



press release

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FOR IMMEDIATE RELEASE

Rock documentary premieres in September, spawns reunion concert

Akron, OH, Aug. 25, 2005 — University of Akron filmmaker Phil Hoffman is rocking Akron again. In September, his new documentary “If You’re Not Dead, Play!!” will premiere at the Akron Public Library and will air on PBS 45 & 49. The documentary is a sequel to “It’s Everything and Then It’s Gone,” which chronicled the rise of Akron rock legends like Devo and Chrissie Hynde.

The Akron-Summit County Public Library will host a premiere of the new documentary on Wednesday, Sept. 21, at 7 p.m. in the Main Library Auditorium, 60 S. High St. in downtown Akron. Two of the bands featured prominently in the documentary, Akron’s Unit 5 and Chi Pig, will present rare live performances.

“If You’re Not Dead, Play!!” will air on PBS 45 & 49 on Wednesday, Sept. 28 at 8 p.m., with a repeat airing on Thursday, Sept. 29 at 11 p.m. Hoffman’s “It’s Everything and Then It’s Gone” also will air on Tuesday, Sept. 27 at 8 p.m. Both shows are part of a national PBS week-long celebration of the 1960s called “Talking ‘bout My Generation.”

The premiere is sponsored by PBS 45 & 49, the Akron-Summit County Public Library, and The University of Akron School of Communication.

A resident of Wadsworth, Hoffman is the manager of media facilities and general manager of Z-TV in the UA School of Communication. For more information, contact him at 330/972-6217 or phoffman@uakron.edu.

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Program Summary:

Akron has long been known as the Rubber City. But for a few years in the late 1970s, Akron was also known for “The Akron Sound.” Rock critics fell in love with Akron bands like Devo and The Waitresses and Tin Huey. Record companies signed them to big contracts. And then, they all left town.

In the wake of the first wave of rock bands from Akron, a second group of bands formed and took over an old dilapidated bank in downtown Akron. Soon they were drawing larger crowds than the first bands ever did, and it looked like the road to rock stardom would run right down Akron’s Main Street.

“If You’re Not Dead, Play!!” is the second documentary by University of Akron filmmaker Phil Hoffman about the bands from that era. It focuses on the “second wave” of bands and their rise to the status of local legends.

“If You’re Not Dead, Play!!” is a sequel to Hoffman’s popular “It’s Everything and Then It’s Gone,” which detailed Akron’s first wave of bands such as Devo and The Rubber City Rebels.

Both documentaries will air on PBS 45 & 49 during September 2005 as part of PBS’ “Talking ‘bout My Generation” celebration. PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation. A trusted community resource, PBS 45 & 49 uses the power of non-commercial television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire.

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45 & 49

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