

In Memoriam – Robert F. Martz

By: Michael Zapiecki - Team Z Marketing LLC

The Advertising Club of Toledo lost one of its great creative minds when Bob Martz passed away on August 2. Bob turned 76 on May 21st and his sharp mind, keen wit and outrageous sense of humor were totally intact till the very end.

He celebrated fifty years in Toledo radio earlier this year and was an on-air presence in the Toledo market pretty consistently for five decades, from the excitement of personality radio at WTOD 1560 AM in the late 50s, to stints at WOHO and WCWA.

But it was not his smooth and soothing on-air voice alone that endeared him to so many. It was his great gift of creativity and humor in developing commercials for clients--local, regional and national. His work was among the very best in the country and compared favorably to such "major" names as Stan Freberg and the team of Bob & Ray.

He also formed a production company, Martz & Shaw, and together with Terry Shaw, produced work for major agencies in Detroit, Chicago and even New York. Bob's ability to find humor in every "selling situation" enabled him to produce sharp, quick-witted hilarious radio vignettes that suspended all disbelief and helped sell stuff. He was a mentor to many both in and out of radio.

He won the radio category every time he entered work in the Ad Club competition, and was recognized for his lifelong talent and contribution with the Silver Medal Award in 1979. He was also inducted into the Ohio Broadcaster's Hall of Fame in 2004. He always remained modest throughout his many achievements. A graduate of The University of Toledo, Bob summed up his success simply as "not bad for a liberal arts major". We will miss his kindness and wonderful sense of the absurd.