



POSSIBLE TALENT FOR STUDIO PLEDGE BREAKS

The producers of AIRPLAY can make radio celebrities and/or deejays available for certain markets. The following are some examples of the available talent. If your market is not on this list, and you are interested in checking to see if talent is available for your area, please contact Krystal Dell @ 410-581-4149 or kdell@mpt.org

New York - Cousin Brucie (Bruce Morrow). There are also plenty of other deejays from this market. Dan Ingram is not available for health reasons.

Los Angeles - Jim Ladd; Raechel Donahue. Casey Kasem is not available due to health reasons.

Chicago - Dick Biondi; Clark Weber (not in the show but a legendary deejay with a huge following)

Philadelphia - Jerry Blavat; Jocko Henderson's son, Doug Henderson Jr, a radio personality in Philly

San Francisco - Raechel Donahue

Detroit - Martha Jean "The Queen" Steinberg's daughter, Diane Steinberg Lewis who is preserving her mom's legacy

Miami/West Palm Beach - Rick Shaw

Cleveland – Possibly Dusty Street or Norm Nite (not in the show, but has a syndicated show on Sirius/XM that broadcasts live from the Rock 'n Roll Hall of Fame)

Other: Phlash Phelps, the morning deejay on Sirius/XM (located in Washington DC), can be made available to stations near the Washington DC area and can possibly fly to some other stations on weekends, depending on his availability. Raechel Donahue can also make it to a few other cities as well. (She worked in Denver a few years ago.)

George Klein or Diane Steinberg-Lewis can be available for Memphis

Cousin Brucie – He quickly became a success on WABC's teen-oriented evening shift in the 7 p.m. to 9 p.m. slot. Morrow's ability to maintain a rapport with his listeners while smoothly mixing the diverse musical genres of the time (Motown soul, pop, hard rock, surf music, novelty records) and then seamlessly segueing into commercials for youth-oriented sponsors, and events such as concerts and drag-strip races, made him a commercial radio powerhouse and household name. On August 23, 1965, it was Morrow who introduced the Beatles during the first of their historic Shea Stadium concerts. Most recently, he signed a multi-year deal to host oldies programming and a weekly talk show on Sirius Satellite Radio. Morrow was inducted into the Radio Hall of Fame in 1988.

Jim Ladd - An American disc jockey, radio producer and writer, who is one of the few notable remaining freeform rock DJs in United States commercial radio. Unlike his contemporaries, Ladd personally selects every song he plays on his weeknight show on KLOS-FM in Los Angeles. Station management gives him complete control over show content. He combines music with atmospheric sound samples and social commentary, often inviting listeners to participate on the air. Most of his music sets center around a theme or story-line, such as Wild West outlaws, beautiful women or fast cars. He regularly adds appropriate listener requests to his themed sets; sometimes a request will inspire an entire set. Most recently, Ladd has catered to his many listeners through his MySpace page, where he regularly interacts with members he refers to as "The Tribe." He often takes requests in the comment section, and has used the site as a source to become familiar with his listeners and promote free form radio.

Raechel Donahue - A popular radio personality for most of her adult life, Raechel Donahue was honored recently by the Museum of Television and Radio for her contributions to the media. She is part of the museum's exhibition called "She Made It" which is running in both New York and Beverly Hills. In addition to her radio work, Donahue's voice has been featured in nearly two hundred movies and television shows. Her one minute comedy piece "Brush With Fame" is aired daily across the country, and her monthly film review column, The Reel Deal, runs in five Los Angeles area magazines.

Dick Biondi - A Radio Hall of Fame Top 40 and Oldies disc jockey... calling himself "The Wild I-tralian", he was one of the original "screamers," known for his screaming delivery as well as his wild antics on the air and off. Biondi gained national attention in the 1950s and 1960s as a disc jockey on leading AM radio stations in Buffalo, New York; Chicago, Illinois; and Los Angeles, California. Besides being among the first to play Elvis Presley, Jerry Lee Lewis, Gene Vincent, and other early rhythm and blues artists, he was able to meet them also. Since 1984, Biondi has been a mainstay on Oldies stations in the city where he first earned his reputation... Chicago.

Clark Weber - An American radio personality in Chicago, Illinois. He runs his own radio advertising consultancy, Clark Weber Associates. In July 2008 he published a book, *Clark Weber's Rock and Roll Radio: The Fun Years, 1955-1975*. Clark Weber, who has always referred to himself as "Mother Weber's Oldest Son", began his start in radio as an amateur (ham) radio operator in 1950. He moved to Chicago in 1961 where he joined the staff of WLS, initially working as a graveyard shift DJ and climbing to program director. This is where Weber became well known spinning Top 40 records. Weber would work for in Chicago Radio for WCFL, WMAQ, WIND, WJJD, and recently WAIT where he did a Friday morning show. Clark currently promotes *A Senior Moment with Clark Weber*, a pre-recorded program series for radio stations targeting senior health issues.

Jerry Blavat - Also known as "The Geator with The Heater" is an American disc jockey who is nationally known for promoting oldies music on the radio in the United States. In 1953, Blavat debuted on the original *Bandstand* on WFIL-TV with Bob Horn and Lee Stewart. He got his start in radio in 1960, as a result of a bet with the owner of the Venus Lounge. He ended up broadcasting all night long during a blizzard in Philadelphia, playing rock 'n' roll records from his own collection until his replacement showed up. Later that morning the general manager of WCAM, asked Blavat to return because the "phones haven't stopped ringing." By 1963, his show was syndicated in Camden, Atlantic City, Trenton, Pottstown, Wilmington and Allentown. In 1998, he was inducted into the Rock & Roll Hall of Fame and in 2002, he was inducted into the Broadcast Pioneers of Philadelphia's "Hall of Fame."

Doug Henderson, Jr. - Born in Philadelphia, Pennsylvania, Doug Henderson, Jr. is the son of the legendary Philadelphia and New York disc jockey "Jocko" Henderson. Doug developed an interest in broadcasting at an early age. In the late 70's Doug was offered a position at radio station WDAS FM, the same station where his father had pioneered in the 50's and 60's. During that time, WDAS FM became the first FM radio station in Philadelphia history to reach number one in the Philadelphia market. While on the air at WDAS FM, Doug also hosted a live dance show called *"Dancing on Air,"* which was re-broadcast in Los Angeles. Doug also produced, scripted, and programmed one of the first of its kind urban-formatted video shows called *"City Sounds,"* which aired in fifty markets nationwide. The careers of many of today's prominent recording artists were launched by Doug and his efforts.

Diane Steinberg-Lewis – Daughter of Martha Jean "The Queen" Steinberg, Diane is a professional singer, teacher, and a hostess of *Inspiration Time*, the daily ministry and community talk program of WQBH Radio station in Detroit, taking over the reins from her late mother and renowned minister, Martha Jean "The Queen" Steinberg. In 1997, she purchased WQBH Radio station, making her one of the first Black female radio station owners in America. Over the last year, Diane Steinberg-Lewis has helped to keep her mother's dream and radio ministry alive by sharing her messages of family, and hope, and by encouraging greater community cooperation throughout the city of Detroit.

Dusty Street - One of the first women DJs on the radio airwaves. During her time as a DJ, Dusty helped make FM Radio the place to find new music. She began her career in radio broadcasting at KMPX in San Francisco in 1967. From there, she ended up at KSAN. It was after that 10-year time period at that station that Dusty made the move to KROQ. With KROQ, Dusty helped shape the way radio was broadcast in the 1980's. While she was broadcasting from the radio station, they were featuring bands like the Talking Heads, the Rolling Stones, and Blondie. After KROQ, she moved to KLSX, where she changed formats to "Classic Rock".

Norm Nite - Author of the *Rock On!* series of books, which are coined as the official encyclopedia of rock and roll music. He spent many years on radio stations such as WGAR-AM and WMJI-FM in Cleveland and WCBS-FM in New York City. In July 2005, he started broadcasting live from the Rock and Roll Hall of Fame in Cleveland on SIRIUS Satellite Radio Channel. Currently, he airs Saturdays and Sundays at the same time, and he still presents "Remember Then", an hour dedicated exclusively to the music that was on the charts on the corresponding date during a designated year, mainly between 1956 and 1963.

Phlash Phelps – A radio personality on commercial-free, satellite Sirius XM Radio. He started as a disc jockey on September 10, 1984, and previously worked at 17 other radio stations. He hosts the *Phlash Phelps Phunny Pharm* on the '60s on 6, which plays music from the 1960s, mostly Top 40 hits from the second half of the decade.

George Klein - One of the first DJ's in Memphis to play rock and roll on the radio, before Elvis. That was just the beginning of what George would do for Memphis music wise. He became one of the most famous disc jockeys in Memphis history. He had the RKO "Boss" jock sound down when he was at WHBQ. You can't mention those call letters without thinking of George Klein or GK as Elvis called him.