

YET ANOTHER CHROMIUM SWITCH INTERVIEW  
THE LEGENDARY DJ, ACTOR, ARTIST, WRITER & FIRESIGN PAL  
SUBJECTS HIMSELF TO OUR E-TERROGATION  
ON THE CONDITION WE DON'T CALL THE ARTICLE  
"BACK FROM THE SHADOES AGAIN"

# SHADOE STEVENS

BY  
TOM  
GEDWILLO

*Shadoe Stevens was the host of American Top 40, heard by an estimated one billion people in 120 countries from 1988 to 1995. He began his broadcasting career at KEYJ (now KQDJ) in his hometown of Jamestown, North Dakota. He was billed as "The World's Youngest DJ." While in college, Stevens became well known in the Tucson market, and later moved on to Boston (WRKO). His award winning career continued on at KHJ, KRLA, KMET and KROQ, all of Los Angeles. Stevens has appeared in many films and television shows, was the announcer for "Hollywood Squares" and is currently the voice of "The Late Late Show with Craig Ferguson" on CBS.*

Cast:

SS = Shadoe Stevens

TG = Tom Gedwillo

TG: You are a perpetual energy machine, well-known for your innovations in the entertainment industry. Tell us about one of your current projects.

SS: I've been very busy most of my life. I have numerous television projects in development that have received enthusiastically with a number of different partners and production companies. These are shows I've created that are everything from New Media/Multi-Media concepts to Sit-Coms. I've written three screenplays and seven Dr. Seuss-like children's books. I created the Branding, website, and commercials for a life-changing new product for people who are bedridden or have lost the ability to use their bodies due to diseases like MS, accidents, wars, or birth defects. It's a power wheelchair that stands up. People can see it at [www.standingpowerchair.tv](http://www.standingpowerchair.tv). But my biggest new development is an epic movie/multi-media project I created that's the most innovative and exciting thing I've ever come up with... I'm now in partnership with skateboard legend Tony Hawk, whose video games alone have had more than \$1.1 Billion in sales. Together, we've now opened discussions with another legend, Stan Lee, who loves the concept and I just finished the treatment

for the movie's story-line last week.

TG: I imagine you've had great success with your latest syndicated show "Top of the World," reaching an international audience.

SS: I've had numerous radio projects over the past five years, each with a different story internationally. "Top of the World" was on in a couple dozen countries for about six years, "Party Planet" was another that was on in 30 countries for about five years. I created the format, branding, marketing, and advertising for a 24 hour internet station for Sammy Hagar called "Cabo Wabo Radio." It was broadcasting from the Cabo Wabo Cantina in Cabo San Lucas, Mexico and from my studio in L.A. It went from zero listeners to the number 30 station out of 10,000 in six months. It had 130,000 listeners in 100 countries and the format was ground-breaking, All Up, All Rock, All Party, All the Time - "Rock Radio the way God Intended It." Ultimately, Sammy and I couldn't agree on how to

continue with it, so I shut it down at the beginning of 2009.

TG: Tell us about Swami Gotjatubyet mentioned on your website. I think his holiness listened to a few Firesign Theatre recordings back in the day!

SS: Clearly, the Firesign Theatre had a huge influence on my writing going all the way back to when I started KROQ and KMET in Los Angeles. "We're All Bozos on this Bus" is still one of my favorite all-time pieces. I came up with the idea of discovering a guru from the Himalayas about ten years ago when I was involved with a global music/radio network called "RhythmRadio" The Sound of the World in a Good Mood." At its height it was also on the air with nationwide coverage in 30 countries on terrestrial radio and on the Internet in seven languages. It was huge for a moment in time but was ultimately a victim of the "Dot-Com-Crash" at the turn of the century when people started saying the Internet was a fad that really wouldn't go anywhere. But along the way came terrific creative innovations like Swami Gotjatubyet. The concept came from my partnership with the famous music writer/producer Charlie Midnight, whose career is astonishing and his list of hit songs includes classics like "Living in America" by James Brown. We announced that after a recent six month sabbatical in the Himalayas, The Beastie Boys had triumphantly returned from a six month sabbatical with a revelation - Swami Gotjatubyet (pronounced Gah-Cha-Tah-By'-Et), an enlightened master who brings to the world a message of "Great Consciousness through Great Commerce." In the words of the guru, "Have now, Get more, Go Free," is the ideal consciousness for transcending materialism in our New Global Economy. With Swami G comes a whole new world of fun leading the way to Oneness and Harmony. The exciting news was that "THE DRIVE-THRU KARMA CONNECTION" was now open in Burbank and opening soon on Rodeo Drive in Beverly Hills (also coming to Times Square), "THE MEDITATION MALL" and "THE NIRVANA KNICK-KNACK SHACK." On my website people can read about all the products available at The Meditation Mall like "Guilt-Free Furs," "The Meditation Muff," "Tap Water of the Stars," and "Inflatable Me." Go to: <http://www.shadoe.com/index.php?page=swami>

TG: Phil Austin of Firesign had a show

("Hollywood Niteshift") on KROQ in the late 70's. Seems his time slot was right after yours, is that true?

SS: I was the reason it got on the air. I had been the Operations and Program Director, and created its New Rock format at the beginning of KROQ and the station founder Gary Bookasta hired me back from 1976 to late 1979 to consult and program. Part of my deal was to do weekend shows, sell my own time and keep all the money. This was appealing to me. As you know, I had long been a huge fan of Firesign Theatre and they had even awarded me with an bronze plaque "Official Alien Landing Zone: Shadoe Stevens from the Firesign Theatre" when I was at KMET. So when I heard that Phil Austin wanted to do a show on KROQ with Frazer Smith, I was thrilled and wanted to put it on right after me on Sunday nights so I could listen to it on the way home. By the way, I'm still a big fan of Frazer and we've remained close friends for all these years. We've written treatments and pilot scripts together for two different sit-coms and enjoy working together. The material is quite funny and he's a great writer.

TG: Here's another Firesign encounter... Phil Proctor appeared on "Dave's World," the CBS show you starred in.

SS: "Dave's World" was a terrific experience. It was a top 20 show on CBS and lasted four years and 98 episodes. I worked with great people. The producers and directors were sensational, and the actors were like a family. It was a very funny show starring Harry Anderson, Meshach Taylor, and DeLane Matthews. The child actor who played the 8 year old son was Zane Carney. He's since grown up to become a sensational Jimmy Page-like guitarist. He and his brother Reeve have a four piece band that are doing the most exciting new rock music I've heard in 20 years. Reeve has just been cast as the lead in "Spider Man" on Broadway, and the band has been hired to be at the center of the orchestra. As for "Dave's World," I always thought Phil Proctor was brilliant and was thrilled about him being cast in the show. It's another great memory.

TG: Going back to your KMET days, there was Firesign Theatre, The Credibility Gap, and Dr. Demento in the rotation. Did you have a hand in that comedy programming?

SS: After my first work with KROQ, I was hired to transform KMET based upon the success I'd had with KROQ. KMET had been a second-rate hippie station without a solid brand, attitude, or cohesive format. I changed everything and was responsible for most of the initial innovation including but not limited to the brand and jingle: "A Little Bit of Heaven, 94 point 7," the upside down billboards, Brother John's Piano Bar News, Harry Shearer's return to rock radio after the Credibility Gap on KRLA, "The Great American Rock Album Countdown," and Firesign Theatre. We changed the face of radio to one of Rock with Humor, Energy, and Attitude. It became the number one station in Los Angeles in six months.

TG: Any other Firesign Theatre stories you can share? Appearing on the radio together or other performances we haven't discussed?

SS: The best is the one I've already mentioned. Receiving the "Official Alien Landing Zone" plaque was by far the highlight for me. I still have it. Still love it.

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## SHADOE STEVENS CONT.

TG: You were an art major in college and still have a passion for painting. Have you been able to get some exhibits in art galleries?

SS: I simply haven't had time to explore doing exhibits and recently I haven't had much time for art projects. The last major thing I did was completed several years ago, a suite of seven canvases called "The Trans-Dimensional Symbolism of Rocky Waters." It's a multi-media style I invented that's a combination

of acrylics and artwork created in Photoshop, that's printed and cut into hundreds of little pieces which are applied to the canvas as complex, Escher-like optical illusions. It's me totally indulging myself in an attempt to visualize the mindset of our hero, Rocky Waters - a metaphor

for difficult times - as he attempts to make sense of the spiritual journey. As one of the pieces says, "As he dials up an internal beyond, beyond his comprehension, his efforts are thwarted by the seductive magnetism of his own self importance." I'm hoping to do high resolution scans of them one day and to do an exhibit...but who knows when? Small scans of them are on my website at: <http://www.shadoe.com/index.php?page=artwork>

For me, being creative is an alternative to going hopelessly insane. My mind is constantly trying to kill me. It's always looking for what's wrong...always going "Yeah but," or "What if?" "Things are going great

right now...yeah but, how long is that going to last? Let's take a look at the number of failures, let's look at the obstacles, let's look at what might happen." My ego strengthens itself by complaining and my mind is busy creating scary stories. So, I'm in the business of "pivoting," sometimes moment to moment, day by day, feeling the first notion of negative thinking and springing into action. I believe in "Acting my way into the Right Thinking." I'm constantly looking for "What else can I do?"



For me, staying creative is staying happy. I immerse myself in whatever I do and lose myself in the process. Then, the effort and willingness necessary to create something new results in something of substance, which brings with it potential. When there is potential, I begin to feel enthusiasm. When I have enthusiasm, I get hope. When I have hope, I get more energy and begin to try harder and the result of all this is Inspiration. This is as good as it gets. Our of the Inspiration and Enthusiasm I get when I complete something to the best of my ability, I get a degree of Pride and Gratitude. Then, with a project completed, I don't wait for it to bring results or become

successful, I move to another, sometimes starting with the barest fragment of an idea.

Often I'll be working on four or five projects at the same time. I enjoy all the processes and the various disciplines keep me from listening to "the critic" in the balcony passing judgment on everything I do, believe in, or try. I believe Happiness isn't automatic, takes effort, and must be earned. One of the key things for me is looking for what's right. It creates a

mind-set of optimism and possibility. I believe that there is no hope without a positive attitude. I don't have the luxury of indulging in negative thinking. It makes me small, frail, and crippled with doubt. It consumes my energy and guarantees there can be no positive outcome. A positive attitude has to

be nurtured and it takes a certain amount of discipline but the results are significant. It is my intention to keep working until my last breath and laughing as much as possible. As you know, a sense of humor is the only sense that makes and sense and the only sense that makes the other senses worthwhile. Thank you Firesign Theatre for years of inspiration, incredible humor, and big laughs.

TG: It's been a pleasure, Shadoe. Phil and I thank you for being one of our first interviews for "Chromium Switch."