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THE MUSEUM OF TELEVISION & RADIO

presents

ROCK 'n' ROLL and RADIO

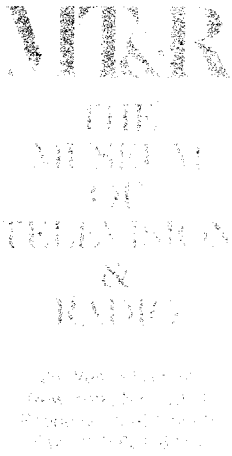
A Listening Series

June 3 to November 20, 1994

- *First series of its kind to examine the history of rock 'n' roll and radio. The series tells the story of rock 'n' roll and radio—the story of the music and the voices that the audience came to know and identify with—the deejays.*
- *Listening packages composed of radio airchecks spanning the last fifty years. Featured deejays include: Dick "the Screamer" Biondi; the multicharactered, many-voiced Elliott Field; the self-ascribed "King of Rock 'n' Roll," Alan Freed; the "fifth Beatle," Murray the K; the creator of "the countdown program," Casey Kasem; "Boss Radio" personality Robert W. Morgan; R&B deejay Dewey Phillips; the smooth-talking Rosko; and others.*
- *Series features the music of The Beatles, Judy Collins, John Denver, Deep Purple, The Doors, The Drifters, The Highwaymen, Elton John, Muddy Waters, The Rolling Stones, Bobby Rydell, The Spirit of Memphis Quartet, The Monkees, Elvis Presley, Frankie Valli, T-Bone Walker, Dionne Warwick, The Who, and others.*
- *Four in-person seminar discussions featuring: long-time album rock personality Dave Herman; black radio legend Hal Jackson; WABC All-American Dan Ingram; progressive rock pioneer Scott Muni; originator of the Morning Zoo format, Scott Shannon; the "Night Bird" Allison Steele; and many more.*

In the first series of its kind, The Museum of Television & Radio will trace the evolution of the relationship between rock 'n' roll and radio. The first part of this year-long series, which features listening packages and seminars, will be presented from June 3 to November 20, 1994.

Rock 'n' Roll and Radio is made possible with generous support from Norman J. Pattiz, Chairman of the Board, Westwood One Companies.



THE LISTENING PACKAGES

In order to listen to the history of rock 'n' roll and radio in context, this series presents work from the last fifty years grouped in four time periods: **The Early Years: The Roots of Rock 'n' Roll**—"race" music meets the "hillbilly" sound (1940s to the early 1950s); **Rock 'n' Roll Is Here to Stay**—Top Forty emerges (mid-1950s to the mid-1960s); **The Age of Aquarius**—Top Forty evolves and "underground" FM explodes (late 1960s to mid 1970s); and **Radio Today: Variations on a Theme**—from broadcasting to "narrowcasting" (mid-1970s to the present). Using this chronology as a framework, the Museum has prepared thematic listening packages composed of actual radio segments (airchecks) that capture both the music and deejay. (Part Two of this series, presented from November 22, 1994 to May 7, 1995, will offer different programs based on the same framework.) These listening packages will play continuously in The Ralph Guild Radio Listening Room. Detailed programming information (including musical guests) about each package is offered in the Museum's schedule for this series. The schedule features six packages, each running for a month:

The Age of Aquarius: *Top Forty* (June 3 to July 3)

- Casey Kasem, KRLA, Los Angeles (1967)
- Robert W. Morgan, KHJ, Los Angeles (1968)

Rock 'n' Roll Is Here to Stay: *New York Legends* (July 5 to July 31)

- "The Camel Rock 'n' Roll Dance Party" with Alan Freed, CBS (1956)
- Murray the K, WINS, New York (1964)

Radio Today: *Top Forty Variations* (August 2 to August 28)

- Machine Gun Kelly, KHJ, Los Angeles (1975)
- "The Z-100 Morning Zoo" with Scott Shannon and Ross Brittain, WHTZ, New York (1989)

The Age of Aquarius: *The Rise of Rock FM* (August 30 to September 25)

- "The Marconi Experiment" with Dave Herman, WMMR, Philadelphia (1969)
- Rosko, WNEW-FM, New York (1970)
- Dave Herman WPLJ-FM, New York (1971)

The Early Years: *Rhythm & Blues Radio* (September 27 to October 23)

- *Jubilee*, Armed Forces Radio Service (1943)
- "Red, Hot, and Blue" with Dewey Phillips, WHBQ, Memphis (1951)
- Jivin' Jerry, WLCS, Baton Rouge (1951)

Rock 'n' Roll Is Here to Stay: *The Personality Jocks* (October 25 to November 20)

- Elliott Field, KFVB, Los Angeles (1959)
- Dick Biondi, WLS, Chicago (1962)

In order to provide Museum visitors perspective on the entire series, each package will be preceded by a short overview narrated by Dave Herman, a twenty-five year veteran of New York Album Rock stations and currently the afternoon personality on 92.3 FM K-ROCK.