



North Carolina Association of Broadcasters

NEWS RELEASE

NCAB Honors Four North Carolina Broadcasters

For Release: June 25, 2013

RALEIGH, NC, (June 25, 2013) – The North Carolina Association of Broadcasters at its Annual Convention last night in Greensboro awarded four outstanding North Carolina media executives for their contributions to broadcasting and to the state of North Carolina.

2013 NCAB Distinguished Service Award

J. Daniel (Danny) Highsmith was named Regional Vice President of Beasley Broadcast Group, Inc. in Fayetteville, NC in January 2007. Highsmith has been with Beasley Broadcasting for 42 years, starting in 1971 as a sports announcer/ account executive. By the mid 1970s, he was made Vice President/ General Manager of WFAI-AM in Fayetteville, a job he continued until 1986 when he assumed the VP/ GM duties for WKML-FM. Later, Beasley purchased WFLB-GM, WZFX-FM, WUKS-FM, and WAZZ-AM. In 2001 Highsmith was asked to become VP/ Market Manager for all the aforementioned stations and remained as such until January 2007.

Highsmith is a member of the Methodist University Board of Trustees. He also has served as President and Board member of the Kiwanis Club of Fayetteville, President and Board member of the United Way of Cumberland County, President of the Fayetteville Family Life Center, and President of the local Salvation Army Advisory Board in Fayetteville. Highsmith has also served as President and Board member of the North Carolina Association of Broadcasters. He lives in Fayetteville, NC with Faye, his wife of 47 years. Together they have two grown sons and four grandchildren.

2013 NCAB Hall of Fame Award

Stuart W. (Stu) Epperson is Chairman of the Board of Salem Communications Corporation, a leading U.S. radio broadcaster, internet content provider, and magazine publisher targeting audiences interested in Christian programming. Salem Communications has 96 radio stations that include 67 stations in 24 of the top 25 markets and operates SRN News, which has over 2,400 affiliates with approximately 90 in North Carolina. Epperson has served as Chairman since founding the company in the early 1970's with his brother-in-law, Edward Atsinger. Epperson has been involved in broadcasting since the early 1950's, when he first worked as a disc jockey. He has been engaged in the ownership and operation of radio stations since 1961, when he built his first station in Roanoke, VA, soon followed by WKBX in Winston-Salem and WRBX in Chapel Hill.

Epperson is deeply involved in helping at risk kids and the homeless in Winston-Salem. He is the founder of the Winston-Salem Rescue Mission, Salem Pregnancy Support Center, One Kid at a Time Mentoring and the Christian Association of Youth Mentoring, a national effort to find mentors for at-risk kids.

2013 NCAB Hall of Fame Award

Robert (Bob) Lacey began his career in radio at the young age of 9. At 22, he launched the first-ever evening phone-in show *Lacey Listens* on powerhouse AM station WBT in Charlotte, NC. By 25, Lacey moved to morning-drive with his own talk show. During the 1980s, Lacey hosted Charlotte's award-winning television program *PM Magazine* where he received an Iris award in 1985 for Best Produced Local Television Feature in the Nation.

Lacey returned to radio in 1990 as a morning host at WBT's FM counterpart (now WLNK), where the *Bob & Sheri* show is still produced today. Lacey and Sheri Lynch met in 1991 while Lacey was searching for a co-host. Lacey spearheaded the hiring of Lynch, pioneering a new format giving women equal power in a male dominated morning radio environment. The *Bob & Sheri* show is heard on more than 43 affiliates across the U.S. The team just celebrated 20 years on air as the *Bob & Sheri* show, with 15 of those years being syndicated. Lacey has been nominated numerous times for Billboard Magazine's Radio Personality Award. He has been named three times to the TALKERS Heavy 100 most influential talk radio personalities in the Country. In 2005, *Bob & Sheri* won the prestigious Gracie Award® for Best Talk Show/Radio. The team has been nominated nine times, for radio's most prestigious honor – The National Association of Broadcaster's Marconi Award.

Lacey supports the American Armed Forces through advocacy and public awareness efforts through the *Bob & Sheri* show's contribution to the American Forces Network and his personal involvement with the USO and The Wounded Warrior Project. He also aids in fundraising and public education campaigns for Autism Speaks, the American Heart Association, the American Red Cross and World Vision. Hosting the Heart Ball for the American Heart Association in Charlotte, NC, Lacey helps raise over \$740,000 annually.

2013 Wade H. Hargrove Community Leadership Award

J. Ardell Sink is CEO of Mark Media Radio Stations. He began his radio career in the 1950's with WBUY, Lexington, NC. Sink founded WKYK in 1967. Over the years he was involved in the ownership and operation of a dozen other stations including WTOE, Spruce Pine, WISE, Asheville, WTZQ, Hendersonville along with stations in the Charlotte, NC market and the Greenville and Charleston, SC markets. In 1985 Sink purchased The Yancey Journal, Burnsville newspaper.

Sink has contributed to his community by serving on several boards as President or Director of local civic groups and organizations that include the United Way, Economic Development Commission, Mountain Friends, Parkway Playhouse, Blue Ridge Hospital Systems, Mayland Community College, Daniel Boone Boy Scout Council, Rotary Club, and Yancy Community Medical Center. He believes in trying to make a difference for his listeners, advertisers and the communities he serves. Sink is a great believer that you must give back into the community and leave the woodpile higher than you found it.

About NCAB

The North Carolina Association of Broadcasters is a statewide organization of public and commercial radio and television broadcast stations. The purpose of the Association is to promote closer cooperation and understanding among members; to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and the broadcasting industry; and to help educate the public and business generally concerning the uses and values of broadcasting advertising. Additional information is available on the NCAB website (www.ncbroadcast.com).

For more information, contact:
Lisa Reynolds, Executive Manager, NCAB
919-821-7300