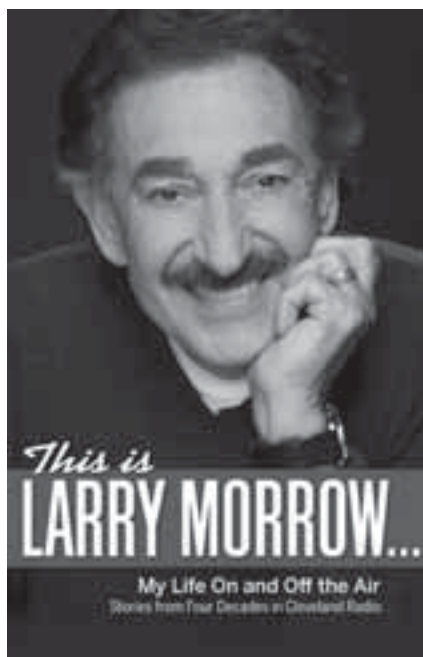




Whooz Playin'

Sat. July 30 • 8-11 PM
Rider's Inn • Painesville
Len Playing Solo

Sat. August 13 • 9-1 AM
Harbortown Bar & Grill
Fairport Harbor
Len Playing Solo



By Helen Marketti

Larry Morrow's career has spanned forty years in radio, many of which were spent in Cleveland. (WIXY, 3WE, WERE and WQAL) He gave his heart and soul at each station that crossed his career path. He has written several familiar household commercial jingles that have received national attention with one of them being, "With a name like Smuckers, it has to be good." He was the first American DJ to play, "I Can't Explain" by The Who on the air. Over the years he has developed friendships with rock stars, celebrities, politicians, athletes and more importantly...his listening audience.

His autobiography, "This is Larry Morrow...My Life On and Off the Air" (Gray Publishing) is a look back on a career that

THIS IS LARRY MORROW...

was filled with hard work, dedication, fun, tears, laughter and experiences that made one feel as though they were there, too.

"I was always thrilled to be on the air. It was something that I looked forward to every day," said Larry. "I worked forty years in radio and I was never late nor did I ever miss a day during that time. I wanted to be there for the audience every day and I was."

"I think people need to be passionate about anything they are doing. It's important to find your niche. When you take on a morning radio show position as I did, you "marry" certain expectations and I knew my audience would expect the same things I did," explains Larry. "I started on the air in Cleveland at a time when the city wasn't doing very well so I wanted to help lift the city up in any way I could. Clevelanders were embarrassed in those days; the country seemed to be laughing at our city. I wanted it to be my goal to make them feel worthy again. I had the louder voice to speak out and knew in my heart that it would work."

In his early days at WIXY, Larry would call people listed in the phonebook and ask them to listen to his radio show. In six years, he called 17,000 people. He also had photos of himself that he would autograph and hand out to people so they would tune in to the station. Marketing creativity from those early days has definitely faded. "That kind of culture doesn't exist anymore," said Larry. "Each generation has their own culture and what they bring so what we did back then, you don't see now."

There are many stories in Larry's autobiography that will give readers a sense of compassion and commitment that he felt for his listening audience. During the Vietnam

War, Larry traveled to where 200 service men from Cleveland were serving our country and interviewed each one. "I was able to talk to all of them but only 57 allowed me to put them on tape. It was a very moving experience for me," remembers Larry. "When you are on the air, you become a legitimate contact with people. You become their pal. I had served in the Marines so I felt having that experience helped me. When they (service men) would see me, they seemed thrilled because it was a connection to home. I cried with many of them during our interviews. What I didn't realize then was that I was building a bridge to the future. First on the radio station and then later for myself, that promotion laid a foundation for me with the audience and stayed with me for years. I was able to send a cassette tape of those interviews to their families. The letters I received in return is where you connect at the heart with people. All long-term relationships are formed at the heart level. We all cared about each other from the heart and people recognize that."

Preparing for each day on the radio, Larry read The Cleveland Plain Dealer, The Akron Beacon Journal, USA Today and The New York Times. "You need to know intuitively what people are concerned about when you are on the air. When people tune in each morning, they want to know how their world is, how their city is, what kind of a commute they can expect, the time, the temperature, traffic and weather conditions. Information is critical to the listening audience," said Larry. "Once those things are taken care of, then you have to entertain them. You want to keep yourself a little different than the rest of the pack."

Today, Larry teaches, "Linking Effective Communications to Strategic Leadership" to professionals. "What you say and how you were heard are very important," said Larry. "People not only have to hear what you say but feel what you say. The reality that comes out of your mouth is what you have in your heart."

"People care about their family, their friends and their community. Every twenty minutes, I talked about one of those topics on the air by design because I wanted to snuggle up to people so they knew I cared about the same things they did. Whenever people saw me, they would tell me that I was like a member of their family, that's why communication skills are so important with people."

In the words of Larry Morrow as he closed each show at WIXY 1260: "Do all the good you can...To everyone you can...Every time you can."

For more information on Larry Morrow, please visit: www.larrymorrow.com

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