



L. Rochelle ~ Where Writing is an Art Form

OVERVIEW – BOOK PROJECT

Working title:

Rock-n-Roll Radio DJs

The First 25 Years: 1954 ~ 1979

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Though diverse in cultural growth, attitudes and economics, the 1950s, '60s and '70s were bound together by a fantastic musical phenomena. Rock-n-Roll was born, discovered its power, and exploded into its own universe in these three amazing decades. Besides the music artists, record moguls and ambitious advertisers, who were the most influential people to stoke the Rock-n-Roll fire? Radio Disc Jockeys.

From coast to coast, border to border, these faceless, energetic keepers of the music world told us what to listen to, what records to buy, what to dance to, and let us call to ask why. It was a social network of unparalleled music-lover unity that is quickly fading in today's automated programming and online substitutes.

Rock-n-Roll Radio DJs / The First 25 Years: 1954 ~ 1979

... is a tribute to the "Average Joe" mavericks of the airwaves, who kept the hits spinning during the emergence—now known as the Golden Age—of rock-n-roll. It celebrates the disc jockeys' unique styles, quirky characters, and unique connection with a mostly silent, generally surreal audience, and their influences on what we heard, bought and danced to.

Though there are several entertaining and enlightening books that cover the synergetic histories of radio and rock music, **Rock-n-Roll Radio DJs** features those wild-n-crazy guys – and a few gals – who kept us bouncing, twisting, and gyrating all night long.

Biographies, autobiographies and exposés fill our shelves on some of the industry's most illustrious DJs, from Alan Freed and Cousin Brucie to the Real Don Steele and Wolfman Jack. **Rock-n-Roll Radio DJs** goes a step further to incorporate not only titillating tidbits on the venerable, but features intriguing peeks into the lives of the men—and a few brave women—who kissed the microphones of our favorite radio stations, in the early days of rock-n-roll.

Today, twenty-something radio program directors are tearing their hair out trying to relegate rock-n-roll music to the industry's underbelly, following the Big Band era into the black hole of the airwaves. But they're faced with yet another rock-n-roll phenomena—not only won't the craggy-faced musicians get off the stage and give up their studio time—the fans, and *their fans' kids*, won't let them!

Rock on! isn't a simple concert stage chant. Fanning the fire of what was originally expected to be a flash in the pan of music, are several decades of aging rock-n-roll fans who shaped its beginnings, and are now hungry to recapture the heat of youth's flame. Record auction prices are being recorded for early rock-n-roll memorabilia. And it won't be long before the memories of those who lived the moment will fade into obscurity, or be completely extinguished.

The majority of "oldies" Rock-n-Roll radio stations have segued into other formats or suffered the usual radio demise with staccato sharpness—here today, gone tomorrow. However, that has simply provided a boon for Internet radio and subscription stations. But what's missing? Live Disc Jockeys! Though Internet radio tries, the excitement, spontaneous banter and lively persona just isn't there. Well, admittedly, perhaps it just isn't there for *me*.

But there will never be another era of music growth and radio freedom like that of the '50s, '60s and '70s. We need to cherish and retell the stories of the seductive lifestyles, blossoming musical awareness and rebel synergy that flowed from the Rock-n-Roll radio DJs to us ... those on the outside looking in ... relishing every word as we experimented with our music and our philosophies. Peace.

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LinDee Rochelle has written about antiques and collectibles since 1995, which includes several rock-n-roll related articles. A Boomer herself, as a pre-teen and teenager, Rochelle and her dance-instructor mother taught the moves of the day: the Jitterbug, the Stroll, the Hand Jive, the Twist, and even the ankle-wiggling Mashed Potato. She screamed in unison with her girlfriends throughout Beatlemania and the British Invasion, recalls the whispers of “eccentric” FM stations as they slithered up the popularity polls, and chanted to the *radical* political protest songs. As an author and editor for small press publishers, Rochelle decided to “write what she knows” for her first book—she knows people, collectibles, and the love of rock-n-roll music.

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Proposed release date: July 1, 2009 / 14th anniversary of Wolfman Jack’s death (1995)

Key elements of book, based on research and Disc Jockey interviews:

- Touch on how records / musicians were “made” popular with the influence of a DJ; what changed the industry and when
 - (this is brief, as there are many fine books on the history of radio & rock-n-roll; this book is about the DJs themselves)
- where were they then
- where are they now
- most memorable fun moment of career (on-air)
- most memorable worst moment of career (on-air)
- comparison – radio then and now
- Punctuated by quotes from industry execs, the DJs’ fans, friends and families, musicians who directly interacted with the DJs
- resources and sources for enjoying the music and collecting the memories
- collectibles: what to invest/keep—fun stuff to display
- dedicated to Wolfman Jack (Robert Preston Smith)

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Enjoy the moment.