

Press Kit

IT'S ALIVE



The It's Alive Show
www.theitsaliveshow.com

Background & History

The It's Alive Show, also known as It's Alive!, is an independently produced television program featuring classic horror and sci-fi movies hosted by a talented comedy troupe. The show was created by Mark Menold, who is also producer and host.

It's Alive! is **not** a typical "horror host" program as it features a variety of original content, including:

- Sketch comedy performed by the cast and guests
- Musical segments featuring the house band DEATHMOBILE as well as other local and national acts
- Recurring themed segments:
 - "Mother & Urnie" puppet skits
 - "Chef Chicken" cooking segments
 - "Problem Solved" current events rant by Professor Emcee Square
 - "Jack & Dick" – aging children's show hosts with an attitude
 - "Where'd that Come From?" and "Painful Lessons" free-form stand up segments by Stiffy the Dead Clown
- Movie trivia discussions
- Fan contests

Originally, the program that would become known as "The It's Alive Show" was to be a cooking show, proposed by Menold to Adelphia Studios. After being informed that there could be no cooking with an open flame or otherwise in their studios, Menold came up with the idea of a hosted horror program on the spot. Taking his cues from other horror hosts such as Pittsburgh's Chilly Billy (Bill Cardille) and Philadelphia's Doctor Shock, Menold assembled a cast and began taping and broadcasting his program.

It's Alive! premiered on WBGN-TV in Pittsburgh on July 30, 2005. The show is now in its fourth season and has developed a rabid and rapidly expanding fan base known as "The Lifeless", who participate in live chats on the show's message board during the weekly episodes and perform "street team" promotional activities on behalf of the show.

The show is a product of Clownhouse Productions, LLC, a multimedia production company founded and owned by Menold. In addition to The It's Alive Show, CHP also produces Zombie Fest, a multi-day zombie-themed convention. CHP has also coordinated three Guinness World Record™ setting zombie walks, the most recent of which drew more than 1,300 participants and over one ton of food donations for the local food bank.

The It's Alive Show and Zombie Fest have been honored with multiple 2007 Rondo Hatton Classic Horror Award nominations and one win (Best Fan Event).

Cast Members & Characters

The show's cast not only provides the on-air talent, but also performs all of the behind-the-scenes work, including:

- Writing – Comedy, Original Music
- Video & photography
- Sound
- Editing
- Set design & construction
- Prop design & construction
- Makeup & prosthetics
- Costume design
- Musical direction
- Stunts
- Puppet operation
- Special effects
- Advertiser sales
- Merchandise design

The current core cast/character line up consists of:

- **Mark Menold** is producer and host Professor Emcee Square. He also plays Dick Ritter, an over-the-hill rodeo clown, in the Jack & Dick skits and provides the voice of the undead puppet, Mother. He is also a founding member of the show's house band, DEATHMOBILE.
- **Doug Appel** is the show's technical/music director. His character, Pointy, is a sarcastic demon and musical mastermind. He is also a founding member of DEATHMOBILE and voices the puppet, Urnie.
- **Shannon Norman** plays Stiffy the Dead Clown, an alcohol-saturated second banana with a gift for brilliant word play. He also co-writes the show's scripts with Menold. Shannon also plays Jack Rothstein, half of the Jack & Dick comedy duo.
- **Eric Forster** provides make-up, prosthetics and special effects and plays Fritz III, a cloning experiment gone horribly awry. Eric also plays Mr. Neighbor, the creepy guy next door who has his own puppet collection.
- **Angela Rocco** plays several supporting characters including Hellga Scheidenentzündung, a mute vampire who is married to Pointy and does charades; Granny Square, the Professor's grandmother; and Miniature Frank Zappa.

DEATHMOBILE is the show's house band - a collaboration of Menold and Appel. Both play multiple instruments and the band sometimes features other musicians. The band combines idiotic humor with high-grade musicianship to come up with a metal sound influenced by the likes of Mr. Bungle, Rammstein and Frank Zappa. DEATHMOBILE's first CD was released in 2007 by Black Shamrock Records, an independent music publishing company owned by Doug Appel.

Events & Appearances

The It's Alive Show and its cast members have coordinated and/or appeared at a number of public events outside the show, including:

It's Alive! Events:

- South Side Zombie Walk (2006 & 2007)
- The It's Alive Zombie Fest (2007 & 2008)
- Monroeville Mall Zombie Walk (2006-2008)
- World Zombie Day (2008)

Cast Appearances:

- Rockin' with Lupus fundraiser (2006 & 2007)
- Tough Room @ Slapsticks Comedy Loft (2007)
- Rock & Roll Spookshow (2007)
- Dead in Dormont fundraiser (2007)
- Rocky Horror Picture Show screening @ Kelly-Strayhorn Theater (2007)
- Pittsburgh St. Patrick's Day Parade (2007 & 2008)
- Bad Movie Mondays @ Obey House Tavern (2007 & 2008)
- Pittsburgh Comicon convention (2008)
- Monster Bash convention (2008)
- Cinema Wasteland convention (2008)
- Dawn of the Dead screening @ The Oaks Theater (2008)
- Toy Galaxy Zombie Holiday Party (2008)
- Spelling Bee @ Lava Lounge (2008)
- New Year's Eve Party @ Lava Lounge (2008)

DEATHMOBILE Appearances:

- Rockin' with Lupus fundraiser (2006)
- It's Alive! Zombie Ball (2007)
- The It's Alive Zombie Fest (2008)
- 31st Street Pub (2008)
- Moondog's Pub (2008)
- Steeltown Shakedown (2008)
- New Year's Eve Party @ Lava Lounge (2008)

Press Coverage

Previous press coverage of *It's Alive*, *Zombie Fest* and *World Zombie Day*:

- *WBGN debuts horror series*, Pittsburgh Tribune-Review, July 27, 2005
- *'It's Alive' brings scary movies and 'Chiller' vibe back to airwaves*, Pittsburgh Post-Gazette, July 28, 2005
- *Professor Emcee Square's Top Frightful Flicks*, Pittsburgh Post-Gazette, October 27, 2005
- *Walk like a zombie*, Bethany Hofstetter, Pittsburgh Tribune-Review, August 4, 2006
- *He Ain't Drunk, He's a Zombie*, Eric Heyl, Pittsburgh Tribune Review, September 20, 2006
- *Zombie walk celebrates Pittsburgh's horror history*, Michelle Bova, The Tartan, October 16, 2006
- *Pittsburgh's South Side, Resurrected*, Christine H. O'Toole, The Washington Post, October 27, 2006
- *Zombies walk among us*, Allan Walton, Pittsburgh Post Gazette, June 18, 2007
- *Zombies haunt San Diego streets*, Jenna Colley, The San Diego Union-Tribune, July 26, 2007
- *Zombie walk stirs up South Side*, Kyle Hause, Point Park Globe, September 20, 2007
- *Pittsburgh's obsession with the undead comes to life*, Michael Machosky, Pittsburgh Tribune-Review, October 4, 2007
- *Zombies return! Devour entire weekend*, Zandy Dudiak, Trib Total Media, October 17, 2007
- *America's most livable zombies*, Kate Luce Angell, Pittsburgh Post-Gazette, October 25 2007
- *Weekend of the Living Dead: Zombies Return to Monroeville Mall*, Kate McCaffrey, Pittsburgh Post-Gazette, October 25, 2007
- *Guinness certifies record for second annual Zombie Walk*, Zandy Dudiak, Trib Total Media, June 12, 2008
- *Zombies to infect the world!*, Will Sanders, Scars magazine, June/July 2008
- *Behind Zombie Fest – An Interview with Organizer Mark Menold*, Mark Berton, InMonroeville Magazine, Fall 2008
- *Interview with It's Alive! Show creator and Zombie Fest curator Mark Menold*, Geoff Bough, Revenant Magazine, 2008
- *It's Alive!*, Amanda King, North Campus Voice, October 6, 2008
- *It's a Zombie Fest*, Sandy Doyle, Pop City Media, October 22, 2008
- *The Undead Rise Again for Zombie Fest*, Justin Jacobs, Pittsburgh Post-Gazette, October 23, 2008
- *The Horror! Zombies Feed the Living*, Lucy Leitner, Pittsburgh Tribune Review, October 27, 2008

Awards & Accolades

- Guinness World Record™ for World's Largest Zombie Gathering – 2006 & 2007
- Pending world record for World Zombie Day (2008)
- Best Fan Event winner – Rondo Hatton Classic Horror Awards - 2007
- Best Horror Host nomination – Rondo Hatton Classic Horror Awards – 2007
- Best Convention nomination – Rondo Hatton Classic Horror Awards – 2007
- Acknowledgement – *Zombies Ate My Headlines* – Carbolic Smoke Ball press

Filmography / Discography

- Best of Mother & Urnie Seasons 1 & 2 DVD – Clownhouse Productions, LLC (2007)
- Best of It's Alive Season One DVE, Clownhouse Productions, LLC (2008)
- DEATHMOBILE CD, Black Shamrock Music (2007)

Contact Information

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