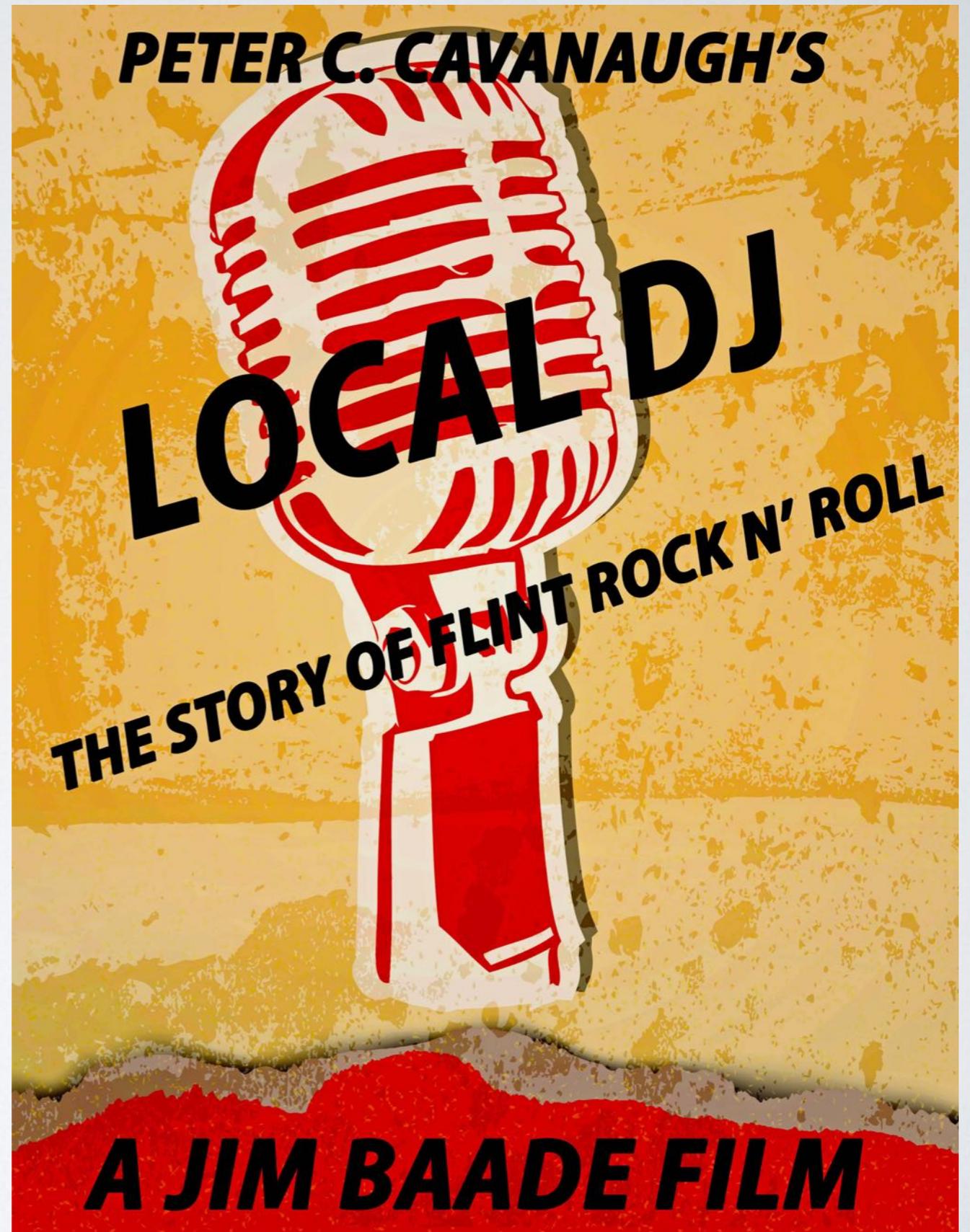


A NEW FEATURE  
MICHIGAN  
DOCUMENTARY

For Immediate Release  
2/1/2017  
Flint, Michigan



# DIRECTOR'S STATEMENT

“Local DJ - The Story of Flint Rock n' Roll” looks at the lesser known, yet significant contributions Flint made to music. Lesser known to the rest of the world maybe, but in Michigan we knew that this was a story that had to be made into a film by any means necessary -- and the only person to tell it was Peter C. Cavanaugh -- a Rock n' Roll Hall of Fame DJ and Promoter.

The stories are legendary and the film's riveting look at 50 years of music and culture flow within this 141 minute documentary. However, keep in mind, this is more than a story about a man and his city, but a motion picture for a generation of baby boomers who were coming of age everywhere.

- Jim Baade



# LOCAL DJ

THE STORY OF FLINT ROCK N' ROLL



**Peter C. Cavanaugh**



# SUMMARY

Let's go retro and hear the story of Rock n' Roll Hall of Fame DJ/Promoter -- Peter C. Cavanaugh! Told from inside Flint, Michigan, a blue collar auto manufacturing town just north of Detroit that had a brand of music that was just as tough, gritty and loud as the city it came from. For the first time, now hear the story of Flint Rock n' Roll, that along with Detroit and Ann Arbor formed the "Golden Triangle of Michigan Rock n' Roll".



**INSPIRED BY THE BOOK  
"LOCAL DJ" BY PETER CAVANAUGH**

***“This is one of the very best Rock documentaries I have ever seen. The true story of Michigan Rock n’ Roll. I loved Peter Cavanaugh’s autobiography and now we have a film that brings the book to life.”***

[-retrokimmer.com](http://www.retrokimmer.com)

<http://www.retrokimmer.com/2017/01/local-dj-story-of-flint-rock-n-roll.html>

# LINKS

- <https://vimeo.com/201482221> (Early Rock n Roll/Clip)
- <https://vimeo.com/201481263> (Sherwood Forest/Clip)
- <https://vimeo.com/201480104> (Flint's Best Rock/Clip)
- <https://vimeo.com/197213570> (Official Trailer)
- <http://www.imdb.com/title/tt6383748/combined> (IMBd)



# JIM BAADE BIO

LOCAL DJ - THE STORY OF FLINT ROCK N' ROLL  
WRITER - PRODUCER - DIRECTOR

Jim Baade (age 56) has worked within the Greater Flint radio market since 1980 where he began as an intern at the FM station -- WWCK "Flint's Best Rock". It was at WWCK that Baade first met Peter C. Cavanaugh (age 75), when Cavanaugh was the General Manager and where Baade eventually began his career as a DJ.

WWCK 105 FM went on to become the top Rock station in America in 1982, as determined by Billboard Magazine and National Arbitron Radio Ratings. 105 FM is also the subject of Baade's first film -- the award winning documentary short "Flint's Best Rock" (2012).

In his career as a DJ and Creative Director, Baade has won multiple awards for both audio and video work from both the Flint Advertising Federation and the Michigan Association of Broadcasters, not to mention taking away "Best Documentary" at the 2013 Flint Film Festival.

"Local DJ - The Story of Flint Rock n' Roll" (2016) is an independent feature documentary and Baade's second film. Baade currently lives in Flushing with his wife and young daughter and in addition to being an independent filmmaker, he is also the Creative Director at Townsquare Media, Flint -- which includes 5 radio stations.

# PETER C. CAVANAUGH BIO

LOCAL DJ - THE STORY OF FLINT ROCK N' ROLL  
MAIN SUBJECT

At the age of sixteen in 1957, Peter C. Cavanaugh enjoyed a fifty-eight percent total audience share on his hometown station, WNDR in Syracuse, New York.

Decades later, he's written a book about his adventures ever since, promoting and producing literally hundreds of early concerts with the likes of Chuck Berry, The Rolling Stones, Jimi Hendrix, The Who, Bob Seger, Ted Nugent, Alice Cooper, Kiss and so on, as well as running a seven station radio group which included the top-rated Rock 'n' Roll stations in America.

Peter lives in Oakhurst, California, with his wife, Eileen.

"Of all who had a major influence on me while growing up in the Midwest, none matched the audaciousness, tenacity and gonzo-like behavior of Peter Cavanaugh. He was more than just the rock 'n roll guru who gave America its first encounters with The Who, Bob Seger and all the great Detroit bands (Ted Nugent, Alice Cooper, MC5, etc.) He was the one who taught me how to go up against the powers-that-be and live to tell all. Thank you, Peter Cavanaugh, for saving a generation of Flint kids from the likes of Pat Boone"

**MICHAEL MOORE** -"Stupid White Men", "Bowling For Columbine", "Fahrenheit 9/11", "Sicko", "Capitalism: A Love Story."

In September of 2011, Mr. Cavanaugh gained entry into Cleveland's "Rock & Roll Hall of Fame" with his featured inclusion in their new Rock Radio exhibit.



on the air:  
rock and roll radio

deejay list ← start over ↻

### Peter C. Cavanaugh

Location: Flint



↑  
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An adventurous programmer at one of the Sixties most influential Top 40 test-market stations, WTAC in Flint, Michigan, Peter Cavanaugh used his highly accurate musical instincts to bring such local acts as Bob Seger, Ted Nugent and Question Mark and the Mysterians (as well as The Who) to national attention. He began broadcasting, as a teenager, in 1957 on WNDR in his hometown of Syracuse, but is best remembered by Michigan rock fans for his 1964-1980 tenure at WTAC, where he worked both on the air and in management. He also produced or promoted Michigan concerts by the Rolling Stones, Jimi Hendrix, Kiss, Alice Cooper and others. A former president of ABC Radio Networks Affiliates and author of the



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