

## Artist of the Month

# Frank B. Patterson of WORZ 104.3 Ocean Reef Radio

Frank Patterson was "off the rock" at the time of this interview so we had to do it by email and telephone.

CT: How did you get involved with radio?  
 FP: I started a radio station in High School with a few other students and also worked at my college station WSLY 1600AM, Wesley College, Dover, Delaware as the afternoon Diver DJ. I then went on to writing insurance coverage for radio stations in the early 80's. I became a partner in a large group of stations with locations in CA, NV, AL, SC and OH that were ultimately purchased by Clear Channel.

CT: What is unique about WORZ?  
 FP: When I built it in 1994 it was WORC FM, a cable TV audio channel. When we got our FCC License in 1999 we became WORZ and the first station in the country to become fully automated.

CT: You split your time between Greenville, SC and Key Largo?  
 FP: Yes, I am building other community radio and TV stations for some very exclusive communities in western NC and SC. My family, wife Frances (of 27 years) and sons Hunter (23) and Bryant (17), live in Greenville and we also have a lake home on Lake Keowee. I'm spending a lot of time up here building the stations. Starting in May WORZ will be adding 2 South Florida TV Stations to its partners in media.

CT: What benefit will there be to the Keys with TV Stations at WORZ?  
 FP: It will bring more coverage

to the Keys and not just Ocean Reef. The stations like our location because we are so mid-way from Ft. Lauderdale, Miami and the Keys. Just their offices and a small studio will be located there and it will give WORZ more resources to broadcast additional information that will be beneficial to our listeners.

CT: Now that you are streaming who are your listeners?  
 FP: We are now getting an average of 325,000 plus hits a month in the Keys, thanks to the advertisement in the Coconut Telegraph. The members of ORC and Angler's Club listen at home, in their car and even in their golf carts! Remember, in addition to the 2,000+ homes and docks there are also some 4,800+ social members that do not live there that listen on line. There is also a member class called Legacy, these are children of members that have their own membership. I don't know the exact number of them but I'm guessing around 1,200. The average listener listens on the web for over 5 hours. The station is aired 24/7, 365 days a year but we only do Sponsorship Spots during the day (6:00 AM to 10:00 PM). WORZ does not sell advertising; we receive sponsorships as we are a 501 C corporation. We only take up to 45 commercial sponsors a year. Each sponsor gets to participate in many ways with the Ocean Reef and Angler's Club communities. In addition, WORZ will interview each sponsor in detail and air that interview many times throughout the year.  
 CT: What are the people at Ocean Reef really like?

FP: I have been coming to ORC since the early eighties and the members have become some of my very best friends and extended family, as well as many throughout the Keys. They are very caring, down to earth people. By owning the station I have had the opportunity to get involved with many of the charities and community functions that I may not have taken the time to do otherwise.

CT: What do you like about ORC and the Upper Keys?  
 FP: Ocean Reef has many interesting people that care about the community they live in. They participate in not only functions at ORC but have helped with many charities in the Keys and South Florida. I love the water, it gives me a feeling of serenity, and being a cancer survivor I cherish every day. In the Keys I feel like I am part of one big family. I hope that when my wife and I retire we will have more time to visit the Keys together and relax. One of the neat things about ORC is that 90% of the transportation is on golf carts. Advantage Golf Carts supplies the station with EZGO carts to use. This is great as it saves a

lot of money on gas and makes ORC and Angler's Club a greener community.

CT: What do you like to create?  
 FP: I love creating the show. In the industry we call the creator, sponsor or producer of the show the "angel". Well, I do not expect to be known as an angel but I like coming up with new ideas that help the station and its sponsors. At WORZ I like to do programming that is not on any other stations, and I have the luxury of personally knowing most of my listeners and they do not hesitate to call in and let me know what they like or dislike.

CT: What are your plans for the future?  
 FP: My goal is to work better with other local stations. In this market and economy we all need to work together. I still believe that local radio is best. Satellite cannot provide the instant information that we need during an emergency that we can. Now with the merger of XM and Sirius followed by Chapter 11 we are finding that they cannot get to the market place the way local radio can.

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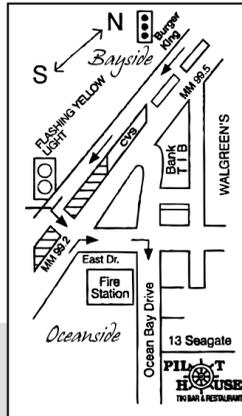
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## Restaurant of the Month

# The Island Grill

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exceptional view in the "heart" of Islamorada  
 Jack McCormick has managed the restaurant for 5 years and turned it into a thriving business. Last year he and his partner, Sam Nekhaila, purchased the place. Since then they have opened another tiki bar and seating on the beach, they increased their hours to include a full breakfast menu and the low prices and great food make it the favorite

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