

Curtis Bio

Curtis McKinney started in radio at age 17 when a local country station asked him to cut voiceovers for \$2.00 each. That led to bigger opportunities such as announcing Monster Truck Rallies and occasional "Live" remote from a local business. These days, you may not see Curtis around Southeastern New Mexico as much as you used to, but you definitely hear him. At any given time you can hear spots created by Curtis on practically all of his local market radio stations, movie theaters and television stations. His voice and personality has become one of the most requested in his area and with The Metal Shop Live under his belt and growing bigger than ever, things are not slowing down.

Curtis realized that he had the gift of gab at a young age; or at least the gift of getting under people's skin. In 1998, he began hosting a one hour talk show that was broadcast over the internet called The Rant!. The show was an immediate hit and drew listeners from all over the world. With over 35k people a month tuning in to his show (a serious amount of people at that time for Internet radio), Curtis knew he had found his calling. The Rant! aired for seven years before Curtis decided to walk away to pursue terrestrial radio.

In 2007, Curtis talked with KCDY station owner Don Hughes about airing a rock show on his Adult Contemporary station. While Don was reluctant to give the tattooed Curtis a shot on his station, he finally agreed, but not without a price. Don charged Curtis \$250.00 per month for the air time and Curtis jumped at the chance; the timeslot was 8PM-11PM on Friday nights. Curtis enlisted the help of a friend named Shawn to co-host and The Shawn and Curtis Rock Show was born.

After 14 months on the air with KCDY, The Shawn and Curtis Show was a hit and Curtis was approached by Coyote 107 Station manager Will Rooney to "Chat about things". After a meeting, Will offered Curtis the opportunity to go to Coyote 107.1 and bring his show. Same timeslot, no salary, but the show would no longer pay to be on the air and there would be performance bonuses. Curtis jumped at the chance. Even though he was a small fish in a big pond at 107, Curtis looked forward to proving that he had what it took to be taken seriously in radio.

After two shows on Coyote, Shawn was released by Curtis due to lack of work ethic. After being terminated, Shawn was never heard from again. This left a huge void in the show. Curtis was nervous because he knew this was not going to be the same show without Shawn, but Curtis stood by his principles. He made the decision to cut the dead weight and go solo; but what if his new station manager Will Rooney didn't want to air the show under the new format? With only two shows under his belt at the 100,000 watt 107, there was already a problem... it could have been the end!

Curtis and Will sat down and had a discussion about Shawn's release. After listening to the plan Curtis had, Will said he was not worried and that there was no danger of the show being cancelled. Minutes before Curtis took the air solo he had to decide on a new name for the show, something he had totally overlooked in the midst of everything going on. The "Shawn and Curtis Rock Show" would obviously not work anymore. With 5 minutes remaining before the show went live, Curtis talked to a friend of his from

one of the big Rock stations in Texas about his problem. With literally a couple of minutes before the live show started, no one seemed to have anything solid to offer, but Curtis was given food for thought. The “on air” light came on, the live show started and Curtis uttered the new show name for the first time, “The Metal Shop Live”. It was a split second decision; much the way the show had always been to that point, pure adrenaline. Curtis may have been flying by the seat of his pants, but the show was an instant fan favorite and has been ever since.

With a new name came the task of finding the right fit as co-host. Curtis tried several people over the next year, but never found a fit that he felt comfortable with. Everyone that vied for the coveted spot seemed to have some sort of greater aspirations or seemed to only want to use the show as a stepping stone for television. While he met some great people, Curtis couldn’t find the one that would take the show to another level. Then it happened.

A childhood friend got in touch with Curtis to ask about a microphone; he said he was fixing to start a new talk show and knew Curtis was in radio so he wanted his opinion. Curtis was shocked to hear from his oldest childhood friend; they hadn’t talked in over 12 years! The two immediately started reminiscing. After catching up, Curtis invited Brad Hennington to come on The Metal Shop Live to see how he liked it. The rest is history. Brad gave up his talk show idea and joined The Metal Shop Live as a permanent figure.

Brad made an immediate impact and Curtis knew he had found the missing piece due to this fluke phone call. The show has never been the same since Brad’s arrival and things have grown to levels neither Curtis nor Brad thought would be possible.

The humor and antics of Curtis and Brad push people’s buttons and entertain. The Metal Shop Live is not for the faint of heart, but it has a lot of fans around the world that tune in every week and it is growing at an amazing rate. Brad and Curtis love what they do and never leave the listener bored!

With hard work comes progress. In March of 2013, The Metal Shop Live signed a syndication contract with Fox Rock Communications. This is what every radio personality wants, the opportunity to grow and have a great company backing you. Now the hard work really begins as Brad and Curtis take the show to a new level in hopes of dominating the FM dial across the United States, much the same way they have dominated SE New Mexico and West Texas. Stay tuned, this ride is starting all over again and it’s only getting bigger!

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