

**Resolution Number 249**  
**Ron (Johnny Rabbitt) Elz**

**Whereas**, Ron Elz was born in St Louis and lived most of his life here. He began his radio career in 1954 making 2014 his 60th year in the field. His career began on WTMV in East St. Louis and: KCKN Kansas City, KXYZ Houston, KONO San Antonio, WCOP Boston, WCPO Cincinnati and KEWB San Francisco. He is best known for having been with WIL-FM/WRTH, KXOK and for having created the Johnny Rabbitt persona and the Real Rock Radio format of KSHE in May 1967. He also reformatted KADI into a rock station and was VP of Programming for a chain of 5 stations. In March 2008 he retired from WIL/WRTH and full-time radio. In semi-retirement he joined KMOX/CBS in May 2008 as host of the Saturday night's "Route 66" which is an oldies show. He's celebrating his 52nd year as Johnny Rabbitt a name he created, developed and has title to; and

**Whereas**, he is regularly heard announcing and appearing for a legion of advertisers and organizations. His "Unusual St. Louis" features aired on KSDK's "Show Me, St. Louis" for several years; and

**Whereas**, his daily column appeared in the St. Louis Evening News and St. Louis Globe-Democrat in the 1980s and in the current nostalgia Globe-Democrat for over 20 years. In the 1990s he was a professor of communications at St. Louis University, a faculty adviser for KSLU, the campus radio station, and represented the university on the advisory board of SLU's University News. He recently started Mound City Publishing, which has published "The Tale of Willy Willys" a kids book by Ben Hilliker, "Recipes to the Rescue" a cookbook to benefit Stray Rescue, and "Famous Firsts of St. Louis" by Diane Rademacher; and

**Whereas**, among his long list of achievements, Elz is a member of the Board of Directors of the St. Louis Mercantile Library and Art Museum, the oldest library west of the Mississippi and serves on the board of trustees for the Eugene Field House and Toy Museum. He co-founded the Media Archive at the Missouri Historical Society; served on the board of the St. Louis Public Library Foundation; was twice president of AFTRA, the American Federation of Television and Radio Artists (now SAG-AFTRA), which he joined in 1959 and currently serves as Vice President of the Missouri Valley local; and

**Whereas**, he was honored to be one of the original inductees to the Rock and Roll Hall of Fame in Cleveland's DJ section and he's also in both the St. Louis Radio Hall of Fame and St. Louis Media Hall of Fame. Elz is a recipient of the AFTRA Nellie Booth Award and the Ford Motor Co. Lifetime Broadcast Achievement award, among countless other honors; and

**Whereas**, he co-founded Concert Production, the first rock concert production company in St. Louis, presenting acts such as Cream, Steppenwolf, Three Dog Night, Joan Baez, Jeff Beck, Judy Collins and Procol Harum. He was co-founder and president of Serg Advertising and of the National Broadcasting Institute. He served on the City of St. Louis Crime Commission and the Regional Committee on Diversity. He's currently president of the Greater St. Louis Public Affairs Alliance that he co-founded in 2003; and

**Whereas**, Elz has hosted programs and presentations for a multitude of organizations such as The St. Louis Artists Guild, Landmarks Association, KETC Channel 9, The Little Sisters of the Poor, the Society of Broadcast Engineers, CBC High School, The City of St. Louis, St. Louis City TV Channel 10, Cardinal Ritter Senior Services, St. Louis Altenheim, The Pink Sisters, the St. Louis Public Library and The Missouri History Museum.. He's featured in the new Higher Education Channel documentary on the history of rock and roll in St. Louis titled: "Something In the Water."

***NOW THEREFORE BE IT RESOLVED*** by the Board of Aldermen of the City of St. Louis that we pause in our deliberations to recognize Ron (Johnny Rabbitt) Elz and we further direct the Clerk of this Board to spread a copy of this Resolution across the minutes of these proceedings and to prepare a commemorative copy to the end that it may be presented to our honoree at a time and place deemed appropriate by the Sponsor.

Introduced on the 14th day of March, 2014 by:

**Honorable Joseph Vaccaro, Alderman 23<sup>rd</sup> Ward**

Honorable Lewis E. Reed, President of the Board of Aldermen

Honorable Dionne Flowers, Alderwoman 2<sup>nd</sup> Ward

Honorable Freeman Bosley, Sr., Alderman 3<sup>rd</sup> Ward

Honorable Christine Ingrassia, Alderwoman 6<sup>th</sup> Ward

Honorable Phyllis Young, Alderwoman 7<sup>th</sup> Ward

Honorable Stephen J. Conway, Alderman 8<sup>th</sup> Ward

Honorable Kenneth A. Ortmann, Alderman 9<sup>th</sup> Ward

Honorable Joseph Vollmer, Alderman 10<sup>th</sup> Ward

Honorable Thomas Villa, Alderman 11<sup>th</sup> Ward  
Honorable Larry Arnowitz, Alderman 12<sup>th</sup> Ward  
Honorable Carol Howard, Alderwoman 14<sup>th</sup> Ward  
Honorable Jennifer Florida, Alderwoman 15<sup>th</sup> Ward  
Honorable Donna Baringer, Alderwoman 16<sup>th</sup> Ward  
Honorable Joseph Roddy, Alderman 17<sup>th</sup> Ward  
Honorable Terry Kennedy, Alderman 18<sup>th</sup> Ward  
Honorable Marlene E. Davis, Alderwoman 19<sup>th</sup> Ward  
Honorable Craig Schmid, Alderman 20<sup>th</sup> Ward  
Honorable Jeffrey L. Boyd, Alderman 22<sup>nd</sup> Ward  
Honorable Shane Cohn, Alderman 25<sup>th</sup> Ward  
Honorable Lyda Krewson, Alderwoman 28<sup>th</sup> Ward

Adopted this the 14th day of March, 2014 as attested by:

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David W. Sweeney  
Clerk, Board of Aldermen

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Lewis E. Reed  
President, Board of Aldermen