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## LIMELIGHT AMERICA

by Michael Drew Shaw

I have always been curious about what makes entrepreneurs tick. What drives us to do what we do? What keeps us going when the odds are against us, even when our past is littered with unsatisfied dreams?

When I began my radio career, little did I know I was beginning a long and often lonely journey as an entrepreneur, but looking back I now understand how it happened.

Radio taught me how to flex my head and use my imagination and once that fire was lit I was hooked. A new idea is still what motivates me more than anything else, even money. For me it's always about the chase. When people ask what makes me an entrepreneur I tell them that I'm on fire with ignorance, and believe me that is both a blessing and a curse.

The impact of being a disc jockey playing America's Top 40 is still hard to describe. In the 60's and early 70's being a deejay was a really big deal. It was truly an awesome experience. It all began with the Beach Boys, Marvin Gaye and Manfred "Do-Wah-Diddy-Diddy" Mann, but for me things quickly changed as I moved from the studio into sales, promotion and then management.

After several attempts at buying my own radio station, impatience drove me in other directions and I forged ahead frantically searching for my pot of gold. Now I feel like the wayward son returning to the one thing he never should have left in the first place. But does my return to radio mean that I failed at everything else? I choose to believe that everything else was just a rehearsal for what is next.

Walter Hayes, a former vice-chairman of Ford of Europe believes that "*success produces many heroes, and there is never a shortage of fathers willing to claim parenthood. Only failures become orphans.*" I agree. And that is why this column in partnership with a new radio show called **Limelight America** will feature as many orphans as billionaires.

I have met some remarkable people and their enthusiasm is a big part of what keeps me going. So, I am going to start sharing with the hope I can infect a few of you. Together we will visit with friends and visionaries and meet new and exciting people.

The mission is a refreshing, positive style of *commercial* talk radio featuring in-depth conversations with fascinating people in Northwest Ohio and across America. Many of our guests will be household names while others will be emerging individuals who are in the process of changing the world. These up-close encounters with business, entertainment, sports, artistic and foundation entrepreneurs promise to be compelling

and inspiring.

**Limelight America** will also feature enticing side orders like **Sentimental Journey** that will look back at unforgettable people, places and events. **Brain Gain** will be a continuation of the outstanding Toledo Free Press series about people in Toledo who are in hot pursuit of their own dreams. **Radicals & Visionaries** will present mini-biographies of entrepreneurs who revolutionized the 20<sup>th</sup> Century.

I was fortunate to have a clear and present goal when I was a kid. There was absolutely no doubt in my mind that radio was where I wanted to be. Broadcasting has changed dramatically since I did my first station break, but I have always believed that being behind the microphone is a privilege and that entertaining and informing the listeners is an undeniable responsibility.

On that note I'll leave you with a great Charles Osgood line that I just can't resist borrowing: *"See you on the radio."*

**Limelight America** premieres Wednesday, March 11<sup>th</sup> on Fox Sports Radio 1230 WCWA between 5-6 pm and online at [www.limelightamerica.com](http://www.limelightamerica.com)

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