



MEDIA RELEASE

Iconic Australian radio show My Generation® clocks up 600 episodes

Jono Coleman hosts music legends with plenty of surprises in store

Australia's largest syndicated radio show My Generation has notched up a record breaking 600 episodes this month, and continues to attract an international who's who of music icons from Alice Cooper and Meatloaf to Mick Jagger and Kylie Minogue.

In fact, the program is so popular it reaches almost half a million Aussies across 91 metro and regional markets around the country every week.

Hosted by Jonathan 'Jono' Coleman – who cut his radio teeth in 1979 at 2WS Sydney and is now only the third host in the history of the show – My Generation is a two-hour-long show that continues to capture an impressive share of the over 35 year old FM audience.

The show provides its loyal listeners with a retrospective journey through the music, people and events of the 70s, 80s and 90s, every week focusing on one particular year.

From news to movies, politics to fashion, all the seminal events and memories are covered, along with the most important ingredient of all - the music.

Jonathan Coleman said: "I have so many fond memories as the host, not to mention the hysterically funny moments, like the time Paul McCartney didn't realise he was on air and said to me 'Is this Jono – the fat DJ from London?' or when Meatloaf came on the show for an interview and enjoyed it so much he stayed to co-host throughout the entire program.

"There are also many wild moments I've experienced with these legends, but these will be revealed when I'm safely in heaven! People love this show because it takes them back to a time when life was simpler. They feel really connected to the program and that for me is a real privilege. I still get letters from listeners all over Australia telling me that My Generation is the highlight of their week."

With the 600th episode airing this month, there will be an amazing line-up of talent and music including U2's The Edge, David Lee Roth, Alice Cooper, Joan Armatrading and The Hoodoo Gurus.

Coleman added: "I'm particularly looking forward to revealing the 1983 super hit which was written on the porcelain throne, eight miles high, half-way across the Atlantic!"

My Generation allows listeners to discover something new and interesting each week, such as taking listeners back to 1979 when the price of petrol was just 24 cents a litre, the average three bedroom house cost just \$55,000 and the biggest selling artists globally were Pink Floyd and Billy Joel.

And it's a content-rich format that continues to resonate with its highly engaged audience, transporting listeners to a time in the past that they love and can relate to.

mcm media has produced My Generation since its inception. CEO Simon Joyce said: "Reaching our 600th episode this month is a true milestone for this iconic show that uniquely provides our stations' listeners with an escape from everyday life and a trip down memory lane.

"My Generation is consistently entertaining, educational and dynamic and it's why the show has become appointment listening every weekend for a huge national audience."

My Generation is broadcast on WSFM in Sydney (Saturday 11am), GOLD FM in Melbourne (Saturday 12pm), 4KQ in Brisbane (Saturday 11am), 102.3 FM in Adelaide (Sunday 10am), 96FM in Perth (Sunday 4pm) and 86 regional FM and AM stations.

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about My Generation® – “the soundtrack of our lives”

My Generation® is a musical retrospective filled with powerful memories and the greatest hits from the 70's, 80's and 90's. Hosted by Jonathan 'Jono' Coleman, My Generation is the quintessential guide to a period of time that indelibly shaped a generation. From news to movies, politics to fashion, all the events and memories are covered - glued together by the most important ingredient of all - the music of the time. My Generation truly is 'the soundtrack of our lives'.

about mcm media

mcm media produces entertainment and lifestyle related radio, online, TV and mobile content for broadcasters. Utilising this content, mcm media delivers innovative marketing solutions to their advertising clients.

mcm media is renowned for its nationally syndicated radio brands including Take 40 Australia®, The Hot Hits Live from LA, My Generation®, The Jono & Dano Show and Better Homes and Gardens® Radio Show.

mcm media also publishes several of the nation's top rating music entertainment websites, including take40.com, thehothits.com and movideo.com The company has developed and produced several television series, including Live at The Chapel® and Take 40 Live Lounge® and is a growing supplier of online audio and audio visual entertainment content.