



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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IN THIS ISSUE: Ocean Drive Scene • This Week's Surf Countdown • Listening In: Saturday's Countdown • Chart Spotlight — "Windows Rolled Down": The Pink Slips Band • HOF Song Spotlight — "Give Me Just a Little More Time": Chairmen of the Board • Surf History: Twenty-Eight Years of Beach, Boogie and Blues • DJ Spotlight: Harper Sanders

OCEAN DRIVE SCENE

The top of the Surf Countdown has now changed hands two Saturdays running, after not changing at all since June. North Tower is back at No. 1. "Pretty Lady" came up from No. 6 to take the August 22 chart, and Bo the Webguy's note with the board said what did it: a huge turnout of raters.

Two records arrived, one of them for the second time. Bruno Mars is back at No. 7 with "I Just Might" — the same record that was No. 1 on this chart in February, and that had been off the board entirely since the spring. And "Where Did You Go?" by Classic Soul with Terri Gore makes its first appearance in the twenty at No. 12, five weeks after Jim Quick premiered it on this station — the same week the Hall of Fame Song Spotlight takes up a record Terri Gore recorded in 2000. The full accounting is in On The Move.

Thursday brings The Embers featuring Craig Woolard to Music on Main at the Horseshoe, 6:30 to 8:30, free. Readers of last week's CBMA piece will place both names: Woolard won Male Vocalist of the Year in 1997, the second of sixteen he would eventually take, and the very first Roadies of the Year award the Academy ever handed out went that same night to the Embers road crew.

This issue also marks an anniversary the station has some claim to. Twenty-eight years ago last week, on the weekend of August 18 and 19, 1998, 94.9 spent a day playing one line of a record over and over with the sound of a tape rewinding behind it, and then stopped rewinding and became a beach music station. The Surf History feature walks the twenty-eight years since, including the winter the signal went dark and the year the Carolina Beach Music Academy made WVCO the first radio station ever put in its Hall of Fame. And the DJ Spotlight goes to the newest voice in the building, Harper Sanders.

UPCOMING EVENTS

- Wednesday the 26th - "The Way it Was" Radio show with Norfleet Jones and Jim Quick at 7pm on 94.9 the Surf
- Thursday the 27th — Music on Main Free Summer Concerts: The Embers featuring Craig Woolard, 6:30–8:30 PM — Live at The Horseshoe
- Saturday the 29th — The Surf Countdown with Jay Kinlaw, 10 AM – 12 Noon
- Friday, Sept. 4 – Surf 94.9 Tiki Bar Party from 11 to 3 (Come see who wins the Suitcase Challenge)
- Tuesday, Sept. 15 — CBMA membership deadline to vote. Join at cammy.org
- Sept. 18–26 — 2026 SOS Fall Migration
- The [Daily Calendar for NMB](#) is posted every morning

THIS WEEK'S SURF COUNTDOWN

The August 22nd Chart • Presented by Jay Kinlaw on 94.9 The Surf

#	SONG TITLE	ARTIST	LW
1	"Pretty Lady"	North Tower	6
2	"Bands on the Beach"	Vaughan Penn	1
3	"Choosin' Texas"	Ella Langley	3
4	"My Heart is not a Toy"	Gary Lowder & Smokin' Hot with Jim Quick	2
5	"I'll Be There"	Too Much Sylvia	9
6	"Wait For Me"	Jim Quick with R. Mark Black and Allie Privette	4
7	"I Just Might"	Bruno Mars	RE
8	"Music Makes the World Go Round"	The Holiday Band	12
9	"Forevermore"	Gary Lowder	11
10	"At the End of the Day"	Rivermist	17
11	"Just the Way You Are"	Mighty Saints of Soul	15
12	"Where Did You Go?"	Classic Soul with Terri Gore	NE
13	"I Tried"	The Tams	8
14	"Sandbar Shuffle"	Vaughan Penn	14
15	"Windows Rolled Down"	Pink Slips Band	19
16	"Wherever There's Summer"	Marsha Morgan	13
17	"Soul full of Sunshine"	Gary Alexander	10
18	"I Shiver"	Main Event Band	20
19	"Young Again"	Andy & Oneida	5
20	"Carolina's Home"	Jennifer James	18

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

On The Move

Eight records climbed, eight fell, two held, one is new and one came back. That is a harder turnover than last week, and for the second Saturday running it reached all the way to the top.

North Tower is back at No. 1. "Pretty Lady" was the longest-running No. 1 this chart produced in 2026 before Gary Lowder & Smokin' Hot with Jim Quick took it away in late June, and by August 15 it had drifted to No. 6. On August 22 it went 6 to 1. Bo the Webguy's note with the chart credited a heavy turnout of raters, which is the same explanation this newsletter printed in April, when North Tower climbed back over Ella Langley on the strength of a Friday night at the Spanish Galleon. Twice now in five months, the same band, the same mechanism.

Everything the August 15 chart had just rearranged got rearranged again. Vaughan Penn's "Bands on the Beach" held No. 1 for exactly one Saturday and goes to 2. "My Heart is not a Toy," which had No. 1 locked from June 27 through the middle of August, is down to 4. In between them, "Choosin' Texas" sits at 3 for the second straight week — the only record in the top ten that did not move at all.

One back, one brand new

Bruno Mars re-enters at No. 7, and the word re-enters is the whole story. "I Just Might" is not new here. It came onto this chart in January, and by February 14 it was No. 1 — Bruno Mars, at the top of a beach music countdown voted by shaggers. It held No. 1 on February 21, gave it up to North Tower for a week, and took it back on March 7. Then it did what records do here. By late June it was gone from the twenty altogether, and it stayed gone through July and the first three Saturdays of August.

The genuine debut is closer to home, and it took its time. Jim Quick premiered "Where Did You Go?" by Classic Soul with Terri Gore on this station on July 15. It showed up three days later as a bubble song under the July 18 chart, and this newsletter made it the Chart Spotlight in Issue 25 on the strength of that. Then it stayed outside the twenty on July 25, on August 1, on August 8 and on August 15 — four Saturdays on the doorstep — and walked in this week at No. 12, which is a high place to start.

Terri Gore is a Carolina Beach Music Hall of Famer and the singer this newsletter had on the 1997 Cammy sheet last week, winning Female Vocalist for the second year running with Carolina Girl. She has a brand-new record on the board in the last week of August 2026, and the Hall of Fame Song Spotlight three sections down happens to be a record she cut in 2000.

Ups

Rivermist made the biggest climb, "At the End of the Day" going 17 to 10, up seven and into the top ten for the first time. Too Much Sylvia moved 9 to 5 with "I'll Be There." The Holiday Band went 12 to 8, Mighty Saints of Soul 15 to 11, and the Pink Slips Band 19 to 15, its best position in five weeks on the board. Gary Lowder's "Forevermore" inched 11 to 9 and joined the top ten. Main Event Band, which came back on the board at 20 last week as a re-entry, holds its footing at 18.

LISTENING IN • SATURDAY'S COUNTDOWN

The check-ins

Wayne Troutman opened from Ocean Drive. Tony Smith had Big T and little C in OD, and Todd Bennington was waiting with baited breath in Cherry Grove. David Avery had it locked in from Little River, and Carol Newton reported Figgy and Sweetie loud and proud. Rich and Patricia Polhemus checked in from Paradise Resort, Susie Boggs Bradley and Gil from Colonial Charters, Glenn and Ellen Miller from Murrells Inlet with Tom and Laura Lee Viergever, and Mike Parnell was aboard from the den at ten after the rain closed the upper deck. Bud Gardner heard the Soul Train pulling in and gave Jay a new name for the morning: Jay Cornelius.

Inland North Carolina came in a name at a time, the way it does. Margaret Shell Hill in Winston-Salem, and David "Mr Beach" Lowery and Kimmi in Winston-Salem on the POI. James Bogue and Kiki in Burlington. Rob Sharp working cows in Reidsville. Sharon Southard from the road. Tee and Nancy Stephenson in Stokesdale. Rita Smith and Billie Ridgeway in Eden. Ray Rouse in Cary, Tony Davis in Fremont, David Waite on the road, Elaine Byrd Johnson under a cloudy Coats. Scott Hart and Reba Martin Poole in China Grove, Allison Smith in Salisbury, Charlie Sattenfield at Badin Lake, Eddie and Linda Heglar in Kannapolis. Frank Cagle with Meredith in Troy, Walter and Jan Spivey in Southern Pines, Cathy Hughes Allen in Hamlet, Wanda and Lee Caviness tuned in to their favorite DJ. Roger Barber locked in at Jamesville and Lee Ipock reporting from the 252. Tommy Floyd and Emerson Etheridge Jr. at White Lake, Doris Anderson in Elizabethtown, Sylvia Ritchie in a rainy Port City. Jeff and Cindy Wall listened from Chapel Hill while they walked the campus, and Harold Smith sent word from Bald Head that he wished Jay were there.

South Carolina answered behind it. Betty and Benny Bishop always listening in Easley. KB and Teddie Boland in Chapin, posting late but listening. Vicki and Ken Shull Jr. in Goose Creek. And up the road Cassie Biddix and Gary had it locked in tight, and Ralph Eicher cut grass with it on and reported that he and Tony Davis would be together the next day doing the same thing.

Then the map opened up. Jan Watkins Lyall in Virginia Beach and Mopsi Eudy Pittman in Chesapeake. Steve Floyd and Debbie in Virginia Beach. David Johnson and Donnetta in the Star City. Richard and Vera Schumpert in Knoxville. Gary Steele loud and proud in Covington, Georgia. Marsha and Richard Andrews in

Gulf Shores. David and Vivian McClain partying hard in central Florida. Jane McEwan in New Philadelphia, Ohio, where the sun was shining. Chris Bumgarner loud and proud in Weatherford, Texas. Ann and Felix Allen in Townsend. Wally Welch had it on again on the way to a gig, this week on Cape Cod.

The week's business

A good many birthdays. Mack and Carol Barnhill tuned in on Carol's. David McClain put the Surf on to celebrate Vivian McClain entering a new decade of life. Michael Nobles wound down his sixty-third birthday week with Ellen up in the Sandhills. Doris Anderson had it going in Elizabethtown while she cooked for her son's fiftieth.

And a wedding. Kimberly Willis Hayden Blaser was married at ten o'clock last Saturday morning in Raleigh and checked in this Saturday from the balcony at Ocean Creek, grateful for a week of hot sunny days. Married at ten, and a week later at ten she had the countdown on.

Lynne Watson Bell was listening to "Something Like Olivia" and thanked Jay for thinking of her girl, who is living her best life at UGA. Jill and Wayne McCulloch checked in from Kings Mountain, where they were out to see JQ and Coastline — which is a fair summary of how this station works, a listener at a Jim Quick show on Saturday morning listening to two Jim Quick records climb somebody else's countdown. Elaine Higgins sent Rivermist love, and Rivermist went 17 to 10. Randy Hignite said good morning. Allen Hedgepeth reported he had his ticket. Bob Clay heard the Surf train coming around the bend.

The chores division

Last week Richard Schumpert got his grandsons through their waffles and made the fort bigger. This week he and Vera relocated frozen meat and vegetables from one refrigerator freezer to another in Knoxville, and reported that the countdown put a spring in their step while they did it. Rob Sharp worked cows in Reidsville. Ralph Eicher cut grass. Somebody, somewhere on this signal, is always doing a chore.

Two loose ends

Last week Eddie Heglar asked Bo to pick him up at the next stop so he could climb aboard the 94.9 train. This week Eddie and Linda checked in from Kannapolis. The train stopped.

Diane Barlow, who spent last Saturday waiting all morning on the DJ Spotlight, wrote in this week to say she and David enjoyed the Andy Swindell segment. From Ocean Drive to wherever the rest of you were — thanks for listening loud and proud.

CHART SPOTLIGHT • BEHIND THE SONG

The Pink Slips Band and "Windows Rolled Down"

Surf Countdown Chart Spotlight

Six weeks old

Most records that reach this chart have some kind of apparatus behind them. "Windows Rolled Down" has a band and a song. David Howard Faircloth of the Pink Slips wrote it and produced it. The band sent it to radio on July 15 and put it on the streaming services six days later, on July 21. On July 26 they played it live for the first time, at the Sun Outdoors campground in Myrtle Beach. Words and music are his, published through Funky Dee Music, BMI.

Here is a detail worth keeping. The record entered the Surf Countdown at No. 20 on July 25 — the day before the band played it live for the first time. It was already a charting record before it had ever been performed for an audience.

What it has done since is not a straight line. It jumped to No. 14 on August 1, the biggest climb on that week's board. It fell all the way back to 20 on August 8. It moved a single place, to 19, on August 15. And on August 22 it went to 15, its best position yet. Five Saturdays: 20, 14, 20, 19, 15.

That zigzag is not a sign of anything wrong with the record. It is how this chart is built. The points reset every week, so a song lives or dies on who happened to turn out and rate that particular week. A record with a devoted following will flicker exactly like this until the following gets bigger. The Tonez did the same thing all spring with "NMBSC."

What it is

It has a mid-tempo rhythm section cut to sit under a four-count or a six-count without arguing with either. Vocals on top, a bassline doing most of the driving, guitar chopping on the offbeats, and horn swells arranged to sound like the horn sections this music grew up on. The lyric does not complicate itself: a warm night, a full tank, the radio up and the windows down.

Which is where this gets funny. Two Saturdays ago, when the record was sitting at No. 19, Phillip Harrelson checked in to the countdown from Reidsville to report that he and his people were out riding with the windows gone and the radio up. Nobody planned that. A man in the audience described the premise of a record on the chart without knowing he was doing it, which is roughly the whole argument for songs like this one.

Two records, one board

It is worth putting "Windows Rolled Down" next to the record at No. 7. Bruno Mars is up there with a single that came out on Atlantic in January, opened at No. 1 on the Billboard Hot 100, went to No. 1 in eighteen countries and was performed on the Grammy stage in February — and that had already been No. 1 on this chart in February and been voted off it by June. It is back this Saturday because people put it back. The Pink Slips are at 15 with a record one of their own members wrote, that went to radio in July and was on this chart before the band had played it in public.

Both of them are on this board the identical way: people heard them, went to surfcountdown.com and rated them. There is no other door. Nothing Atlantic Records did in January kept Bruno Mars on this chart in June, and nothing kept the Pink Slips off it in July. That is not a small thing about a small chart — it is the reason the chart exists, and it is why a record five weeks old sits eight places behind one of the biggest pop singles of the year instead of nowhere near it.

"Windows Rolled Down" — The Pink Slips Band • Written and produced by David Howard Faircloth • ©2026 Funky Dee Music (BMI) • To radio July 15, 2026; streaming July 21, 2026; live debut July 26, 2026, Sun Outdoors Myrtle Beach • No. 15, Surf Countdown, August 22, 2026

Rate "Windows Rolled Down" for next week at surfcountdown.com.

HOF SONG SPOTLIGHT • BEHIND THE SONG

"Give Me Just a Little More Time" — Chairmen of the Board

Surf Countdown Hall of Fame Feature

A Detroit record that moved south and stayed

No. 18 on the Surf's All Time Top 100 Beach Music Songs, as counted down this past Memorial Day. It was the group's first single, and the group had barely existed when it came out.

The record was cut in Detroit for Invictus, the label Holland-Dozier-Holland started after leaving Motown. Because they were still in litigation with Berry Gordy, the writing credit does not read the way the record sounds — the names on the label are Ronald Dunbar and Edythe Wayne, and Edythe Wayne was the pseudonym the three of them wrote under. Everything else about it is exactly what you would expect from those hands: the hook lands early, the arrangement never gets in the way, and General Norman Johnson does that catch in the throat on the title line that a thousand singers have tried since and not one has gotten right.

It was released in December 1969 and did its chart work in 1970, reaching No. 3 on the Billboard Hot 100 and No. 3 in the United Kingdom. That is the second week running this feature has had to separate a release year from a chart year, which is less a coincidence than a fact about how these records travel.

Why it belongs to this coast

Johnson did not arrive on the Grand Strand with this record. He was already here. He had fronted the Showmen out of Norfolk in the early sixties, and the Showmen were a beach group in the sense that mattered — the records worked on the floor and the clubs kept booking them. So when “Give Me Just a Little More Time” broke nationally in 1970, it did not have to be imported. It was already the right tempo, played by a man the Carolinas had been dancing to for most of a decade.

The proof is in a chart of the period. On “Fessa” John Hook’s Beach Music Top 40 for 1970, the record finished No. 2 — the year Hook’s work identifies as the point the music came out of a long flat stretch. It was near the top of this coast’s list the same year it was near the top of America’s, and the two lists were not measuring the same thing then any more than they are now.

Then Johnson made the relationship permanent. He reformed Chairmen of the Board in 1978 and pointed the band squarely at the Carolinas, and in 1980 he started Surfside Records in Charlotte. The group that would go on to make “Carolina Girls” — which is the No. 1 record on the Surf’s all-time list, with this one at 18 — was a Detroit-charting national soul act that decided to become a regional one on purpose.

A song that keeps getting recut

The Chairmen went back to it themselves in 1987, folding it into the Loverboy Medley with the shag tempo of that decade under it. Angela Clemmons cut a post-disco dance version in 1983. The Mystic Soul Bubbas gave it a grittier late-career deep-soul reading in 2005. And in 2000 Terri Gore recorded it for the This Is Beach Music album — which puts a small point on this issue, because Terri Gore has a brand-new record entering the Surf Countdown at No. 12 this very week.

The pattern, two weeks running

Last week this feature covered a Drifters record that was a Top 5 hit in Britain and did not chart in the United States at all, and is now the 15th greatest beach record ever made according to the people who vote here. This week it is a Motown-lineage record made in Detroit by writers using a false name, that went to No. 3 nationally and then quietly became something else entirely on two hundred miles of South Carolina and North Carolina coastline.

Neither record was made for this place. Both of them ended up belonging to it. That is not a charming accident that happened twice — it is the ordinary way the beach music canon has always been assembled. Somebody somewhere makes a record for their own reasons, and a dance floor eight hundred miles away decides what it is actually for.

“Give Me Just a Little More Time” — Chairmen of the Board • Released December 1969 on Invictus • Written by Ronald Dunbar and Edythe Wayne (Holland-Dozier-Holland) • Lead vocal General Norman Johnson • No. 3 US Billboard Hot 100 and No. 3 UK, 1970 • No. 2, “Fessa” John Hook’s 1970 Beach Music Top 40 • No. 18, Surf’s All Time Top 100 Beach Music Songs, May 25, 2026

SURF HISTORY • HALL OF FAME

Twenty-Eight Years of Beach, Boogie and Blues

On an August weekend in 1998, 94.9 rewound the tape — and Carolina beach music finally got a full-time home of its own on the Grand Strand

Listeners who happened onto 94.9 FM on the weekend of August 18, 1998, heard something that made no sense at all.

A single line from Vanessa Williams’ “Start Again” song — “pick the pieces up and start again” — played over. And over. And then came the sound of a tape rewinding, and the line started up once more.

It went on like that for two days. Then, on August 19, the rewinding stopped and Billy Stewart’s “Summertime” came out of the speakers, and the Grand Strand had a beach music station.

That was twenty-eight years ago last week.

Before the Surf

It is worth remembering what 94.9 had been up to before it found its calling, because the contrast is part of the charm.

The frequency signed on in 1993, and by the middle of that decade it was simulcasting country programming from WYAK. Then came a strange and wonderful stretch of radio. On New Year's Day 1997, the station played "Macarena" better than two thousand times — several different mixes, for whatever that is worth — and then became "W-ELVIS" for the weekend of Presley's sixty-second birthday. After that it stunted through one format after another before settling, for a while, on smooth jazz. When Frank Sinatra died in May 1998, the station cleared the decks and played nothing but Sinatra all weekend.

Three months later it rewound the tape.

A first — stated precisely

WVCO became a full-time Carolina beach music station on the Grand Strand. That is the claim, and it is worth making carefully, because the music's radio history did not begin in Ocean Drive.

The first full-time beach music station anywhere was WRDX — "Beach 106" — the 100,000-watt signal "Fessa" John Hook launched from Salisbury, North Carolina, in October 1986. Hook consulted on the Surf's 1998 launch, emceed weekend remotes up and down the coast through 1999, hosted syndicated programs on the station, and took the morning drive shift beginning in February 2000.

But for the stretch of coast where the shag was born — where the music had been played in the clubs and on the jukeboxes for forty years without ever having a station of its own — 94.9 was it. Music that had come up out of the pavilions along the Strand finally had a full-time signal broadcasting from the Strand.

Twelve in a row

The industry noticed almost immediately.

Beginning in 1999 — the station's first full year in the format — WVCO won FM Radio Station of the Year at the Carolina Beach Music Awards. It won again in 2000. And 2001. And every year through 2010.

Twelve consecutive Station of the Year awards. It is, by a comfortable margin, the longest run any station has managed in that category in the CBMA's thirty-one-year history.

The station's countdown shows built a comparable record. Since the CBMA added a Radio Show category in 2010, a Surf-branded countdown has won it thirteen times in sixteen years — Ray Scott took the first one in 2010, Ted Bell won seven, Mike Worley added two, and Jay Kinlaw and Bo Gilbert have taken it three times as "Surf Countdown."

The voices

A format is an idea. What listeners actually attach themselves to is a voice, and the Surf has had a remarkable run of them.

Early lineups included Billy Smith, Ted Bell, John Fesa Hook, Ray Scott and Freakin' Deacon Dawson. Jason Justice arrived in 2011 with "The Judge" and "Fat Harold's LIVE." Stevie B took mornings in 2012. Mike Worley brought "The Edge Radio Show" in 2016. Jim Morgan joined in 2017 with "A Joyful Noise" on Sunday mornings and moved into the morning show in January 2018.

Ted Bell deserves a paragraph of his own. He won the Larry Crockett Award for FM Radio DJ seven times between 2010 and 2016, was honored by the CBMA in 2012 for fifty years in radio, and went into the Hall of Fame in 2019 alongside Ray Scott. His "All Request Beach Café" ran on listener phone calls, Facebook messages and email — and his countdown was built the old-fashioned way, from requests, from sales reports at Judy's House of Oldies and the Wax Museum, and from a Beach Music 45 chart.

The quiet winter

Then, in the winter of 2010–11, the music stopped.

Station owner Harvey Graham died in mid-December 2010. On January 16, 2011, 94.9 went silent.

For listeners up and down the coast and scattered across the country, the silence was the story. There was no other station doing what the Surf did.

It lasted about three months. In Early April 2011, 94.9 came back — at reduced power at first, simulcasting for a brief stretch with WNMB-AM 900, and restored to full power by that May.

Ownership and operations have continued under the Worley family since.

Hall of Fame

Here is the detail that makes 2011 worth pausing over.

In the same year the Surf went dark, lost its twelve-year hold on Station of the Year, and clawed its way back onto the air, the Carolina Beach Music Awards inducted WVCO 94.9 The Surf into the Hall of Fame.

It was the first radio station ever inducted. In thirty-one years of CBMA Hall of Fame classes, only three stations have followed: WLWL in Rockingham in 2013, WNCT 107.9 in Greenville in 2020, and WSGE 91.7 in Dallas, North Carolina, in 2024.

That is why this week’s Hall of Fame column is the station itself. Every other week this space belongs to a record or a performer. This week the Hall of Famer is the signal.

Twenty-eight and counting

The studio has moved more than once. It started in Myrtle Beach, in the building that was to have housed the Born In the Carolinas museum. In 2006 it moved to 429 Pine Avenue in North Myrtle Beach, alongside WNMB. In 2011 it moved into the Horseshoe section of Ocean Drive where it sits at 98 North Ocean Boulevard, inside the Ocean Drive Beach and Golf Resort.

The signal is a Class C3 out of Loris, and it reaches from Myrtle Beach up toward Wilmington. But the reach that matters now is the one that has nothing to do with the transmitter. Hook and Earl Taylor put the broadcast onto the internet in 2001 or 2002, early for a market this size, and today the stream carries Ocean Drive to listeners in New Jersey, in the Upstate, in Brazil — people who have never stood on the Boulevard and people who count the days until they can get back to it. Two Saturdays ago it reached the San Francisco Bay, where a couple had it on for their hosts.

94.9 remains the official station of the Society of Stranders and a sponsor of the Carolina Beach Music Awards. The current weekday lineup runs Jim Morgan in the mornings, Jim Quick’s Best Day Ever with Harper Sanders, and Darrell “DJ Heavy” Harris Traffic Jam and Southern Soul in the afternoons. Jay Kinlaw, who has co-hosted the Surf Countdown to three CBMA Radio Show wins on Saturday mornings, enters the CBMA Hall of Fame himself with the Class of 2026 this November.

Twenty-eight years ago the station spent a weekend playing one line on a loop and rewinding the tape. It has not had to rewind anything since.

Sidebar — The Surf at the CBMAs

Verified against the CBMA previous-winners and Hall of Fame records at cammy.org, August 2026

CATEGORY	THE RECORD
FM Radio Station of the Year	Twelve consecutive: 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010
Hall of Fame — Station	WVCO 94.9FM The Surf, Class of 2011. First radio station ever inducted.

CATEGORY	THE RECORD
Radio Show of the Year	Thirteen of sixteen years: Surf Top 40 Countdown (Ray Scott) 2010; Surf Top 20/Top 40 Countdown (Ted Bell) 2011–2017; Surf Countdown (Mike Worley) 2019, 2021; Surf Countdown (Jay Kinlaw & Bo Gilbert) 2022, 2023, 2024
Radio DJ of the Year, credited to WVCO	Mike Worley 2021; Jim Quick 2023
Larry Crockett Award (FM Radio DJ)	John Hook 2002; Ray Scott 2004, 2006, 2007, 2008, 2009; Billy Smith 2005; Ted Bell 2010, 2011, 2012, 2014, 2015, 2016; Mike Worley 2019
Hall of Fame members with Surf ties	Billy Smith (1998), Freakin’ Deacon (1998), John Hook (1996, 2000), Ted Bell (2019), Ray Scott (2019), Jim Quick (2020), Eric Bowman (2023), Jay Kinlaw (2026). Harold Worley received the CBMA Lifetime Achievement Award in 1996 for the Spanish Galleon.

DJ SPOTLIGHT

The Voice Next to JQ

Harper Sanders came to the Grand Strand by way of Clemson. She wakes it up every weekday morning.

Many weekday mornings on 94.9, a man who has won Entertainer of the Year at the Carolina Beach Music Awards nineteen times gets on the air and starts talking.

Somebody has to answer him.

That job belongs to Harper Sanders, and if you have listened to the Surf at any point in the last year you already know the sound of it — Jim Quick heading somewhere unpredictable at ten in the morning, and a younger voice with a Carolina accent steering him back toward the point.

Who she is

Sanders is a Clemson alumna who now makes her home in Myrtle Beach. She came to the Surf as an intern and has found herself in the second chair on one of the station’s flagship programs after graduating this year. She remains an unrepentant Tiger fan. She lists her faith first when she introduces herself, ahead of the job and ahead of the school.

The room she walked into

It is worth understanding what it means to be handed the other microphone on the Best Day Ever Show.

Jim Quick is not a disc jockey who happens to play beach music. He is one of the most decorated figures the format has produced — Entertainer of the Year nineteen times between 1996 and 2025, a Carolina Beach Music Hall of Fame inductee in the Class of 2020, CBMA Radio DJ of the Year in 2023, and the voice behind “Swamp Soul,” which has taken Syndicated Radio Show of the Year three years running with Bo Gilbert. His band, Jim Quick and Coastline, has won Group of the Year three times and put a shelf of albums and singles into the CBMA record book. He has two records on this week’s Surf Countdown, at No. 4 and No. 6.

On Wednesdays he premieres the new beach music releases coming out of the Carolinas — the songs that will turn up on Jay Kinlaw’s Surf Countdown on Saturday and, some of them, on the CBMA ballot in the fall. That is not a small chair to sit across from.

The generational trade

Here is what makes the pairing work, and why it matters more than a typical morning-show dynamic.

The Surf turned twenty-eight this month. The format is older than its newest host. Quick brings four decades of the music in his hands: the deep cuts, the session players, the stories about who cut what, where and which

club it broke in. Sanders brings the other half of the equation — the everyday register, the local banter, the questions a listener might actually ask out loud, and the future.

Beach music has always faced the same quiet problem. It is a format built on memory, and memory does not renew itself. Every station that plays this music has to find a way to hand it forward without hollowing it out. Putting a young Carolina voice next to a Hall of Famer, five mornings a week, is one answer — and a more durable one than any promotion.

Listeners have noticed. The response to Sanders on the station's Facebook page has been warm and immediate, and the running joke that her real job is keeping JQ in line has taken on a life of its own.

Get to know more about **Harper Sanders** on an upcoming [Surfside Stories](#) Podcast with Wayne Troutman to be released on Thursday August 27th, 2026

Out of the studio

Harper Sanders is part of the Advertising, Sales, Marketing and Promotions Team at 94.9 The Surf. Reach out to Harper to get more exposure for your business. Advertise with us at the Surf.

Sanders also turns up alongside Quick at the Surf's live broadcasts around North Myrtle Beach. The signal reaches Wilmington and the stream reaches everywhere, but this format lives in rooms with people in them.

Twenty-eight years ago this station spent a weekend rewinding a tape before it found its voice. Some mornings finding a voice takes a lot less time than that.

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.

The SURFLINE

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