



## news release

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**FOR IMMEDIATE RELEASE**

### **Turn Blue: The Short Life of Ghouardi to Premiere on Western Reserve Public Media Channels**

KENT, Ohio — Thursday, Oct. 8, 2009 — For northeast Ohioans who grew up in this area in the 1960s, the new TV production **Turn Blue: The Short Life of Ghouardi** is an entertaining blast from the past. Ernie Anderson, who played Cleveland's counter-culture media celebrity Ghouardi, hosted WJW-TV's late-night horror movies from 1963 to 1966 and was an incredible influence locally.

The one-hour production will premiere on Western Reserve PBS on Tuesday, Oct. 27, at 9 p.m. It repeats on Wednesday, Oct. 28, at 2 a.m. and Saturday, Oct. 31, at 4 p.m. **Turn Blue** also will air on Western Reserve Public Media's new Fusion channel on Thursday, Oct. 29, at 8 p.m. and Saturday, Oct. 31, at 7:30 p.m. More information about Fusion can be found at [www.WesternReservePBS.org](http://www.WesternReservePBS.org).

**Turn Blue** is the work of award-winning producer/director Phil Hoffman, Ed.D., who also teaches radio and television courses at The University of Akron. It is the latest in a series of local history productions that Hoffman has created in cooperation with Western Reserve Public Media.

"The process of creating this film began with my discovery of a book 'Ghouardi: Inside Cleveland TV's Wildest Ride,'" Hoffman said. "Authors Rich Heldenfels and Tom Feran do an excellent job of making the case for Ghouardi's place in the pantheon of local TV hosts who had an impact on a generation of young minds weaned on TV during the 1960s."

At WJW-TV 8, Ernie Anderson was working as an announcer when the station asked him to don a fright wig and serve as the host of a late-night horror movie series. Ghouardi was born. Within just a few short weeks, Clevelanders were shouting phrases including "knif," "Oxnard" and "blue." Anderson's Ghouardi would begin a local TV tradition that would continue with Hoolihan and Big Chuck and Little John Rinaldi well into the first decade of the new millennium.

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**Turn Blue** chronicles Anderson's wild ride on Cleveland TV and includes interviews with Heldenfels, Feran, "Big Chuck" Schodowski, Dick Goddard, Mark Dawidziak and many other colleagues and witnesses to the Ghoulardi phenomenon.

Sneak previews of the production will be held at the upcoming Ghoulardifest, to be held Oct. 23-25 at The Marriott, Cleveland Airport. More information about this event can be found at [www.theghoulardifest.com](http://www.theghoulardifest.com).

### **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. The organization also operates three standard definition channels, Fusion (WNEO.2/WEAO.2), MHz Worldview (WNEO.3/WEAO.3) and V-me (WNEO.4/WEAO.4).

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](http://www.WesternReservePublicMedia.org) or call 1-800-554-4549.

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