

ALUMNI PROFILE

Plymouth '74



Eric Eisen

Favorite Radio Format: Oldies Rock, but there must be funk/R&B involved too!

Favorite Artist: That changes daily. Today I'll pick the Ohio Players

Favorite Song: That changes hourly. For the moment, Love Rollercoaster

Favorite Movie: A Clockwork Orange

Favorite TV Show: What's TV?

Favorite Book: Catch 22

Hobbies: Motorcycles & playing bass guitar in rock bands

Where has life taken you since you left WSDP?

I've stayed on a general media track most of my life. After college, I became a TV producer for a healthcare system in Florida. After that, I moved to San Francisco, where I started my own video production company in 1982. That morphed into an ad agency, E2 Media. In 2004 I joined a larger agency, Gauger + Associates in San Francisco. In 2015 I moved back to Florida, where I now manage real estate (for myself and others), and continue to consult in marketing. My property management website is www.pinwheelprops.com.

What is your favorite memory of your time at the station?

I was there at the start in 1972, and it was very exciting to get the whole thing underway, with Bonny Dore's guidance. We had a great bunch of students who remain my close friends today. It was the most fantastic thing imaginable to have such an opportunity in high school!

Why was being involved at WSDP important for you?

Everything I've done in my career was influenced by the experience I gained at WSDP. It gave me a comfort level with media and communica-

tions that greatly facilitated my advertising and production career. By the time I was 21, I had been working in media for 5 years - who else gets to say that? (unless they were at WSDP, too!)

What advice would you give to our current students?

The skills you're building aren't about a specific medium or format. We can't fall in love with our media or technology, because they're rapidly and constantly morphing into something else. When I got started, news footage was shot on 16mm film and developed in time for the evening broadcast. Everyone read the newspaper, and the phone sat on a desk and was used for TALKING.

But here's the good news: You're learning skills that are forever useful, regardless of format. Content creation, storytelling, editing, promoting, entertainment, news reporting, music programming - those skills are timeless, and will always have an outlet regardless of tomorrow's specific medium or format. Mastering a FORMAT isn't the game. Master the CONTENT and there will always be a job for you.