

MTR

SCHEDULE

PART I

MARCH 18 TO SEPTEMBER 1, 1996

THE MUSEUM OF TELEVISION & RADIO 465 NORTH BEVERLY DRIVE, BEVERLY HILLS, CA 90210-4654 (310) 786-1000



Rock'n'Roll
AND RADIO

To many people, contemporary radio is identified with music, especially rock 'n' roll music. This is not accidental. The unique relationship between the medium and the music began nearly fifty years ago.

When the hybrid music called rock 'n' roll emerged in the early fifties, radio spread the sound and its message to the nascent postwar youth culture, giving them something uniquely and defiantly their own. Rock 'n' roll music, for its part, strengthened and empowered radio when its traditional role as America's primary entertainment medium was being threatened by television.

This mutual influencing was by no means static. The music of rock 'n' roll—as well as the formats of radio and the style of deejays—has evolved greatly over the last forty years. The Museum's listening series, presented in two six-month parts, offers a chance to hear actual radio segments, called airchecks, that capture both the music and deejay in time. (An aircheck is a recording of a deejay taken off-air or in the studio; it can be either a segment of a deejay's shift or the full program.)

The story of rock 'n' roll and radio is really the story of the music and the voices that the audience grew to know and identify with, the

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Norman J. Pattiz, Chairman, Westwood One Inc.**

Rock 'n' Roll Is Here to Stay, I: New York Legends

April 17 - May 12, 1996

Two of the best-known rock 'n' roll radio deejays are Alan Freed (who is credited with coining the term "rock 'n' roll") and Murray Kaufman. These deejays spent their early years playing black music for black audiences, and, according to Arnold Passman in his book *The Deejays*, the two affected black vocal patterns and language, as well as adopting black nicknames: Freed was "The Moondog," while Kaufman is Murray the K. With very few airchecks of their programs known to exist at all, this package includes extremely rare examples of their on-air work.



Murray the K



Alan Freed

Bobby Rydell

"The Camel Rock 'n' Roll Dance Party" with Alan Freed

CBS

In addition to his regular deejay programs on stations in Cleveland and New York, Freed made a name for himself with his live rock 'n' roll shows. This weekly network program brought the magic of those live performances into American homes. The house band for the program was the Count Basie Orchestra featuring singer Joe Williams. Freed presided over a parade of musical stars, most of them black, in front of live audiences across the country. (1956, 25 minutes)

LaVern Baker • Frankie Lymon and the Teenagers

Murray the K WINS, New York

After a series of personal problems and the payola scandals caused the downfall of Alan Freed, WINS brought in former pop standards deejay Murray Kaufman. Murray the K was known as the "fifth Beatle" because of his close association with that group. (1964, 22 minutes)

**Dionne Warwick • Lorne Greene • Bobby Rydell •
Herman's Hermits • The Drifters**

Note: The technical quality of this program is the best available; the original recording was made off-air by a listener. Portions of the program were edited out when originally recorded. The segment is one of the only known recordings of Murray the K.