



news release

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FOR IMMEDIATE RELEASE

Western Reserve PBS Presents Radio Daze: Cleveland's FM Air Wars

New production documents Cleveland FM rock radio in the 1970s

KENT — Nov. 18, 2008 — Jeff and Flash, Matt the Cat, Kid Leo. To outsiders, these names may sound absurd but to thousands of northeast Ohio baby boomers, they are part of the wild ride that was FM radio during the 1970s and '80s.

A new documentary based on the book *Radio Daze: Stories From the Front in Cleveland's FM Air Wars* by Mike Olszewski will air on Western Reserve PBS on Tuesday, Dec. 2 at 9:30 p.m. The program repeats on Friday, Dec. 5 at 9:30 p.m. and Sunday, Dec. 7 at 1:30 p.m. It presents the dramatic rise of northeast Ohio's FM rock scene, from its early days on college and ethnic stations manned by hippie disk jockeys to a billion-dollar entertainment industry. Other radio personalities featured include Billy Bass, Betty Korvan, Ted Lux, Murray Saul and Denny Sanders.

WMMS-FM, where Olszewski worked beginning in 1988, features prominently in the story. Olszewski, who now is co-host of the Morning Show on WNCX-FM in Cleveland, produced the film along with Tom Cummings and Dave Rogant.

“When my partners Tom Cummings and Dave Rogant and I set out to capture Radio Daze in a TV documentary, we aimed to show the social, cultural and political changes that helped shape FM rock radio,” Olszewski said. “It’s not about one station, but a number of very creative and very competitive air staffs that evolved and helped forge the strongest radio audience in America.”

The video stands as a historical document of a time when FM radio was the most important source of entertainment and information for the baby boom generation. According to Olszewski, “Radio Daze also features interviews with the pioneers of the medium and additional footage that should prove to us all what a long, strange trip it has been.”

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About Western Reserve Public Media

Western Reserve Public Media (formerly PBS 45 & 49) is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation and consortium of Kent State University, The University of Akron and Youngstown State University. A trusted community resource, Western Reserve Public Media uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. Western Reserve PBS, a service of the organization, is the only broadcast television service that reaches all of northeast Ohio. It is available to 1.8 million households and 4.4 million people in the Cleveland and Youngstown designated market areas. In an average week, over 500,000 households tune in. Through funding from eTech Ohio, Western Reserve Public Media provides K-12 educational technology training and instructional television programming to 21,500 educators and 256,700 students in eight Ohio counties. For more information about the organization, visit www.WesternReservePublicMedia.org or call 1-800-554-4549.

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