

# Next Big Thing / PRI Radio - Media Giraffe Profile

## Next Big Thing / PRI Radio

Dean Olsher

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## About

See a short bio on Dean Olsher here.

Below from <http://www.nextbigthing.org/aboutus/tnbt.html>:

The Next Big Thing is Public Radio International's weekly radio features magazine. Produced by WNYC, New York Public Radio, The Next Big Thing may actually resemble a city or town near you: listeners find it a fascinating place to visit, full of little-known street corners, compelling stories, lively music, and original comedy.

The Next Big Thing is full of unusual sounds and memorable voices. It's a show in which well-known artists like Stanley Tucci and Suzanne Vega casually rub shoulders with subway strap hangers, park bench philosophers, street-corner humorists, and kids on the local basketball court.

Below excerpted from "Where the Golden Age of Radio Meets the Eclectic" by Stefanie Cohen (<http://www.berkshireagle.com/Stories/0,1413,101~7514~1928760,00.html>):

[Olsher's] show, which is produced by WNYC, New York Public Radio, and distributed by Public Radio International, tries to maintain [the intimate style of Jonathan Schwartz and Vin Scelsa] with offbeat stories about interesting people. The hourlong magazine show features literary journalism, interviews, fiction, essays, comedy and performances by writers, actors and musicians.

Olsher bucked convention by including such a disparate lineup in his show. His excuse is that he bores easily, and he figures if he bores so quickly, his listeners probably do as well. And though their minds, like his, may flit from topic to topic, their radio dials are staying put. "The Next Big Thing," which was picked up by WNYC in 2000 and syndicated in January 2003, will be heard on more than 100 radio stations across the country next month.

Olsher hopes his show is part of a nascent trend toward a return to the Golden Age of Radio -- before television took families from their living room huddle around the short-wave, and plunked them onto the sofa in the den.

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