

Aaron Eisenberg

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The host of Skater's Paradise

Aaron Eisenberg
worldwide skateboarder scene
(far right) with fellow skaters,

Skateboarder's Paradise - 1st Sundays, 4:00 PM - 5:00 PM
Aaron Eisenberg

Music and news of the local

(rear L to R) Genero Vergogolini and Gus Coronell (front L to R) Emile Janicot and Chris Senn

According to KVMR's station manager, Brian Terhorst, "Aaron may be the youngest certified broadcaster in KVMR's history, and maybe even the youngest person to become licensed as a broadcaster in California."

Aaron Eisenberg is 14 and lives with his parents, Daisy and Bobby in Cool, CA. He also enjoys the company of his younger brother, Lucky, a white short haired chihuahua.

Shortly after Aaron's 13th birthday, he and Daisy decided to enroll in the KVMR broadcaster training

class. Daisy had been a professional broadcaster for years before Aaron was born, spinning records from Kings Beach at KSML/FM, in the 70's, to Santa Rosa at KVRE/FM into the 80's.

In a recent front page article in the Auburn Journal (6/14/02) Aaron is quoted as saying, "My mom used to be a professional radio deejay and she wanted to be re-certified and she asked me if I wanted to go and I said 'sure'."

The Auburn Journal went on to quote mom, "we are always looking for ways to keep Aaron stimulated and interested", Daisy said. "He is always willing to be exposed to new things".

After completing the broadcaster training class, Aaron and Daisy received their on air training under the tutelage of station manager, Brian Terhorst, on Brian's Saturday morning folk show, "Harmony Ridge".

"We are a community radio station, which tends to be geared toward the older population," Brian said. "We had been looking to expand to the youth and Aaron has helped us do that."

In addition to the broadcaster training class, we decided as a family to take the news production class with Joan Buffington in 2001, and in the fall, The Eisenberg's became a press pass carrying family.

In March, 2002, we met with Michael Moore in Grass Valley at The Center for the Arts where he inscribed our copy of "Stupid White Men" with the following statement, "The family that broadcasts together makes the world a better place."

Aaron's first two news assignments were to cover the opening ceremonies of the Grass Valley Skate Park.

Armed with a mini disc recorder, microphone and a set of headphones, courtesy of his grandparents in New Jersey, Aaron interviewed Grass Valley mayor Linda Stevens, Police Chief John Foster, Grass Valley Community Association's Chris Drainville, Grass Valley Park and Rec. Department's Sandy Jacobsen, Good Times Board Shop owner Gus Coronel and Emile Janicot of Adrenalin Skateboards, all of whom were instrumental in the creation of Grass Valley's skate park, the second largest outdoor skate park in California.

Program Director Steve Baker and KVMR's Public Affairs Director Mike Thornton approached Aaron in December, 2001, after Aaron and Daisy had been anchoring KVMR's Monday night news and the Democracy Now! show.

Steve and Mike were interested in creating a youth oriented time slot and asked Aaron if he would come up with something.

With his passion for skateboarding, Aaron conceived the "Skateboarders Paradise" show, filling a two hour time slot from 8-10pm on the first Thursday of each month.

Aaron has brought on guests who are notable in the skateboarding industry. They include Grass Valley's own Chris Senn who is an internationally renown skateboard pro and X-Games gold medal recipient, Emile Janicot, Gus Coronel, Boards N Motion skate team manager Brandon Cravens, team riders and local skaters.

"In addition to live in-studio interviews, I discuss skate news and review skate parks and skate videos," Aaron said.

"He has really helped pull in the younger audience" said Brian Terhorst. "Whenever he is on the air, the phone traffic is very dramatic and it's pretty clear that a lot of young people are listening."

Aaron and Daisy are working on expanding the program to include other young people in the community.

"We are looking to encompass other areas in the kids world", said Daisy. "We're planning to have an open discussion on various topics precipitated by the kids themselves with Aaron as the anchor and the executive producer."

Aaron recently graduated valedictorian from Northside School.

Drew Woodall, assistant principal at Northside School in Cool, said in the Auburn Journal article that Aaron was an "outstanding" student.

"Aaron is very aware of what is happening in the world around him in a way most eighth graders are not," he said.

Last April we were invited to attend the Spring Gathering of the Shoshone Nation in Crescent Valley, Nevada.

Aaron and I participated in the Sunrise Ceremonies with Corbin Harney, elder and spiritual leader of the Shoshone Nation. We all shuffle danced the evenings away with Mary and Carrie Dann, Native American activists and international peace award recipients.

On our final day, Aaron and I took part in a ceremonial sweat lodge with twelve other men.

After five rounds in three and a half hours, most of the men crawled out of the sweat lodge amazed that Aaron had managed to stay to the end, truly experiencing a rite of passage.

In addition to skateboarding and radio, Aaron is studying guitar with local musician and teacher Neil Gurjovj of the Nevada City band "Harmony Ridge".

If you'd like to contact Aaron, you can email him at coolstuf@pacbell.net