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**RAVENSWOOD RADIO STATION DECLARED “DEAD” LESS THAN TWO YEARS
AGO WINS FOUR WEST VIRGINIA BROADCASTERS ASSOCIATION
EXCELLENCE IN BROADCASTING AWARDS**

(Ravenswood WV) The little white cottage at 527 Gibbs Street in Ravenswood has housed 1360 WMOV Radio for nearly 50 years. The station has seen more than its share of good times and bad, much like the communities in Jackson County it has faithfully served down through the years. Now, the small reception area in front of Studio “A” has four sparkling new additions to its mantle; they’re Excellence In Broadcasting Awards from the West Virginia Broadcasters Association including News/Talk/Sports Station Of The Year. And, the awards are even more amazing when you find out that WMOV almost went away forever just a few months back.

The late longtime WMOV owner Rex Osborne, well past retirement age, sold WMOV and its newer FM sister station several years back to a big city radio broker from Baltimore. The new owner didn’t see much need in keeping the stations in Jackson County...or keeping little WMOV at all. He promptly moved the FM station to a more profitable town across the Ohio River and sold WMOV to a retired radio engineer from Dayton named Harold Parshall. Parshall retooled the old, run down equipment and had even gotten a new license for the daytime only station to broadcast 24 hours a day, when he suddenly died of a massive aneurysm while back in Ohio visiting his grandkids in 2004.

After a failed turn at hiring a General Manager to run the station, Parshall’s family turned to West Virginia native and veteran national broadcast consultant Burke Allen for assistance. “The station was literally 5 hours away from signing off forever when my plane landed in Charleston and I hopped in the car for the quick trip up to Ravenswood. The manager had packed up all his stuff, along with some station property, and peeled out of the driveway moments after I got there. I spent the weekend in Ravenswood, figuring out how to run the equipment to keep the station on the air. That very weekend a major flood and a tornado hit parts of West Virginia. There was no other radio station in the county to give emergency information, so I stayed up all night giving weather forecasts and storm details on the air. I realized then that Jackson County really needed the station, and if I didn’t do something quick, WMOV would go away forever.”

Enter Jackson County native and West Virginia Radio veteran Greg Carter. After the pair’s first meeting, it was obvious to Allen that Carter was the guy to turn the station around. “Greg has a real passion for Jackson County; his kids were in school there, he knew all the local business folks and he really wanted to dig in and do the hard work to put the station back together again.”

The two worked non-stop over the next several months; Allen from his Washington, DC office and Carter on the ground in Ravenswood, rebuilding the radio station from the ground up. “When we took over, there was only one client on the air at the radio station; the Second Baptist Church with their Sunday service. The equipment didn’t work right, the station sounded like a vacuum cleaner was running over the on-air signal, and the music format was horrible. No one was listening, and no one cared” said Carter, sitting behind his cluttered desk at the radio station.

Allen went several thousand dollars in debt right away fixing the station, while Carter literally had a heart attack (he's OK now) from the stress.

But, after several hard months and with help from a handful of local folks including Scott Miller at Citizens First Bank and Charleston radio engineers Randy Justice, Noel Richardson, Larry Koenig and Larry Schockley, WMOV began to show signs of life.

Carter says "One of the first things we did was to give the radio station back to the community. We replaced the canned country music format, which was available at about a dozen other stations, with local weather every 15 minutes. We added news at the top of every hour, local sports coverage of the high school teams and live broadcasts from all the important local events like the Junior Fair Livestock Sale, High School Graduation ceremonies and the Ripley Fourth of July parade."

It didn't take long for people to notice all the changes. Soon there was a West Virginia Morning News show, MetroNews TalkLine in middays and Fox TV's Bill O' Reilly in afternoons. Plus, Sporting NewsRadio at night and special shows on parenting, gardening and lots more every weekend. Then, the crowning touch; a local Jackson County talk show, 1360 Live, airing weekday mornings from 9am to 10am from the little cottage on Gibbs Street. "We've talked to everyone from Governor Manchin to October Sky author Homer Hickam to the local mayors and sheriff. It's like a Town Hall meeting on the air, and everyone seems to be listening" says Carter, the host of 1360 Live.

Advertisers have noticed too; the state's largest automotive dealership Tom Peden Chevrolet in Ripley, joined several other smart local businesses and signed on this year for an annual marketing contract with WMOV. The station has become so popular that listeners will often go into their local businesses and ask why they haven't heard about the store on WMOV.

Then, April 8th in ballroom of the Radisson Waterfront in Morgantown, the awards came, one after the other. There were four in all, and by the end of the night WMOV had won every category they were nominated in. Best Talk Show for 1360 Live, Best Sports Play By Play for Ravenswood Red Devil football and basketball coverage, Best Spot News Coverage and the biggie; News/Talk/Sports Station Of The Year!.

Carter couldn't be more thrilled. "Jackson County is a great place to live, we're so proud to be part of the community and give it a voice. These awards are really for the people here, for supporting WMOV and we really appreciate it". With that, Carter puts on his jacket, grabs his laptop and is off to visit potential station clients for the afternoon.

Allen, on the phone in Washington, is clearly pleased with how it's all worked out. "Greg's done a great job of marketing WMOV as a great radio station. Now we're ready to put the station to work to help market those local businesses in Ravenswood and Ripley and really help them succeed too. Neighbors helping neighbors. That's why I'm proud to be from West Virginia; that's what West Virginia is all about."