

THE AHMANSON RADIO LISTENING ROOM

PROGRAM SCHEDULES

PLEASE DO NOT REMOVE FROM THIS ROOM

(AS OF MAY 6, 1996)

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 was 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.*

"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.

RADIO TODAY: TOP FORTY VARIATIONS

May 15 – June 9, 1996

The period 1975 to the present has ushered in a new era for radio—narrowcasting—where radio stations are defining their format and audience in a narrow scope. This package includes a Machine Gun Kelly aircheck from the midseventies with a wide mix of music, followed by Scott Shannon's Morning Zoo.

MACHINE GUN KELLY

KHJ, Los Angeles

A popular Top Forty deejay, Kelly is more an introducer of the songs than a personality. The minimal talk allows a lot of time for music, and the mix of songs is very broad. The midseventies marked the start of the disco era, which would dominate Top Forty radio into the late seventies. (1975; 48 minutes)

John Denver • The Rolling Stones • The O'Jays • Jigsaw • Tony Orlando and Dawn • K.C. and the Sunshine Band • LaBelle • Elton John • War

"THE Z-100 MORNING ZOO" WITH SCOTT SHANNON AND ROSS BRITTAIN

WHTZ, New York

When Scott Shannon developed the Morning Zoo concept in 1983 as a way of bringing personality back to Top Forty radio, he took Z-100 (formerly WVNJ-FM) from "worst to first" in the New York ratings. The show, with its characters, comedy bits, and sound effects, emphasized humor and deejay entertainment over the music and became the model for Top Forty stations across the country. This segment is from Scott Shannon's final day on Z-100 before leaving for Los Angeles in 1989 (he has since returned). (1989; 63 minutes)

Janet Jackson • Todd Rundgren • The Rolling Stones • Bob Seger • Survivor

THE AGE OF AQUARIUS, II: THE RISE OF ROCK FM

June 12 – July 7, 1996

This package showcases two East Coast pioneers of the progressive rock radio movement, Dave Herman and Rosko. Dave Herman was involved with this early form of Rock FM radio in Philadelphia in the late sixties and was later at a number of seminal Rock FM stations in New York, including WPLJ and WNEW-FM. Rosko was one of the first deejays to be heard on WNEW-FM when it began playing progressive rock 'n' roll music. While most of early rock 'n' roll saw white deejays playing so-called "race" or "Negro" music, he was one of the few African-Americans playing music on "underground" FM.

"THE MARCONI EXPERIMENT" WITH DAVE HERMAN

WMMR, Philadelphia

This early example of FM progressive rock radio features the unique, laid-back delivery of Dave Herman, with language appropriate to his counterculture audience. The music covers a broad range, but emphasizes progressive and blues-based rock. As was characteristic of this type of radio, there are very few commercials. (1969; 31 minutes)

The Beatles • The Paul Butterfield Blues Band • Tracy Nelson • Jerry Jeff Walker • The Band • Blood, Sweat & Tears

ROSKO

WNEW-FM, New York

This aircheck is typical of early Rock FM radio: a lot of music, very few commercials, and minimal evidence of the deejay, who has a very smooth delivery as compared to the fast-paced chatter of Top Forty deejays of the time. (1970; 30 minutes)

Stephen Stills • Procol Harum • Seals and Crofts • Joni Mitchell • Bob Dylan

DAVE HERMAN

WPLJ-FM, New York

Herman was one of the most popular deejays at WPLJ-FM during the short period it featured progressive rock. An interesting commercial here has Herman talking about the Broadway production of *One Flew Over the Cuckoo's Nest*. (1971; 31 minutes)

The Nazz • Joan Baez • The Band • Long John Baldry • Elton John • Leslie Duncan • The Byrds

THE EARLY YEARS: RHYTHM & BLUES RADIO

July 10 – August 4, 1996

*Much of rock 'n' roll music traces its roots to what the radio and music industries referred to as "race" or "Negro" music. When the trade publication *Billboard* dubbed the sound "rhythm & blues" (R&B) in the late forties, the term stuck. R&B radio is important for two reasons. First, the music was heard by and influenced many early rock 'n' roll performers. Second, many of radio's earliest rock 'n' roll deejays, Alan Freed and Murray the K among them, listened to this style of radio and imitated the vocal stylings of the black R&B deejays.*

JUBILEE

Armed Forces Radio Service

Ernie "Bubbles" Whitman hosts this AFRS program produced for African-American servicemen during World War II. The program featured live performances by an array of black jazz and R&B artists. (1943; 30 minutes)

T-Bone Walker • Sister Rosetta Tharpe • Rex Stewart • Ida James • Barney Bigard