

**Contact:** Hannah Rosenthal  
**Phone:** 216-831-3761  
**Fax:** 216-514-4699  
**Email:** [hannahr@envisionradio.com](mailto:hannahr@envisionradio.com)  
**Web:** [goenvisionnetworks.com](http://goenvisionnetworks.com)  
**RSS:** [goenvisionnetworks.com/pressreleases](http://goenvisionnetworks.com/pressreleases)

## Paul Shaffer's **Day in Rock**

### **Paul Shaffer Reflects on Radio Milestone and Discusses Future** *Letterman Sidekick Celebrates 2,500th Radio Feature and Plans His Next Step*

(JULY 2014) – As **Envision Networks**® *Paul Shaffer's Day in Rock* broadcasted its 2,500<sup>th</sup> feature on June 24<sup>th</sup>, **Paul Shaffer** reflects on his musical career and plans for the road ahead. *Paul Shaffer's Day in Rock* is a daily vignette that draws on Shaffer's vast musical knowledge and his ability to discuss rock history from his unique perspective. In a recent article, **Paul Shaffer** commented on his seven-year journey with *Day in Rock* so far.

"It's what I love," said **Shaffer**. "I have a huge compendium of fun facts and comic rock trivia. Everything we talk about is accurate, but we present it with a comic twist. Sort of like what John Stewart does with the news [on "The Daily Show"], we do with rock [history.]"

**Paul Shaffer** also discussed his plans after David Letterman retires in 2015.

"I'm going to try to find something which is as much fun as this has been, but it is not going to be easy because it really has been the dream job for me. Getting to play every day, have my own band, do comedy, go up against the quickest, smartest guy in the business [Letterman] – it's not going to be easy, but I'm still going to play the piano. I'll be looking for more ways to do that."

Tweet your congrats and well wishes to Paul at @PaulShaffer.

*Paul Shaffer's Day in Rock* is available on a barter basis and illustrates the history of rock according to **Paul Shaffer**. The daily 60-second vignette draws on Shaffer's vast musical knowledge and ability to comment on the history of rock from his unique perspective. *Paul Shaffer's Day in Rock* is a perfect benchmark feature that can be programmed throughout the day and offers sponsorship opportunities for radio stations that are looking to add informative programming to their lineup. Visit [paulshaffersdayinrock.com](http://paulshaffersdayinrock.com) or contact Hannah Rosenthal at 216-831-3761 or [hannahr@envisionradio.com](mailto:hannahr@envisionradio.com) for more information.

**Paul Shaffer** has been **David Letterman's** musical director and sidekick for 32 years. Shaffer

spent five years with the original "Saturday Night Live," during which he played keyboards, composed special musical material, served as musical director for The Blues Brothers, and was a featured performer (which included his unforgettable Don Kirshner impression). Shaffer composed the LATE SHOW theme song and co-wrote the timeless classic "It's Raining Men," and has recorded with such diverse artists as **Diana Ross**, **Yoko Ono** and **Robert Plant's Honeydrippers**, in addition to his own albums, "Coast to Coast" (1989) and "The World's Most Dangerous Party" (1993.) He has appeared in numerous feature films, including portraying prototypical promo man Artie Fufkin in the seminal mockumentary "This Is Spinal Tap." His first book, *We'll Be Here For The Rest of Our Lives – A Swingin' Showbiz Saga*, was released in 2009.

Grammy-winner Shaffer has served as musical producer for the Rock and Roll Hall of Fame induction ceremony since its inception in 1986, and led the band for the "We Are the World" finale of "Live Aid." Shaffer hosted CBS's 1994 New Year's Eve special from New York's Times Square and was musical director of the closing concert at the 1996 Olympic Games. He appeared with the **Blues Brothers** at the 1996 Super Bowl halftime show and was musical director of the 1999 "Concert of the Century" at the White House, featuring **Eric Clapton**, **B. B. King**, **Gloria Estefan**, and **'N Sync**. He was the musical director of **Paul McCartney's** "Concert for New York" and appeared with **Faith Hill** on the "America: A Tribute to Heroes" telethon, both of which honored and raised money for victims of 9/11.

Paul Shaffer holds two honorary doctorate degrees, was inducted into the National Black Sports and Entertainment Hall of Fame, and was recently awarded a star on Canada's Walk of Fame. He is currently the National Spokesperson for Epilepsy Canada. He lives in the New York area with his wife and two children.

*Envision Networks® provides content and services to more than 1,500 radio stations and reaches millions of listeners each week. Envision Radio Networks, Inc. is the largest independently owned affiliate relations company in the country and supplies all types of programming and services to radio including morning show content, short-form vignettes, virtual news-weather-sports broadcasts, live syndicated morning shows, long-form weekend programming, 24/7 formats, comedy services, event programming, off-air tools, web content, album releases and artist specials. Envision Networks® is based in Cleveland, Ohio, with offices in New York City and Nashville.*

###

