



Life on the V: The Story of V66 **Press Kit**

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TABLE OF CONTENTS

| | |
|---------------------------------|-----------|
| About the Film's Subject | 3 |
| About the Documentary | 5 |
| Director's Statement | 7 |
| Director Bio/Filmography | 8 |
| Producer Bio/Filmography | 9 |
| Crew Bios | 9 |
| Interviewee Bios | 10 |
| Press Clippings | 16 |
| Screening History | 21 |
| Reviews | 22 |
| Credits | 23 |

ABOUT THE FILM'S SUBJECT

In 1985, during the height of the music video craze, a free music video UHF-TV channel appeared in the Boston market, only to disappear from the airwaves after 18 months. Nearly 30 years later, the fans remain and memories of this channel have formed an important place in 80s nostalgia. *Life On The V: The Story Of V66* is the story of that channel, V66.



MTV had premiered on cable TV in 1981, but cable was only just starting to become available in New England by the mid-1980s. Massachusetts radio personality **John Garabedian** (who was known on WORC, WMEX, WGTR, and WBCN among others) came up with a plan to launch a TV channel to function as music television for the Boston-based college crowd. His goal was to take the Music Video TV concept and make it live (real time) and local (catering to Boston's interests). Along with the help of radio legend **Arnie "Woo Woo" Ginsburg** (a veteran of WBOS, WMEX and WRKO among others), radio veteran **Roxy Myzal**, and television veteran **David Beadle**, Garabedian prepared to launch this TV channel on WVJV-TV channel 66. After auditioning the VJs (video jockey), **David O'Leary**, **Perry Stone**, **Mary Jo Kurtz**, and **Bill Stephens** became the on-air personalities.

On February 12, 1985, V66 went live on the air and created an immediate sensation. V66 was in the right place at the right time to showcase Boston's superstar acts of this era (**Aerosmith**, **The Cars**, and **The J. Geils Band**) as well as the new rising stars from Boston's music scene ('**Til Tuesday**, **Extreme**, and **The Del Fuegos**). They played a wide variety of music genres and often times they played local unsigned bands in between international superstars. Sometimes they even made their own versions of music videos as well. As the channel progressed, they brought in other VJs such as **Susan Beauchamp**, **Tracy Cox**, **Ian O'Malley** and **Anne Saxon**.

In July 1985, V66 was the only non-cable TV channel besides ABC to broadcast the historic Live Aid concert in Boston. They also broadcast live concerts and events all over the Boston area. The fans on the street, dancing at the clubs and calling in to win contests became as much a part of the channel as the music being played. Celebrities and rock stars would often stop by V66, sometimes unannounced.



In 1986, in an attempt to increase ratings (which were measured by 30 and 60 minute blocks and not by 3-5 minute music video blocks), V66 increased their programming with magazine news shows, sports highlight shows, music profiles, comedies, and syndicated programs. In the summer of 1986, after several attempts to keep it going, V66 was sold to the Home Shopping Network. On September 21, 1986, V66 signed off the channel 66 airwaves. While V66 wasn't around for very long, the influence was immense. Fans never forgot it in the decades since.

Life On The V captures that moment in time, by combining archival footage with newly shot interviews told by the people who lived it.

ABOUT THE DOCUMENTARY

In August 2007, director **Eric Green**, producer **Matthew Nerney**, and Associate Producer **Christian de Rezendes** met with V66 founder John Garabedian to propose a documentary film about V66. Mr. Garabedian was incredibly supportive of the proposal that the three producers, who grew up as fans of the music video channel when they were children, were so passionate about.

Mr. Green, a self-proclaimed music geek, had just recently finished working at the music video TV channel Fuse in New York City. "I saw firsthand how a music video channel functions in the 2000s. The idea of looking at a music video TV channel in the mid-80s that did nothing but play music videos 24/7, is so unique when you look at it from the perspective of now, what with iTunes, Youtube, and VOD" says Mr. Green.



Director Eric Green looks on at V66 founder John Garabedian

The first challenge of making the documentary was getting the original V66 footage. While Mr. Garabedian and other employees contributed footage (much of which needed to be converted to newer formats), the filmmakers began posting online for fans to send in footage. Tons of fans from all over the country sent in old VHS tapes they had kept for years. The same way that V66 was interacting with fans in the 80s, the fans became an important part of the documentary about V66 today.

Through social media, fans from all over began following, tweeting, and spreading the word about the V66 documentary. For a film that wasn't even finished or released yet, the documentary has amassed a huge following on Myspace (over 2,200 friends), Facebook (over 1,400 fans), and Twitter (over 900 followers). They created trailers to generate interest, and boy, did it: between Youtube, Vimeo and Myspace, the videos were viewed over 30,000 times.

The documentary team tracked down and interviewed over 30 former V66 employees (executives, VJs, technical crew, interns, marketers, stylists, and editors), over 30 musicians who were either on V66 or influenced by V66 (including members of **The Cars**, **The J. Geils Band**, **New Edition**, **'Til Tuesday**, **Extreme**, **The Del Fuegos**, **Puddle of Mudd**, **The Lemonheads**, **Dropkick Murphys**, and **Morphine**), and over 15 fans. Interviews were filmed in people's homes, workplaces, rehearsal spaces and music venues.



Director Eric Green, Greg Hawkes of The Cars, and Producer Matthew Nerney

The documentary set up a Microproducer investment, where fans could become a part of the documentary for \$66 and in return they got a V66 t-shirt, a V66 bumper sticker and their name in the closing credits. Dozens and dozens of fans from all over North America got involved and pitched in. The response was overwhelming. In 2010, the documentary team threw a V66 Reunion Concert at the House of Blues in Boston, where several V66-era bands performed (Lizzie Borden and the Axes, Animation, The Fools, O Positive and more), V66 personalities presented, and various V66 clips were shown. In 2011, an Indiegogo campaign was launched and helped the producers' raise thousands for post-production.

Post-production was lead by director Eric Green, who also served as the editor. He got assistance from the very talented Emory Meek and Rosemary Siciliano, both of whom came to Life on the V with a tremendous amount of film and TV experience.

DIRECTOR'S STATEMENT

When I was a little kid, I remember sleeping over my friend's house that had cable TV, something we didn't have in my house. As we were watching music videos on MTV, there was a commercial break. My friend switched the channel to another music video TV channel. He said it was a new channel that just started. The channel I was introduced to was V66, Boston's 24-hour music video TV channel.

At this time, I was just learning about popular music. Music videos were all the rage, but the only time I got to watch MTV was when I visited my father in New York City or went over someone's house that had cable. What was so cool about discovering V66 at my friend's house was that I got to go home the next day and continue enjoying this channel on my own TV without cable.

I was 8-years old and it was a very exciting time for music. You had the big superstars like Michael Jackson, Madonna, and Bruce Springsteen; you had new wave synth-pop; you had rap, which was bubbling up from the underground; and you had heavy metal getting popular. All of this exciting music was getting played on a free TV channel that was only on in the Boston area.

Cut to twenty-something years later after that discovery. I had some drinks one night with some friends and V66 came up. I grew up to be quite the music geek and this conversation unleashed a ton of V66 memories from the recesses of my mind. That night, I went home and did a brief Google search for V66 and I discovered a message board with hundreds of postings about people's V66 memories. Each with such specificity: "Remember that time this particular VJ said this on the air?", "Remember when they played this version of that video, which wasn't the same as the one played on MTV", "Remember that local band they played all the time? What ever happened to them?". The list went on.

The more research I did, the more I realized there was a great story here. My original fear was that V66 was my Mr. Snuffleupagus, i.e. that thing that I remembered that know one else does. But I, soon, realized this story wasn't Mr. Snuffleupagus at all. The idea of looking at this free UHF-TV channel that played music videos 24/7, was independently owned-and-operated, was live and local, from the perspective of the digital age was something that was universal. If I did it right, this story would be entertaining and informative to people everywhere, not just people who lived in Boston. I've now worked for over 6 years to make that goal a reality.

As I sifted through tons of old V66 footage, listened to and studied music from that era, tracked down and researched people involved with this long-gone music outlet, I still have that same enthusiasm for music videos I had when I was 8 years-old sleeping over my friends house. Watching a song come to life with a story and pictures is still something I love. This is a piece of music history, a piece broadcast history and, overall, a piece of history that has never gotten its due. It is with great pride and enthusiasm that it now will.

Eric Green,
January 2014, Boston, MA

DIRECTOR BIO/FILMOGRAPHY

ERIC GREEN (Director / Producer / Writer / Editor / Additional Photography)



Director Eric Green

Eric Green grew up in suburban Boston and got his start at his senior internship at Miramax Films in New York. After graduating from Fitchburg State University with a degree in Communications / Film Production, he made his directorial debut with the 16mm short film *To Be John Woo (TBJW)*, an off-beat comedy with both SAG and non-union actors. For over two years, *TBJW* screened at film festivals all over the USA as well as Canada and Australia. For his follow-up, Eric directed the short *Musician For Hire (MFH)* on Mini-DV in NYC. The story of a struggling musician, *MFH* was an official selection of over 20 film festivals throughout North America, streamed on select websites, aired on TV in NY, and won an award for Best Music Video (for the music video sequence) at the 2005 Myrtle Beach International Film Festival.

Eric worked in film and TV production in New York City on various productions (*Hope and Faith*, *The Interpreter*, and *Definitely, Maybe*) and in post-production (at Fuse and AMC Networks). *Life on the V* marks Eric's feature documentary debut. He had so much fun working in the genre that he recently finished a short documentary *The Beatles Boston*. His *Curb Your Enthusiasm* spec script "Honorary Degree" was named Grand Prize Winner in the Television Spec Script category at the 2013 Hollywood Screenplay Contest. Eric is married and lives in Boston, MA. www.cruisinginthevan.com

Filmography:

To Be John Woo (2002 short film)

Musician For Hire (2004 short film)

Getting to Know Slightly Known People (2008 short documentary)

The Beatles Boston (2013 short documentary)

Life on the V: The Story of V66 (2014 feature documentary)

PRODUCER BIO/FILMOGRAPHY

MATTHEW NERNEY (Producer)

Matthew grew up in the Boston suburb of Bedford, MA, where he became friends with Eric Green. While working at the local video store during college, they worked on several independent films together. This led them to forming Cruising In The Van Productions, where Matthew is a producing partner. In addition to producing Eric's films *To Be John Woo* and the award-winning *Musician For Hire*, he was the producer of the 2003 horror film *The Vengeance of Cinderella* and the festival hit *Walter's Room*. Currently, Matthew is a partner at RESS Foundation, Inc, a charity organization, who is producing the film *In the Eyes of Another*, which is expected to go into production in 2014. *Life on the V* marks Matthew's first time working on a documentary. Matthew currently lives in Bedford, MA and looks forward to producing more films.

Filmography:

To Be John Woo (2002 short film)

The Vengeance of Cinderella (2003 feature film)

Walter's Room (2003 short film)

Musician For Hire (2004 short film)

Life on the V: The Story of V66 (2014 feature documentary)

CREW BIOS

STEVE LORENZ (Executive Producer)

Steve has over 27 years experience in entertainment media, music, video, film, acting, producing, business, banking, finance and Venture Capital. He has produced, written, shot and directed music and comedy videos and acted in *Big Stan* with Rob Schneider & David Carradine. *LOTV* marks his first collaboration with Cruising in the Van Productions.

CHRISTIAN de REZENDES (Associate Producer / Director of Photography)

Christian is an accomplished director, cinematographer and editor. His documentary *Alzira's Story* played film festivals and aired on PBS in 2000, and his film *Getting Out of Rhode Island* (2003) was distributed on DVD by Film Threat. His documentary *41* was distributed by Nehst Studios. Christian is the founder of Breaking Branches Pictures and is currently working on *Slatersville: America's First Mill Village*.

DAVE MURDEN (Associate Producer)

Dave worked in Production Management at Fuse in the mid-2000s. It was there, that he met Eric Green and directed and produced the series *The P.A.* In 2008, Dave became the VP of Development at Refinery NYC and in 2011, he became a co-founder of Nerd Frat, a Florida-based internet marketing firm. Dave is also the co-owner of ColdCut Films.

EMORY MEEK (Additional Editor)

Emory worked in post-production at AMC Networks in the mid-2000s where he became friends with Eric Green. Emory did a great deal of editing for programs on Ultra HD, one of the VOOM HD Networks. He has also done additional editing for TV shows such as *Love Lust* (Sundance Channel) and *Man v. Food* (Travel Channel). Emory is currently the Senior Editor on the National Geographic series *Doomsday Preppers*.

ROSEMARY SICILIANO (Additional Editor)

Rosemary works in both marketing /communications and editing. She was an additional editor on 2010's Academy Award nominated *Winter's Bone*. She has worked as an additional editor on the documentary *Up Heartbreak Hill* (which aired on P.O.V.) and on *Doomsday Preppers*, where she worked with Emory Meek, who brought her in on *Life on the V*.

TIM CORNWALL (Additional Photography)

Tim went to Fitchburg State University with Eric Green and collaborated with him on his short film *To Be John Woo*. He has worked as a cinematographer and videographer on numerous productions, including the *I Sold My House.Com* show. Currently, Tim is an educator and zookeeper at the Southwick's Zoo in Massachusetts.

MEMO SALAZAR (Additional Photography)

Memo is an accomplished director, writer, cinematographer and editor. In 2001, he directed *Boy George Michael Jackson Browne*, a 24-part video series that pre-dated podcasts. He directed Public Enemy's 2003 music video "Son of a Bush". In 2008, he directed the comedy *Turbocharge*, which played film festivals all over the U.S. This year, he was the producer and editor on the documentary *American Meat* about the current state of the U.S. meat industry.

HENNING OHLENBUSCH (Music Composer)

Henning is a singer, songwriter, multi-instrumentalist, and producer. He has composed music on his own as well as with his indie-rock band School for the Dead. He is also the head of the indie music label Rub Wrongways Records. Eric Green contacted him upon learning about School for the Dead's song "V66". In addition to interviewing Henning (as well as his band mate Brian Marchese) for *Life on the V*, Eric liked the song "V66" so much he approached Henning to score original music for the documentary.

INTERVIEWEE BIOS

V66 EMPLOYEES INTERVIEWED:

JOHN H. GARABEDIAN (V66 Managing General Partner)

John Garabedian is a broadcasting legend with over 50 years experience in radio and TV. He began his radio career when he was 17 at Worcester, MA station WORC. After working at several radio stations, he worked his way up to radio station ownership, when he founded Natick MA's WGTR in 1972. The success of that station lead to John launching another radio station: WGTF in Nantucket. Already successful in radio, John began exploring television ownership and discovered a TV station the FCC had allocated that hadn't been purchased yet and soon after purchased the FCC license for channel 66. He brought in his team and launched V66. The channel ran on channel 66 from Feb. 1985 to Sep. 1986, when it was sold to Home Shopping Network. In 1987, John began hosting the nationally syndicated radio program *Open House Party (OHP)*, which is still heard on over 150 stations all over the USA. In 2003, John returned to television with the TV channel XY.tv, a lifestyle channel that aired until 2006. In addition to hosting *OHP*, John purchased three radios stations on Cape Cod in 2012: WPXC, WFRQ, and WHYA.



John H. Garabedian

ARNIE “WOO WOO” GINSBURG (V66 General Manager)

Arnie Ginsburg is a legendary DJ in the history of early rock radio. He began at WBOS and continued at WMEX. He became a popular tastemaker and his radio show became a popular outlet for reaching the teenage audience in the 1950s and 60s. After a stint as a DJ at WRKO, Arnie transitioned to becoming a general manager of radio stations such as WBCN, WWEL and WXKS. In the early 1980s, John Garabedian (who worked with Arnie at WMEX) brought Arnie in as General Manager of V66. While Arnie was not a VJ, his involvement with V66, gave the channel some serious clout. After V66 ended, Arnie returned to WXKS. In 1997, he was one of 25 American disc jockeys saluted by the Rock and Roll Hall of Fame. In 2008, he was inducted into the Massachusetts Broadcasters Hall of Fame. Today, he is retired in Ogunquit, Maine.

DAVID BEADLE (V66 Director of Programming)

David Beadle had a background in TV news. He produced an Atlanta music video series *Atlanta Rock Review* that caught the attention of John Garabedian and Arnie Ginsburg. He was brought in as the Director of Programming at V66. After the sale of V66 to Home Shopping Network, David transitioned into the mortgage industry. Today, he is retired in Vermont.

ROXY MYZAL (V66 Music Director)

Roxy Myzal came to V66 with an impressive music background having worked in radio as well as in record label promotion. She was hired as the Music Director at V66 in 1984. In addition to being an influential force in V66's music programming, she also hosted the *Roxy Report* (a music news update) and the *New Music Show*. After V66 shut its doors, Roxy worked for MCA Radio Network, the music video production company Mark Freedman Productions, and at SW Networks. Today she is the producer of *hardDriveRadio*, a national radio hard rock program.

DAVID O'LEARY (V66 VJ)

David O'Leary was one of the most popular VJs at V66. He was already a radio veteran with experience at WBCN and WAAF when he joined V66. After V66 ended, he returned to radio and worked at such Boston stations as WXKS (Kiss108-FM) and WBOS. Today he is the morning DJ at Boston's WMJX-FM (Magic 106.7) and he is also a popular voiceover and host, notably for national programs on PBS.

IAN O'MALLEY (V66 VJ)

Ian O'Malley joined V66 shortly after high school. After V66 ended, Ian worked at WAAF. He, later, moved to NYC and became a VJ on VH1 where he interviewed multiple celebrities and rock stars. In 2000, he co-hosted the first season of CBS's hit reality TV series *Big Brother*. He also had a stint as a VJ on VH1 Classic and has appeared in such films as Richard Linklater's *School of Rock* and Lasse Hallstrom's *The Hoax*. Today, Ian is a popular voiceover and a DJ on WAXQ-FM (Q104.3) in New York City.

PERRY STONE (V66 VJ)

Perry Stone was a NYC-based DJ with experience hosting a music video series in Long Island, when he was selected to join V66. He gained a huge following thanks to his outrageous gags and humor. After V66 ended, he became a DJ at Boston's WXKS. He has worked as both a DJ and in radio operations at radio stations all over the country. Today, he can be heard on WWWV-FM in Charlottesville, VA.

BILL STEPHENS (V66 VJ)

When Bill Stephens joined V66, he was already had a tremendous amount of broadcast experience, having been a DJ at numerous radio stations throughout CT, CA, NV and MA. While at V66, in addition to being a morning VJ, he also co-hosted *Boston Sportsbeat*, a sports highlight show. This experience in sports broadcasting paved the way for Bill's post-V66 career. Since 1989, he has been involved in just about every level of motorsport television. He has been a host, reporter, producer, and writer for motorsport programs on ESPN, ABC, NBC, CBS, and Fox Sports among others. Today, Bill continues to work in motorsport television as well as publishing.



V66 Poster featuring: Perry Stone, John Garabedian, Ian O'Malley, Bill Stephens, Mary Jo Kurtz, David O'Leary and Maribeth Cox-Livingston (1986).

MARY JO (McCLELLAND) KURTZ (V66 VJ)

Mary Jo came to V66 from Pennsylvania, where she worked in rock radio. While at V66, she became a very popular VJ as well as the host of Metal Mania. She was also the host and producer of V66's biopic series *The Superstar Show*. After V66 ended, she did a stint as a news reporter at WSLs in VA, where she was nominated for an Associated Press award. She has worked as a freelance journalist, writing for almost 100 media outlets, and today is a multimedia journalist and social media strategist.

MARIBETH COX-LIVINGSTON (V66 VJ / News Producer)

Maribeth had worked in TV news at WBZ-TV prior to joining V66. She was hired as a news producer and they liked her so much, she became an on-air VJ known as "Tracy Cox". After V66 ended, Maribeth returned to news producing and worked at TV stations in RI, MD, and KY. Today she is based in MD, where she is a freelance multimedia and TV producer.

BOB RIVERS (Co-Host of V66's *The Bob and Zip Show*)

Bob Rivers was half of the shock-job radio team of WAAF-FM's Bob and Zip. The success of their morning show lead them to make a video for their novelty hit "Just a Big Ego", a parody of "Just a Gigolo". That video became a V66 staple. In 1986, Bob and Zip hosted a show on V66, *The Bob and Zip Show*, showcasing their brand of wacky humor. After V66 ended, Bob released the novelty album *Twisted Christmas*, which has become a holiday classic. Bob has released several comedy albums since. After being on radio in Baltimore, he moved onto Seattle. His long-running successful *The Bob Rivers Show* was heard on KJR-FM in Seattle until his retirement in 2014.

GREG HILL (V66 Intern / Production Assistant / Editor)

Greg Hill grew up such a fan of John Garabedian, that he sent fan letters to him when he was still in high school. John gave young Greg an opportunity to become an intern at V66, which lead to Greg working his way up to Production Assistant and later, an Editor at V66. After V66 ended, he began working at WAAF-FM. His radio show *The Hill-Man Morning Show* is one WAAF's longest-running radio shows and he is still hosting it today. In addition to the radio, Greg is President of The Greg Hill Foundation.

Other V66 Employees Interviewed:

Michael Anderson (former Kidder-Peabody and Co. executive)

Susan (Beauchamp) Baran (V66 VJ / News Producer)

Ian Barrett (V66 Intern)

Jay Eidt (V66 Videographer)

Michelle Goldberg (V66 Promotions Assistant)

Bert Gould (V66 Director of Marketing and Promotion)

Bill Hesse (V66 Technical Director)

Rochelle Joseph (V66 Stylist)

Gil Kerr (Producer of V66's *Boston Sportsbeat*)

Mike Michaud (V66 Intern)

Annie (Saxon) Norton (V66 VJ)

Stuart Pologe (V66 Camera Intern)

Mark Reynolds (V66 Camera Operator)

Amy Schrob (V66 Editor)

Scott Surrette (V66 Intern)

Peter "Zip" Zipfel (Co-Host of V66's *The Bob and Zip Show*)

MUSICIANS INTERVIEWED:

Danny Klein performing live

DANNY KLEIN (The J. Geils Band, bassist)

Danny Klein joined Worcester, MA blue-rockers The J. Geils Band in 1967. Their albums have sold millions and their #1 single "Centerfold" from 1981 is one of the biggest singles of all-time. After taking a hiatus in 1986, the band reunited for a 1999 tour. They have played several reunion shows since then. In 2010, they were nominated for induction into the Rock and Roll Hall of Fame. In addition to J. Geils Band, Danny also performs in Danny Klein's Full House Band.

GREG HAWKES (The Cars, keyboardist)

Greg Hawkes joined Boston rock band The Cars in 1977. Their new wave sound set the tone for much of 1980s music. They released a string of multi-platinum albums and had 13 Top 40 singles including “Drive” and “You Might Think”. To date, they have sold over 23 million albums in the U.S. alone. In addition to The Cars, Greg has recorded several albums performing the ukulele, and he has performed with The Turtles and Todd Rundgren.

JOHNNY GILL (solo artist; New Edition, singer)**RALPH TRESVANT** (solo artist; New Edition, singer)

Boston R&B boy band New Edition were the progenitors of the boy band movement and known for their hits “Cool it Now”, “Mr. Telephone Man” and “If It Isn’t Love”. Ralph Tresvant, a founding member New Edition, is also an established solo artist known for his single “Sensitivity.” Johnny Gill, who joined New Edition in 1987, also has a successful solo career including his hit “Rub You the Right Way”. Ralph and Johnny also perform with Bobby Brown in Heads of State. Between New Edition, Ralph Tresvant, and Johnny Gill, they have sold over 11 million albums in the U.S.

JOEY PESCE (‘Til Tuesday, keyboardist 1982-87)

Critically acclaimed Boston new wave band ‘Til Tuesday was formed in 1982 by singer Aimee Mann. Their 1985 debut featured the Top 10 hit “Voices Carry”, which keyboardist Joey Pesce co-wrote. Joey left the band in 1987. Today he is a noted artist and sculptor.

PAUL GEARY (Extreme, drummer 1985-94)**HAL LeBEAUX** (Extreme, rhythm guitarist 1985)

Boston hard rockers Extreme rose to fame with their #1 song “More Than Words” in 1991. To date, the band has sold over 10 million albums worldwide. The band recently performed at the Boston Strong Concert. Paul left the group in 1994 and is now a successful music manager. Hal continues to perform rock and blues around the Boston area.

WOODY GIESSMANN (The Del Fuegos, drummer 1984-1988)**DAN ZANES** (The Del Fuegos, singer/guitarist)

Boston garage rockers The Del Fuegos were so hard working in the 1980s that they appeared in a famous 1985 Miller Lite advertisement. Their hits “Don’t Run Wild” and “I Still Want You” were embraced by V66. Dan has become a successful Grammy Award-winning children’s music artist with his group Dan Zanes and Friends. Woody founded Right Turn, a program offering assistance to artists in recovery from drug addiction and other mental health issues.

DOUG ARDITO (Puddle of Mudd, bassist)

Hard rock band Puddle of Mudd scored a Top 5 hit with “Blurry” in 2001. They have sold over 7 million albums worldwide and are currently on tour. Doug Ardito, a Fender Musical Instrument endorsed artist, has co-written some of their biggest hits.

Other Musicians Interviewed:

Johnny Barnes (Johnny Barnes and the Automatics, guitarist/singer)

Cyndie Barone / Liz Borden / Rita Lavacchia / Heather Rice (Lizzie Borden & the Axes)

Dana Colley (Morphine / Three Colors, saxophone)

Ben Deily (The Lemonheads, singer/guitarist 1986-89)

Jeff Erna (Dropkick Murphys / Street Dogs / The Outlets / The Blackjacks, drummer)

Ralph G. Fatello (Semper Fi / Vinny Band, singer/guitarist)

Mark Ferrantti (Bim Skala Bim, bassist)

Gary France (Rods and Cones, guitarist)

Bob Gay (New Man, saxophone)

Kay Hanley / Greg McKenna (Letters To Cleo)

Tom Hauck / Tim Long (Ball + Pivot)

Hub Moore (Three Colors, bassist)

Fans Interviewed:

Jeremy Banks (V66 fan)

Ernie Boch Jr. (auto mogul and founder of Music Drives Us)

Nichole Donje (V66 contest winner)

Mike Dreese (CEO and co-founder of Newbury Comics)

Adam Everett (V66 fan)

Scott Harrison / Jean Kennedy / Ian St. Germain / Patrick Tirda (Burnt Fur, V66 inspired band)

Nick Lorenzen (V66 fan)

Tristram Lozaw (music journalist)

Brian Marchese / Henning Ohlenbusch (School for the Dead, MA indie-pop band)

Charles Membrino (V66 fan)

Cathy Piantigini (V66 contest winner)

James Simon (V66 fan)

PRESS CLIPPINGS

Below is The Boston Globe article written about *Life on the V: The Story of V66*.

The Boston Globe



V-66 cofounder John H. Garabedian (left) and VJ David O'Leary reminisce 24 years after the birth of the music video station. (Dina Rudick/Globe Staff)

For filmmakers, V-66 rocks on Fans creating documentary

By Erica Noonan and Emily Sweeney
Globe Staff / March 22, 2009

FRAMINGHAM - V-66 was born in the year 1985, before everyone had cable TV and after Michael Jackson's "Thriller" redefined the marriage of music and video.

It was the poor teenager's MTV - created in a suburban office park at 111 Speen St. and available 24 hours a day to anyone with a TV set and rabbit ears -that created a two-fingered hand sign, hairsprayed DJs, and goofy slogans like "Wacky in Waltham" and "Jumpin' in Jamaica Plain." Many born-and-bred New Englanders of a certain age (30 to 60) have burned into their brains three songs they played over and over again: "Take On Me" by a-ha, "Cruel Summer" by Bananarama and "Raspberry Beret" by Prince.

Now a team of Bedford fans who grew up to be filmmakers are creating a documentary, "Life on the V: The Story of V-66," to be shot in the next few months and scheduled to premiere early next year for the 25th anniversary of the channel's debut.

The film is the brainchild of 32-year-old New York filmmaker Eric Green, fellow Bedford native and producer Matthew Nerney, 31, and associate producer Christian de Rezendes, 33, who watched V-66 in his hometown of North Smithfield, R.I.

Growing up in Bedford, Green didn't have cable TV, and his first introduction to music videos was through V-66.

"I was just learning about music," said Green, who wrote and directed the independent films "To Be John Woo" (2002) and "Musician for Hire" (2004). "To have V-66, a channel that played all different genres of music - they'd play a rap video, and the next video could be a dance video and they'd show local bands that didn't have labels and weren't getting exposure elsewhere - I was exposed to a lot of different things. I remember it fondly."

V-66 was created by Weston native and veteran radio broadcaster John H. Garabedian, who teamed up with Arnie "Woo Woo" Ginsburg and launched WVJV-TV on Channel 66.

It was back when MTV "was terrible," recalled Garabedian, 67, who lives in Southborough and hosts the national "Open House Party" syndicated radio program Saturday nights.

"We knew people wanted to see life and culture and other people, not just music videos, so that was the idea," he said. "Boys want to see cars and hot girls, girls wanted to see style and clothes. The vibrant [music and nightlife] community in Boston during that time made it easier."

A stop at the Framingham studios became a must for bands on their way between performances in Boston and Worcester. Local rock legends Aerosmith, the Cars, the Del Fuegos, and the J. Geils Band were known to swing by and make appearances on V-66.

The V-66 logo a bold letter "V" with the number 66 spelled out in an electric current was a familiar sight on television screens and billboards. Fans slapped logoed stickers on their car bumpers and on toll baskets along the Mass. Turnpike.

The station's antenna was located in Hudson, broadcasting a signal that could be picked up by viewers from Connecticut to New Hampshire. VJs like David O'Leary broadcast live, and the channel also served as a source for local news, weather, sports scores, concert information, and news from Boston's nightclub scene.

"Not a month goes by where someone doesn't say, 'Weren't you on that channel?'" said O'Leary, of Framingham, who went on to work as a disc jockey at WBOS 92.9 FM and Magic 106.7, where he is now production director.

The channel, which Garabedian said went to more than 2 million homes according to its 1985 Arbitron ratings, is credited with helping launch the career of the Norwegian rock band a-ha, and its blockbuster hit video and No.1 single "Take on Me."

MTV had passed on the video, and V-66 started playing it heavily in early 1985. The song later caught on with American radio stations, and eventually MTV, to become a monster US hit, earning the band a Grammy nomination. To express its gratitude, the band came from Europe and visited the V-66 studios in person.

The filmmakers said one of the things that made V-66 special was the live, call-in aspect of the show that helped viewers feel a sense of connection to the local music scene.

"They were live, and occasionally a caller would say something, or the music guest would say something, and there would be technical problems with the video and they'd have to improvise," said Green.

The interaction with the VJs is what made the channel unique, he said. "You were part of this instant community," said Green.

In August 2007, the filmmakers brought their idea to Garabedian, who granted them permission to use archive footage.

Faithful fans have also offered up copies of old VHS dubs. Some of the reception is fuzzy, said de Rezendes, "but that's one of the charms of it."

"We have stuff the VJs even want to forget," said de Rezendes. Some fans have even bought "microproducer" status on the film by donating \$66 toward production costs for the film, which the men are bankrolling themselves.

They aren't short on nostalgic material as, over the years, V-66 fans have uploaded clips to YouTube, built websites, and created Myspace and Facebook groups where they share photos and memories. Green's team has interviewed musicians who appeared on V-66, former VJs like Bill Stephens and Paul "Tank" Sferruzza, co-hosts of V-66's "Boston Sportsbeat." Other former V-66 stars Ian O'Malley (now at Q104.3-FM in New York City), Mary Jo Kurtz, and Peter "Zip" Zipfel are also scheduled to appear, as is WAAF-FM morning show host Greg Hill, who once worked at V-66 as an intern and production assistant.

Green said he hopes to finish shooting by summer and wants the film ready for a premiere screening on Feb. 12, 2010, marking the 25th anniversary of the premiere of V-66, which broadcast for nearly two years before the frequency was sold to the Home Shopping Network in 1986.

The enduring appeal of "the V" thrills Garabedian, who said he is still friends with channel cofounder Ginsberg, now 82, retired and living in Maine.

"I can't believe people are still so interested in something we did 25 years ago," Garabedian said.

Erica Noonan can be reached at enoonan@globe.com. Emily Sweeney can be reached at esweeney@globe.com. For more information on the V-66 documentary, visit www.lifeonthev.com. You can also see the "Life on the V" production diary and blog at www.myspace.com/v66documentary

Below is the Fox 25 TV news feature about *Life on the V: The Story of V66*.



Reliving the days at V-66

By Doug Meehan / Fox 25 Reporter

Updated: Wednesday, 18 Nov 2009, 10:36 PM EST

Published : Wednesday, 18 Nov 2009, 10:36 PM EST

3.5 minute TV feature segment aired on Fox 25 on Wednesday, 18 Nov 2009



(myfoxboston) - The year was 1985, and a group of local radio guys bought a vacant television frequency, they labeled it WVJV-TV, and Boston's own answer to MTV was born. John Garabedian was one of the station owners, and an on-air host.

"V66, as we saw the MTV experience, you expand that and with a radio background, you think this is really about pop culture in Boston. So we make this a channel based around Boston pop culture," Garabedian says.

Even though, at the time, Eric Green and Matt Nerney were just 8 year old kids growing up in Bedford, they remember and loved the local music channel. 24 years later, they are creating a documentary film about the station called "Life on the V-The Story of V66."

"This is a fascinating story of a free TV channel that just burst onto the scene and had an immediate impact on music," Green says. Word of their project is spinning faster than a Madonna album on a DJ's turntable. "The fans have been approaching us finding us out there, sending us footage that they've kept in their basements for over 25 years."

At 111 Speen Street, at the Natick/Framingham line is the office building that V66 called home, and broadcast to over 2 million viewers.

"Remember, this was the '80s, there was no internet. Nobody had computers. Cable was only 32% and we had a 3.5 million watt television station that blanketed the whole market and you could get it with just your rabbit ears," Garabedian says.

Unfortunately, V66 faded faster than acid-washed jeans. After only 18 months on the air, the Home Shopping Network made an offer to buy the station. It was a deal owners of the V couldn't refuse. Through it all, the producers of this documentary hope to create more than just a nostalgic look back. For it's brief time on our local airwaves, the "V" may have made more of an impact than it's creators set it out to be.

SCREENING HISTORY

Independent Film Festival Boston

April 27, 2014 at Somerville Theatre (Somerville, MA)

Official Selection

www.iffboston.org

Cape Ann Community Cinema

Sept. 14, 2014 at Cape Ann Community Cinema (Gloucester, MA)

Fall Into The Rhythm screening

<http://capeanncinema.wordpress.com/>

Independent Television and Film Festival

Sept. 26, 2014 at Dover Forge I (Dover, VT)

Sept. 27, 2014 at Dover Theater (Dover, VT)

Official Selection

www.itvfest.com

Winner – Best Documentary

www.itvfest.com/the-festival/gala

Somewhat North Of Boston Film Festival

Nov. 8, 2014 at Red River Theatres (Concord, NH)

Official Selection

www.snobfilmfestival.com

Winner – Best Rock Documentary

www.facebook.com/SNOBFilmFestival/posts/790424127666563

REVIEWS

“1 of the 12 Movies to Watch at 2014 Independent Film Festival Boston”

- Norm Schrager, Meet In The Lobby (4/23/2014)

“Green’s film is a giddy time capsule of ‘80s hair, music and fashion as well as a cheery rise-and-fall tale of an all-too-brief pop culture utopia.”

- Andrew Osborne, Rockerzine (4/25/2014)

“Green’s documentary brings the decade back to life with a fizzy mix of music, clips and interviews, deftly rewinding us back to a simpler time before internet killed the video star.”

- Andrew Osborne, Rockerzine (4/25/2014)

“The interviews and detail found here are great, and anyone who has any interest in Broadcast, or the 80s Boston music scene will love this documentary”

- Vatche Arabian, Lonely Reviewer (4/28/2014)

“Awesome!...I really just wanted to go home and watch V66...I loved it!”

- Kevin Elderidge, The Flopcast podcast (5/4/2014)

“It should be appreciated by anyone who loves music, radio and documentaries in general.”

- Kevin Elderidge, The Flopcast podcast (5/4/2014)

“This film is clever, fun...a wonderful trip to a time that now seems so much more innocent than the times we live in now. It was just a blast. A complete and utter blast!”

- Kim Brown, Subject:CINEMA podcast (5/11/2014)

“We both give it an A”

- TC Kirkham and Kim Brown, Subject:CINEMA podcast (5/11/2014)

“Even if you’re not from Boston, the story is a lot of fun. We encourage you to check it out.”

- TC Kirkham, Subject:CINEMA podcast (5/11/2014)

“3 stars! It offers a fascinating tribute to an unusual blip in 80s pop culture history.”

- Phil Hall, Film Threat (6/22/2014)

“A once-in-a-lifetime movie-going experience...#10 Best Movie of 2014”

- Andrew Osborne, Double Toasted (12/28/2014)

CREDITS

Life on the V: The Story of V66

| | |
|----------------------------|--|
| Directed by | Eric Green |
| Produced by | Eric Green Matthew Nerney |
| Associate Produced by | Christian de Rezendes Dave Murden |
| Executive Produced by | Steve Lorenz |
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Eric Green
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2nd Unit Shoots:

CA – Paul Geary shoot

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Charles Hodge
Aaron Mitchell
Nick Blanchette
Mark Gallant
Joe Turner
Oliver Mellan
Adam Schiffer
Joe Pasciscia
Alex DeMille
Alex Stikich
Curtis Enlow

FL – Gil Kerr shoot

IN – Annie Norton shoot

MA – Greg Hawkes shoot

MA – Woody Giessmann shoot

MT – Laurie Sargent shoot

NC – Perry Stone shoot

NY – BD Parody

NY – Dan Zanes shoot

NY – Johnny Gill / Ralph Tresvant shoot

WA – Bob Rivers shoot

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Christine DiMarzio
Paul Dinsmore
Lisa Drabinowicz
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Gail Green & John Monahan
Lawrence Green & Marilyn Danzig
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Virginia Hines
Bob & Karen Hodges
Harold & Meg Host
Rochelle Joseph
Tom Keirstead
David Kern
David Kupfrian & Nancy Saunders
Bryan Kurzman
Bill Larkin
Matt Levesque
Los Angeles Women's Music Festival
Gregory MacShane
Tybee Marruzzi
Joseph Masalasky
Susan McCann
Phillip McCarthy
Brian McCay
Robert Merrill
Christine Monahan & Cliff Daub
Dan (Ugolini) Nelson

David & Leslie Nelson
Julie-Ann Olson
Christopher Passanisi
Michael Pavlinch
Chuck Raffoni
Kenneth Reid
David Shemligian
James L. Simon
Marla Smith
William Smith
Allison Stamm
Scott Surette
Leah Talatinian
Michael Thompson
Lara Ugolini
Gary Visco & Judy Danzig
Frank Weisslinger
Beth & Tom Welch
James Young
James W. Zanzot

Music:

“No Place Like Home”

Written by David Minehan

Performed by The Neighborhoods

(C) 1979 Minimum Music (BMI)

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“V66”

Written by Henning Ohlenbusch

Performed by Henning Ohlenbusch with Lesa Bezo, Ken Maiuri

(C) 2012 Rub Wrongways Records

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