the production man who's setting up the lights and gear, rigging the room before the band arrives and coiling the last cable after the crowd's long gone home. Julio has been that man for multiple stints with **Band of Oz**, the Dunn, N.C. institution that's anchored this music since 1967 and has been a Beach Music Hall of Fame band since 1997. As the CBMA put it, Band of Oz runs strong because of him — and there's a nice symmetry to the timing, with the group's "Ocean Boulevard" going into the Hall as a 2026 inductee song the very same year Julio does.

Before Oz, he spent years on the road crew for **The Embers** and **The Embers featuring Craig Woolard** — and that's where the industry first pinned a medal on him. In 2022 he took home the CBMA's **Live Production Award** for his work with the Embers ft. Craig Woolard. Two of the genre's foundational acts, one road-crew pro keeping both of them rolling. (The Embers' "I Love Beach Music," for what it's worth, sits at No. 3 on our own Surf Countdown All-Time Top 100.) He transitioned to Band of Oz in early 2024.

Julio, from Newport, N.C., joined The Embers' road crew in the 1990s right out of high school. Learning to drive the bus, he obtained a Commercial Driver's License and took on expanded roles including lighting. During The Embers' Christmas Shows, he was featured on stage with a cover of José Feliciano's "Feliz Navidad."

Ask anyone who's worked a beach show and they'll tell you the truth of it: the artists get the applause, but the night only works if the crew behind it is good. Nobody in that room works harder, and nobody stays later. Julio Eubanks is first in and last out — and now he's in the Hall.

The 2026 class is a deep one, thick with familiar beach-music bloodlines: Tim Cashion (Cashion Brothers — and, yes, Grand Funk Railroad), Jerry West (Band of Oz / Cat5 / Catalinas), Doug Manning (North Tower / Punch / Boogah Brothers), Jack Stallings (Catalinas), and Don Leonard (Too Much Sylvia) join Julio among the individuals. Rounding out the honors are DJs Larry Williams (posthumously), our own **Jay Kinlaw of 94.9 The Surf**, and Pat Gwinn, plus The Sand Band and station WFJA 105.5 FM of Sanford. The awards will be presented **November 5–8 at the Alabama Theater in North Myrtle Beach**.

Congratulations, Julio. Every light cue and spotlighted singer the rest of us take for granted — it's great to have the spotlight on you. You earned it. First in, last out — and richly deserved.

HOF SONG SPOTLIGHT • BEHIND THE SONG

“Summertime's Calling Me” — The Catalinas

Surf Countdown Hall of Fame Feature

It sits at No. 4 on the May 26 Surf Countdown All-Time Top 100, one notch behind the Embers' “I Love Beach Music” — a fitting neighbor, as you'll see. Nearly everybody on the Grand Strand can hum the Catalinas' “Summertime's Calling Me.” Far fewer know how close it came to going nowhere, who actually sang it, or why a sorority in Spartanburg deserves partial credit for the whole modern beach-music era. And it was a Class of 2023 inductee into Carolina Beach Music's Hall of Fame.

A matchbook in the mountains

The song was born about as far from the sand as a Carolina band can get. In the dead of winter in 1975, Johnny Barker and the band were in the mountains near Boone — a run to Appalachian State — thinking about warmer places. A couple of lines about summertime came to him all at once, and with no notebook in the car, he grabbed a matchbook cover and wrote them down. Two separate accounts, Barker's own and Chris Beachley's in *It Will Stand*, agree on that matchbook. The rest of the song filled in later.

The Catalinas carried the new tune to Reflection Sound Studio in Charlotte and cut it for Sugarbush, the label owned by Wayne Jernigan, who co-produced the session with Barker. It came out as a 45 in 1975 — Sugarbush 114, backed with “Shinin’.” One footnote for the collectors: when the very first box of singles arrived, the label misspelled the writer's name as “Johnny Barke,” the R dropped clean off. If you've got one of those first-order copies, you own something even Barker admitted he didn't have.

The voice you know isn't the one you think

Here's the detail that surprises even longtime fans: Johnny Barker wrote it, but he didn't sing it. The lead vocal belongs to **Bo Schronce**, who had joined the Catalinas in 1972 out of Liberty's Ark and Nobody's Perfect. Schronce carried the lead only until April 1976, when he left for the Fantastic Shakers and Earl Dawkins stepped in. So the voice on the definitive recording of the definitive beach anthem was a Catalina for barely four years before moving on down the beach.

The Catalinas were nobody's overnight act, either. Around 1969 and '70, before their own signature song existed, the band cut two brassy, Chicago-flavored sides at Reflection under the direction of New Orleans legend **Allen Toussaint** — “Let Me Be The Man I Want To Be” and “When I Listen To My Heart.” Neither was ever released. A Toussaint-produced Catalinas record is one of beach music's great buried curiosities.

The sorority that broke the record

For about a year, “Summertime's Calling Me” did nothing. DJs were spinning the Drifters and weren't interested in a homemade tune about the beach; the band nearly shelved it. The turning point, as Barker told historian John “Fessa” Hook, came at a sorority party at Wofford College in Spartanburg. The Catalinas announced it as their latest record — and the sorority sisters lined up and performed a routine to it, right there in front of the band. From that night the song spread fast across college campuses in Georgia, the Carolinas and beyond, and eventually up and down the Eastern Seaboard.

That slow-burn-to-anthem arc is why the song matters beyond its own hook. It was the first “new” beach record — a song written *about* the beach, *for* the beach crowd, rather than a national hit the shag scene

adopted after the fact. It predated “I Love Beach Music,” “Myrtle Beach Days” and “Carolina Girls,” and it showed every other band what was possible. When Beachley launched *It Will Stand* in 1979 and ran the first all-time beach-music poll, “Summertime’s Calling Me” was already near the top. It has never really left.

Fifty summers on

The song turned 50 this year. Johnny Barker — who joined the Catalinas back in 1964, later did his own turn with the Embers, and gave beach music its first anthem written from scratch — passed in October 2023. The band he helped shape rolls on, and every summer his matchbook idea calls another crowd to the sand. Not bad for a lyric scribbled in a snowstorm, hundreds of miles from the nearest wave.

“Summertime’s Calling Me” — The Catalinas • Sugarbush 114, 1975 • Written by Johnny Barker • Lead vocal by Bo Schronce • 2023 CBMA Hall of Fame Song #4 All Time Carolina Beach Music Top 100

FOUR YEARS AGO THIS WEEK

Surf Countdown Rewind: July 2, 2022

Turn the clock back four years to the Independence Day weekend countdown of July 2, 2022, and one name owned it: **Band of Oz** held two of the Top 3 — “You To Me Are Everything” at No. 1 and “Whatever Turns You On” at No. 3 — a fitting flashback the same week the band’s Julio Eubanks heads into the Hall. Jim Quick & Coastline sat between them at No. 2 with “Better Off,” while Craig Woolard and Tim Cashion — another member of the 2026 class — landed a summer natural at No. 4 with “Summertime Memories.” The rest of the Top 10 showed beach music’s wide reach, from Wayne Free and Too Much Sylvia to crossover turns by the Zac Brown Band and Keb’ Mo’.

#	SONG TITLE	ARTIST
1	You To Me Are Everything	Band of Oz
2	Better Off	Jim Quick & Coastline
3	Whatever Turns You On	Band of Oz
4	Summertime Memories	Craig Woolard & Tim Cashion
5	Old Love Song	Zac Brown Band
6	Tequila on Ice	Wayne Free
7	That You Hear in a Song	Too Much Sylvia
8	Never Give Up on Love	Cat 5 Band
9	I'll Always Love You	Blackwater Band
10	62 Chevy	Keb' Mo'

From the July 2, 2022 Surf Countdown • Top 10 of 20

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