



Contact: David Sedelmeier
v: 412.264.4727
david@talentnetworkinc.com

Dick Roberts
Roberts Communications
v: 412.535.5000
droberts@rob-com.com

FOR IMMEDIATE RELEASE

March 7, 2012

VETERAN RADIO PERSONALITY JIM KRENN DISCUSSES HIS FUTURE

May 26 show, *Jim Krenn aLIVE*, will first reconnect the comedian with listeners

PITTSBURGH — Informed in December, after more than two decades as the centerpiece of WDVE Radio's leading morning show, on-air personality Jim Krenn suddenly found himself unwanted and unemployed.

So he decided to hire himself.

Building on a 30-year career as a comedian, radio personality and advocate for Pittsburgh-area charities, Krenn announced that he will launch an entrepreneurial, multi-media venture that will reconnect him with his listeners and the Pittsburgh community.

"I thought it was time to get back to doing what I love: talking with Pittsburgh," said Krenn. "The great thing about the next chapter for me is that I'll continue my dialogue with listeners and make it all possible with the type of media that you can listen to whenever and wherever you like."

Krenn will make his first comedic appearance since his departure from WDVE Radio hosting ***Jim Krenn aLIVE***, a toast to Pittsburgh and its people featuring a collection of friends and guest performers on Saturday, May 26, at The Byham Theater in Pittsburgh's downtown Cultural District.

"The first show at The Byham is my way of thanking my listeners for their support and loyalty," said Krenn. "I can't tell you how excited I am for the new chapter to begin."

Tickets for ***Jim Krenn aLIVE*** will be available at www.jimkrenn.com. As has been a hallmark of Krenn's career, a portion of the ticket sales will benefit Animal Friends, a cause Krenn has long been associated.

Utilizing a new website — www.jimkrenn.com that launches Fall 2012— Krenn will create and produce Internet web shows and podcasts that will be available through streaming video on computer work stations, laptops, tablets and mobile devices. The site will also include information on Krenn's series of live comedy and entertainment shows, impressions, characters and anecdotes, as well as a blog and social networking sites including Twitter, Facebook, LinkedIn and more.

Krenn On Demand will be posted daily and programs will vary in length. Krenn said the topics will be about what's happening in Pittsburgh and will feature his unique comedic observations, skits and signature characters like Ralph the Cat, Stanley P. Kachowski and Scorekeeper.

The programming will feature familiar names like animator, director and long-time writing partner Tom Megalis who will team with Krenn to develop comedy segments and characters. Megalis' resume as a writer/director includes work for Nickelodeon, MTV, HBO, Discovery, NBC, PBS, Comedy Central and FOX.

"We'll talk about and have fun with everything, but our biggest success has been sharing stories with listeners and that's what I'll continue to do," said Krenn. "Those listeners made me, and it's been an honor hanging out with them every morning.

"I realize how truly blessed I've been to have had the opportunity to be connected to people like them. They truly are like family to me."

As far as a return to morning radio, Krenn said he would welcome the right opportunity.

"I have plans moving forward that will provide opportunities to engage with the people of Pittsburgh in many new and exciting ways," said Krenn. "But, I'm certainly open-minded to a situation that would enable me to include a live morning radio broadcast as a means to continue the dialogue.

Krenn's departure from WDVE Radio unexpected

After informing Krenn in December of their decision, Clear Channel Radio held him through February 15, 2012, as the termination of his contract, saying that the company was unsuccessful in reaching new terms with the former morning host. Krenn was subsequently removed from the show by management and programmers.

"I was baffled," said Krenn. "I have to be the first radio personality to hit his 25 to 54 ratings bonus for being number one and let go in the same week."

Krenn, who was under contact at the time, was asked to remain with the station in an Ambassador-type role which would include Internet and personal appearances. But it included a stipulation that he would not have a place in the DVE Morning Show.

“Money was not the issue for me,” said Krenn. “It was the fact that I would no longer appear or participate whatsoever with the morning show.”

“Believe me, I had no desire to leave the DVE Morning Show. To agree to a future where I would not be allowed to perform for the morning listeners was unfathomable.”

After joining the DVE Morning Show in 1988, Krenn and his first on-air broadcast partner, Scott Paulsen, brought the program to number one in the key advertising demographic of adults 25 to 54 throughout the 1990's. Following Paulsen's retirement from the station in 1999, Randy Baumann joined Krenn who continued as a consistent presence, writing and performing his trademark popular characters and impressions.

During that time until Krenn's departure, WDVE Radio continued as the important 6 a.m. to 10 a.m. morning drive daypart.

About Jim Krenn

Jimmy Krenn rose from the ranks of stand-up comedians to become Pittsburgh's premier comedian and broadcast personality. Voted 14 times as the Top Entertainer in the City by *Pittsburgh Magazine*, Krenn is well known throughout Western Pennsylvania as the long-time host of Pittsburgh's top-rated morning radio show on 102.5 WDVE-FM. He also makes frequent television appearances and does several standing room only concert performances yearly.

BILLBOARD Magazine nominated Krenn as one of the Major Market Personalities of the Year. He has performed with Jay Leno, Howie Mandel, Dennis Miller, Jerry Seinfeld, Richard Lewis, Gilbert Gottfried, Tim Allen and many other nationally known celebrities.

Characters, stories and impressions have always been a part of Krenn's act. His imitations of his teachers at North Catholic High School won him a standing ovation at the talent show during his senior year. At Community College of Allegheny County, he won another talent show, and by the time he graduated from Indiana University of Pennsylvania in 1983, he had about 20 minutes of materials.

“I thought, ‘Wouldn't it be neat to make a living at this?’” he said.

Shows at The Portfolio in Oakland and Pittsburgh Comedy Club in Dormont won him a local following, and by 1986 he was a headliner there and at other clubs in the region. In 1987, he and fellow comic Scott Paulsen become regulars on Friday mornings on DVE (102.5 FM).

“I figured this will last about six months,” he said. “Six months turned into 24 years.”

Krenn, along with his wife Hedy, are passionate supporters of many Pittsburgh-area charities and causes. In 2009, he received the Life Achievement Award from Animal Friends, a tribute to Krenn’s compassionate dedication to the advancement, protection and welfare of unwanted, neglected and abused pets. Krenn has also been an outspoken advocate for Children’s Hospital and the Epilepsy Foundation, as well as raising more than \$1 million for local charities through the sales of DVE Morning Show compilation CDs.

— # # # —