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Kim Simpson : Early '70s Radio: The American Format Revolution before purchasing it in order to gauge whether or not it would be worth my time, and all praised Early '70s Radio: The American Format Revolution:

2 of 2 people found the following review helpful. A Unique and Special Book By Robert M. Setty Culturally, the 1960s went from 1963 to about 1974, in my opinion. Being a teen throughout this time, it was exciting to experience the rise of FM radio in the late 1960s, non-formatted and featuring set lists created by local DJs. By the 1970s, this was beginning to fade as formatted radio got established and took hold. These days, you can listen to "Bob radio" in one

city and "Mike radio" in another, both playing the same tired hits. If one is lucky and lives in a place like Austin, TX, a person can find true local radio stations, one or two or three, depending on what you count. If not, it can be pretty dismal. "What the hell happened to great radio?" many of us wondered. Kim Simpson answers this question. While this book is the work of a scholar, it is full of inside information, funny stories and it easily transports a person back to those days. Several times I thought "I remember that song" while reading the book. Mr. Simpson's writing style makes for a comfortable read. I enjoyed this book, I learned from this book and it was fun to relive and remember those days. I do still miss that time when a DJ might say "Here's a great song by The Jeff Beck group and it's so good, I am gonna play it 3 times in a row." And he could and he would. This book is like good rock and roll, honest and fun. 2 of 2 people found the following review helpful. MUST READ By Sarah OK Simpson's debut book is a stunningly engaging and smart work - it is meticulously researched and yet you don't realize the amount of information you're digesting while you read because the book is above all captivating and readable. It was a joy to read. This book is a must-read for anyone looking to understand today's media landscape (or perhaps wasteland is a better term). This book is a must-read for musicians, communication, humanities, and media majors, amateur armchair and professional historians. It will entertain anyone who was growing up during the 1970s and educate people of all ages. This book has amazingly struck a balance between two worlds. It has both the accessibility and interesting subject matter of popular history, and yet it demonstrates the intricacy and deep research of a hard-hitting intervention in the historiography of American culture. Understanding culture today and how it is disseminated goes back to the moments in this book. It is clear that this book was written with a great measure of passion, expertise, and insight and this rare combination leads me to the conclusion that this book is a MUST BUY. 8 of 8 people found the following review helpful. Fascinating, Satisfying and Long Overdue By David D. Brown Every now and then, a book about pop culture comes along and knocks you off your socks. Thomas Hine's 'Populuxe' was one of those books for me. 'Early '70's Radio' by Kim Simpson is another. A scholar and accomplished musician in Austin, Texas, Simpson was too young to have experienced the transformation he writes about in a direct way, rather he's of the generation that experienced its after-effects (which continue to echo through popular music today). The transition to FM in the early '70's meant more than mere 'format' changes in music, as Simpson explains: it was indeed a revolution in how music was cultivated, conceived, programmed and marketed--and the implications for our sense of identity have proven more profound than many recognize. At its core, this is a well-researched academic work so lovingly done that it reads like popular literature. As a child of the '70's myself and a longtime fan of radio and music, Simpson's observations ring true, illuminating the presence of cultural and commercial forces that segmented and remixed my formative years; reading this book left me not only revisiting my mental memory book, but reconsidering some ideas about music which I hold dear. It's that powerful. Simpson deals with the revolution of which he writes with a certain tone of reverence and respect missing in so much writing about the '70's. He reclaims whole genres of music for serious scholarly reinterpretation. And its about time, too. Kudos to Dr. Simpson, and hooray for 'Early '70s Radio'.

Early '70s Radio focuses on the emergence of commercial music radio "formats," which refer to distinct musical genres aimed toward specific audiences. This formatting revolution took place in a period rife with heated politics, identity anxiety, large-scale disappointments and seemingly insoluble social problems. As industry professionals worked overtime to understand audiences and to generate formats, they also laid the groundwork for market segmentation. Audiences, meanwhile, approached these formats as safe havens wherein they could re-imagine and redefine key issues of identity. A fresh and accessible exercise in audience interpretation, Early '70s Radio is organized according to the era's five prominent formats and analyzes each of these in relation to their targeted demographics, including Top 40, "soft rock", album-oriented rock, soul and country. The book closes by making a case for the significance of early '70s formatting in light of commercial radio today.

Kim Simpson does a superb job analyzing the manifold factors that contributed to the radio format revolution while advancing the reader's understanding of a transformative period in American culture. Ultimately, Simpson's astute assessment of radio's second heyday adds richly to the ever-growing canon of media studies. Early '70s Radio is must reading for anyone interested in the unique role specialized audio programming played in an era of historic social change. Michael C. Keith, Author of *The Radio Station* All of the men and women, though the latter were few in music radio for many years, took radio programming seriously not only as a career, but also with passion for its viability. This included the disc jockey, the program director, and the general manager as more and more of them graduated from programming into management. Thus, I'm pleased to read this wonderful, compelling book by Kim Simpson. He treats with respect what all of us in the 60s and 70s took seriously. It was our life! And he employs penetrating wisdom and astonishing perception to correlate music with the cultural mores of our times and depict what really was and why. Great book! Claude Hall, B.J., M.Ed. Radio-TV Editor, *Billboard*, 1964-79, and Assistant Communications Professor, State University of New York at Brockport, 1983-89 Too often we separate the agendas contained in business plans from the decisions of daily life. Kim Simpson's *Early '70s Radio* reunites the items found on playlists with the passions and polemics that infused a complicated decade. His skilful scholarship and attention to

detail clarify that what we listen to and how we lead our lives do not march to separate beats, for our actions and our aesthetic preferences bear subtle and significant harmonies. David Sanjek, Professor of Music Director, Salford Music Research Centre University of Salford, U.K. Early '70s Radio is a fast-paced romp through the formatting revolution that changed the ways pop music continues to be sliced and diced. Surprises pop off every page. Examining everything from monster hits to obscure and often-hilarious novelty tunes, Kim Simpson shows how Top 40 splintered into middle of the road soft rock, album-oriented hard rock, crossover soul and disco, and country pop. Each format promised to serve up a distinct listening demographic to hungry advertisers. Yet Simpson uncovers fascinating commonalities across the dial including the increasing desire of stations to attract women instead of men that fundamentally changed the sound of pop music. And who knew there were so many songs featuring children in the era? If you ever wondered about the roots of the Miley Cyrus/Justin Bieber phenomenon or how Glee learned to appeal to parents and their kids at the same time, Early '70s Radio delivers. I'll never listen to "Yummy, Yummy, Yummy" or "Rubber Duckie" the same way again. Karl Hagstrom Miller, author of *Segregating Sound: Inventing Folk and Pop Music in the Age of Jim Crow* Music historians are only now discovering what most everybody in the 1970s already knew: commercial radio formats really really mattered. Looking at the five key strands (Top 40, MOR, rock, RB, and country), Kim Simpson surveys a moment when identity politics and counterculture were becoming niche marketing and new kinds of mainstays. You can't explain what happened to American popular music after the 1960s without understanding these processes, and Simpson provides an able, accessible guide through a daunting range of sounds and contexts. Eric Weisbard, University of Alabama and editor, *Listen Again: A Momentary History of Pop Music* Kim Simpson does a superb job analyzing the manifold factors that contributed to the radio format revolution while advancing the readers understanding of a transformative period in American culture. Ultimately, Simpsons astute assessment of radios second heyday adds richly to the ever-growing canon of media studies. Early '70s Radio is must reading for anyone interested in the unique role specialized audio programming played in an era of historic social change. Michael C. Keith, Author of *The Radio Station All of the men and women, though the latter were few in music radio for many years, took radio programming seriously not only as a career, but also with passion for its viability. This included the disc jockey, the program director, and the general manager as more and more of them graduated from programming into management. Thus, Im pleased to read this wonderful, compelling book by Kim Simpson. He treats with respect what all of us in the 60s and 70s took seriously. It was our life! And he employs penetrating wisdom and astonishing perception to correlate music with the cultural mores of our times and depict what really was and why. Great book!* Claude Hall, B.J., M.Ed. Radio-TV Editor, *Billboard*, 1964-79, and Assistant Communications Professor, State University of New York at Brockport, 1983-89 Too often we separate the agendas contained in business plans from the decisions of daily life. Kim Simpsons Early '70s Radio reunites the items found on playlists with the passions and polemics that infused a complicated decade. His skilful scholarship and attention to detail clarify that what we listen to and how we lead our lives do not march to separate beats, for our actions and our aesthetic preferences bear subtle and significant harmonies. 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