

# Mansfield News-Mirror

## Online and on the radio

BY BRIAN HERNALSTEEN

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Steve Cosio isn't your everyday advertising broker.

He works from home, plays the flute and guitar and has a childhood love of radio. And it was that love of radio that gave him a voice over the airwaves.

Cosio recently completed his 22nd podcast for the Flying Eye Radio Network, an online radio network that features free broadcasts of radio shows that feature music of nearly every genre.

"I get to pick my own music, and that's a huge deal to me. Back in the '70s, DJs were allowed to pick their own music and play it on the air," Cosio said. "That's pretty much the format of what I'm doing now. It's a really cool thing to be able to share some of this music."

Cosio's love of radio started in San Diego as a kid. His ears would be glued to KLOS, a station in Los Angeles that featured his favorite DJ, Geno Michellini.

As the years went on, Cosio went to college in California and in 1980 got his first job in news radio. He worked in news, as a producer, director and eventually on air as a talent.

But Cosio couldn't help but steal a glance from time to time at the rock station.

"Since I was a kid, I can recall times where I would walk around with an empty toilet paper roll and interview people," Cosio said. "When I got my first job in radio, there was a music station down the hall and I would always see the DJs walk in and out. I would watch the revolving door of talent go in and out and I would think about what that would be like."

Eventually, Cosio went into advertising, where he still helps businesses place radio ads.

But that love for radio didn't go away.

One day in 2010, Cosio was on his computer listening to some of his favorite music. He did a search and found that Michellini was still on the air, just over the internet with Flying Eye. Cosio sent him an e-mail, asking how he could become a part-time DJ.

Michellini told him to submit a tape to Andrew Goldfinger, owner of Flying Eye and host of "Music Gumbo," a show on the network.

In July, Cosio produced his first show of "Rock, Rhythm & Roots" for the network, joining the DJ ranks alongside his old hero.

"I was pleasantly surprised by his audition tape. I get a lot of auditions, so I was expecting another hack," Goldfinger laughed. "But he was really good. The music he played set him apart. We tend to go off the reservation when it comes to music selection, and the stuff he was playing was off the reservation.

"He has all these bands from Texas that we have never heard of, and he is bringing it to people who would have otherwise never heard it," Goldfinger said.

The gig is unpaid, but that's all right. It also takes time to produce, usually a few hours on a Monday, but sometimes you don't need to be paid to do what you love, Cosio said.

"It usually takes about 16 to 18 hours of preparation for a show, and I'm getting ready for it all the time. I'm listening to music and hearing new things and I love doing this," Cosio said. "My research is ongoing. It certainly brings me respect for those guys that did this five days a week."

"Rock, Rhythm & Roots" is a radio show that aims to stay true to its name. Cosio will span the spectrum of musical tastes, from rock to blues to old country and jazz. In one set, Cosio is proud of his transition from Frank Sinatra to the B-52s.

"I will literally go from rock to big band, then on to gospel," Cosio said. "Where else are you going to hear someone go from Sinatra to the B-52s?"

With a little more than a thousand subscribers, his love of radio and music has earned him a following, one he doesn't plan on letting down.

"Out of 23 weeks of doing this, I've only missed one show. I'm in it for the long haul," Cosio said.

Listeners can find his podcasts every Tuesday [www.flyingeyeradionetwork.com](http://www.flyingeyeradionetwork.com).

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Steve Cosio broadcasts "Rock, Rhythm & Roots" on the internet's Flying Eye Radio Network.