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Paul Shaffer's **Day in Rock**

Paul Shaffer's Day In Rock Adds WKEB-FM

Wausau's K99 Joins Envision Rock Network

(APRIL 2014) – **Envision Networks**[®] proudly welcomes **WKEB-FM/Wausau, WI** as the newest affiliate of *Paul Shaffer's Day in Rock*. With **K99** now airing the one-minute rock history daily vignette, it joins over 200 other affiliates on the **Envision Rock Network**.

“Paul Shaffer’s Day in Rock delivers!” said **Brad Dahlvig, General Manager of WKEB-FM**. “Paul Shaffer blends his knowledge of rock music and wit to serve up a perfect addition to our morning show.”

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 unique sponsorship opportunities for radio stations that are looking to add informative programming to their lineup. Visit paulshaffersdayinrock.com or contact Hannah Rosenthal at 216-831-3761 or hannah@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 at the Waldorf-Astoria 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.

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