

Case Logic's 15th Anniversary Audio CD-ROM

(Conducted all research and interviews, wrote script, and managed audio recording session at CU Boulder's Radio 1190)

Excerpt from year "1984" in script

Intro

[Female Host]

"Hi, and welcome to Case Logic's 15th Anniversary Radio Show. That's right! October 6th 1999 marks fifteen years of hard work and dedication that has resulted in the best products in the industry for your audio, automotive, computer, photo-video, and DVD needs. Let's take a walk down memory lane as we remember Case Logic's past and reminisce with popular songs, movies, industry news, and world events that have made 1984 through today a memorable part of our culture."

1984

[Male Host]

"In early 1984, young James Temple, former ski team member, came up with the idea to make a better cassette tape case. With the help of his brother and some good friends, the soft-sided 15 capacity cassette case, the CL-15, made its debut, and the world of entertainment storage was born. He began working out of a 300 square foot space. Mr. Temple was the only Case Logic employee when the first shipment went out on October 6, 1984. By mid-November he had personally stuffed over 10,000 pieces of CL-15's and CL-30's, with orders rolling in."

[Female Host]

"From the original 15 cassette case, Case Logic's line has grown to include over one hundred products spanning the audio, automotive, computer, photo-video, and DVD product categories. In fifteen year, Case Logic has earned the reputation as the recognized leader in entertainment and multi-media storage products. The company has captured the largest share of the domestic entertainment storage accessory market, and is the leading supplier of storage products internationally as well, with distribution in over sixty countries."

[Male Host]

"Today, company president Peter Storz navigates the ship, continuing to grow the legacy that is Case Logic. In a recent interview Mr. Storz talks about his first day on the job at Case Logic back in 1984."

[From Interview with Case Logic President, Pete Storz]

"I had been working for a friend of Jamie's and he mentioned that he needed a little help in the evenings, so I gave Jamie a call, and he said, 'Yeah, I need some help putting cassette cases together.' I was supposed to be there around seven and I pulled off and I could see Jamie working hard behind the window and in fact he wouldn't let me assemble the product because he wanted to make sure each and every product that we put

together was right and I think that was reflective of his desire and Case Logic's desire to make sure we put the best possible product out. The first prototypes were all fifteen capacity cassettes so it was fifteen. When we actually started as a company we had two products, the CL-15 and the CL-30 but we offered them in four colors, black, grey, red and blue."

Fade in "Purple Rain" by Prince

[Female Host]

"What else was going on in the world in 1984? Plenty, for sure. Besides Prince, Tina Turner had a number one song with "What's Love Got to Do With It." The Academy Award Winning movie in 1984 was "Amadeus", directed by Milos Forman. It's the incredible story of Wolfgang Amadeus Mozart told in flashback mode by Antonio Solari, now confined to an insane asylum."

[Male Host]

"Current world events in 1984: Ronald Regan was re-elected to the U.S. Presidency. The "Where's the Beef?" ad for Wendy's restaurants made a star out of Clara Peller, a retired beautician from Chicago. Did you know that she was so hard of hearing that a hidden stagehand had to tap her ankle to cue her famous line? Police Academy and Beverly Hills Cop opened in U.S. theaters and Miami Vice debuted on NBC. Mary Lou Retton scored a "perfect 10" becoming the first woman to win an Olympic Gold Medal in all-around gymnastics."

[Female Host]

"In the world of consumer electronics, Sony introduced a compact disc player at the 1984 Japan Audio Fair and in the U.S. building a bridge in the world of portable personal music players, from the magnetic tape walkman of 1979, to the DAT walkman of 1991, to the digital disc man of 1999. Also in 1984, Apple computer released the Macintosh and the number of posts on the Internet reached 1000."