

Voice heard around the globe

KRZ's Shadoe Steele reaches international audience

He has interviewed everyone from Michael Jackson to Billy Joel. He's caught up with one-hit wonders such as Falco and Marcia Griffiths, and he is heard every week on KRZ-FM when he hosts his widely popular "Saturday Night Live at the Oldies" radio show.

But what most people might not know about NEPA's own Shadoe Steele is that his work is heard not only here in this region, but also around the entire nation and parts of Europe. He is an international DJ, heard on the Westwood One radio network and even on the BBC.

Steele says the success of his work is simply reflective of the time he puts into it. Landing big interviews with some of pop music's biggest names is no easy task, nor is it easy to track down a one-hit wonder who's been out of the limelight for decades. But Steele says he enjoys all of it, and enjoys bringing such insightful conversations to those that tune in.

Ultimately, he says, he just wants to give his listeners something unique.

"I'm really not a big fan of interviews," says Steele. "I really find a lot of them boring, because they usually all ask the same questions. I try to ask different questions. *If I* think I could listen to one of my interviews, and *if I* think that it's relatively amusing, than I'm pretty pleased, because I'm a really tough critic."

Steele's show, which airs on Saturdays from 7 p.m. to midnight on KRZ-FM, features interview segments mixed with music in the first two hours and pop gems from the past for the remainder of the show. The interview segments, which when syndicated are titled "Inside Profiles with Shadoe Steele," are available to 250 radio stations nationwide through the Westwood One radio network. They are also heard on the BBC, which serves 20 million listeners, and can also be heard on www.madpod.com.

Steele's list of A-list interviews also includes Barbara Streisand, Neil Diamond and Diana Ross. His one-hit



KRZ-FM's Shadoe Steele, the host of 'Saturday Night Live at the Oldies,' can also be heard nationwide on the Westwood One radio network and in parts of Europe on the BBC.

wonder list includes Falco ("Rock Me Amadeus"), David Geddes ("Run Joey Run"), Marcia Griffiths ("The Electric Slide") and C.W. McCall ("Convoy").

Whether it be a big star or a name from the past, Steele says he enjoys challenging himself to conduct strong interviews, and that even after a show airs, he'll still ask himself if he could have asked better questions. Still, with a list of more than 4,000 interviews on his resume, a solid reputation with record labels and artists' publicists and a listenership that spans the globe, it's clear Steele has honed his craft well. He's been hosting "Saturday Night Live at the Oldies" since 1986, and here in NEPA, he's long been the king of his timeslot.

"Our last ratings, which just came in a couple of weeks ago, had a 57.1 in certain demographics, which is truly incomprehensible," he says. "We're No. 1 everywhere, and have been for just about the entire 20 years."

Steele, who does his interviews by phone at the KRZ studios over a special high-tech stereo line, says tracking down and getting interviews with one-hit wonders is often just as difficult as getting

someone like Michael Jackson.

"A lot of them are out of the business, they've had their 15 or 20 minutes of success back in the '60s, '70s or the '80s, and they've moved on," he says. "They might still maintain their own publishing rights, which means they still get a few bucks through royalties and copyrights every year, but a lot of them don't want to be found. Some artists take 20 years to get an interview with. Some take one e-mail. It really depends on who it is."

Steele says that most artists, even if their fame was short-lived fame, can provide an insightful interview. Sometimes, he says, the one-hit wonders have the best stories to tell.

"If you can convince them that you're going to do a serious interview about the music, about their projects and about their life, they are extremely glad to come on and talk to you," he says. "I enjoy, immensely, talking to the obscure, one-hit wonder artists. They truly have more to say, more fascinating information, and a better outlook on life."

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music on the menu

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