The book was found

Something In The Air: Radio, Rock, And The Revolution That Shaped A Generation

Synopsis

A sweeping, anecdotal account of the great sounds and voices of radio - and how it became a bonding agent for a generation of American youth. When television became the next big thing in broadcast entertainment, everyone figured video would kill the radio star - and radio, period. But radio came roaring back with a whole new concept. The war was over, the baby boom was on, the country was in clover, and a bold new beat was giving the syrupy songs of yesteryear a run for their money. Add transistors, 45 rpm records, and a young man named Elvis to the mix, and the result was the perfect storm that rocked, rolled, and reinvented radio. Visionary entrepreneurs like Todd Storz pioneered the Top 40 concept, which united a generation. But it took trendsetting "disc jockeys" like Alan Freed, Murray the K, Wolfman Jack, Cousin Brucie, and their fast-talking, too-cool-for-school counterparts across the land to turn time, temperature, and the same irresistible hit tunes played again and again into the ubiquitous sound track of the fifties and sixties. The Top 40 sound broke through racial barriers, galvanized coming-of-age kids (and scandalized their perplexed parents), and provided the insistent, inescapable backbeat for times that were a-changin'. Along with rock-and-roll music came the attitude that would literally change the "voice" of radio forever, via the likes of raconteur Jean Shepherd, who captivated his loyal following of "Night People"; the inimitable Bob Fass, whose groundbreaking Radio Unnameable inaugurated the anything-goes free-form style that would come to define the alternative frontier of FM; and a small-time Top 40 deejay who would ultimately find national fame as a political talk-show host named Rush Limbaugh. From Hunter Hancock, who pushed beyond the limits of 1950s racial segregation with rhythm and blues and hepcat patter, to Howard Stern, who blew through all the limits with a blue streak of outrageous on-air antics; from the heyday of summer songs that united carefree listeners to the latter days of political talk that divides contentious callers; from the haze of classic rock to the latest craze in hip-hop, Something in the Air chronicles the extraordinary evolution of the unique and timeless medium that captured our hearts and minds, shook up our souls, tuned in - and turned on - our consciousness, and went from being written off to rewriting the rules of pop culture.

Book Information

Audible Audio Edition
Listening Length: 12 hoursÂ andÂ 13 minutes
Program Type: Audiobook
Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: February 20, 2012

Whispersync for Voice: Ready

Language: English

ASIN: B007C502VI

Best Sellers Rank: #216 inÂ Books > Humor & Entertainment > Radio > History & Criticism #554 inÂ Books > Audible Audiobooks > Arts & Entertainment > Music #716 inÂ Books > Audible Audiobooks > Arts & Entertainment > Performing Arts

Customer Reviews

There was a Golden Age of radio, with Gothic-design cabinets pumping out live music and radio drama. Radio had branched out from crystal sets used by hobbyists into a mass medium like no other seen before, and in America it was the first source of a national pop culture. The Golden Age passed as television took over. Television was predicted to be the death of radio, as have subsequent technologies, but radio has continued to be resilient. In _Something in the Air: Radio, Rock, and the Revolution that Shaped a Generation_, Marc Fisher, a newspaper writer who has a weekly column on radio, covers how radio brought forth rock-and-roll, Top Forty playlists, disk jockeys, midnight raconteurs, FM, national talk and phone-in shows, National Public Radio, and shock jocks. Radio never died, and is not dead, but much of Fisher’s book reads like a eulogy; his beloved era of listening to his transistor radio illicitly under the pillow is long gone. The story of the influence of past days, and the way radio was repeatedly reshaped in the classical effort to balance artistry and budgets, makes a framework for many funny and poignant anecdotes. This is an excellent history of a small part of modern times, a part that was enormously influential in making current American society.The story starts with someone you have probably never heard of, Todd Storz, who realized that radio stations had the best ratings when favorite tunes were played over and over. So from his Omaha station he dropped the homemaker show, the soap operas, the Bible show, and the rest, and started introducing the songs played on _Your Hit Parade_, the weekly show that was supposed to be based on the most popular songs in the nation.

Oh how I miss the radio I grew up with! Like most people these days I have become extremely disenchanted with most of commercial radio. I lament the fact that the consolidation of broadcast media has left many towns with almost no local radio programming at all. I wonder how this sad state of affairs came to be. "Something In The Air" traces the evolution of this venerable medium

from its inception in the early 1920's until today. Marc Fisher does an outstanding job of guiding his readers through all of the twists and turns that radio has taken over the past 75 years. He not only documents what happened but he also does a fine job of explaining the reasons why all of these changes took place.In the early days of radio, networks dominated the airwaves. In most cities, there were only a few hours each day devoted to local programming. Most of the rest of the broadcast day was filled by an assortment of programming from NBC and CBS. Over the next three decades listeners were treated to a wide variety of network programming including musical shows, variety shows, news and sports broadcasts, soap operas and situation comedies. Particular radio programs became appointment listening. For most folks in this country radio was largely a shared experience.All of this began to change in he early 1950's when the new medium of television began to gain a mass audience. Most radio performers could see the handwriting on the wall and quickly jumped over to television.Suddenly there was a huge void of programming on the radio dial. Enter one Todd Stortz of Omaha, NE who had a new vision for radio. Indeed it was Todd Stortz who came up with the concept of Top 40 radio. I was fascinated by Marc Fisher's account of how this format was conceived and promoted by Stortz.

Download to continue reading...

Something in the Air: Radio, Rock, and the Revolution That Shaped a Generation Air Fryer Cookbook: Delicious and Favorite recipes - pictures are taken by hand (Air Fryer Recipe Book, Air Fryer Cooking, Air Fryer Oven, Air Fryer Baking, Air Fryer Book, Air Frying Cookbook) Ham Radio: Ultimate Ham Radio Beginners To Expert Guide: Easy Step By Step Instructions And Vital Knowledge To Start Using Your Ham Radio Today! (Ham Radio,Ham ... Radio License Manual,Ham Radio For Dummies) Ham Radio Guide Quick Start Ham Radio Guide- From Beginner To Advanced: (Ham Radio Study Guide, Dummy Load Ham Radio) (Home Ham Radio, Ham Radio Book) Air Plants: A Beginners Guide To Understanding Air Plants, Growing Air Plants and Air Plant Care (Air Plants, Ornamental Plants, House Plants) Ham Radio: The Ultimate Guide to Learn Ham Radio In No Time (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments) (Radio, guide, reference books,how to operate Book 1) Rock Climbing Smith Rock State Park: A Comprehensive Guide To More Than 1,800 Routes (Regional Rock Climbing Series) Guerrilla Radio: Rock 'N' Roll Radio and Serbia's Underground Resistance (Nation Books) Ham Radio: The Ultimate Ham Radio Guide - How To Set Up And Operate Your Own Ham Radio Station (Survival, Communication, Self Reliance) Ham Radio: The Ultimate Ham Radio QuickStart Guide - From Beginner To Expert (Survival, Communication, Self Reliance, Ham Radio) Ham Radio: Ultimate User Guide 2016 (Survival, Communication, Self Reliance, Ham Radio, ham radios, ham radio for

beginners, self reliance) Ham Radio: Advanced Guide (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments, Radio, guide, reference books) GoWISE Air Fryer Cookbook: 101 Easy Recipes and How To Instructions for Healthy Low Oil Air Frying and Baking (Air Fryer Recipes and How To Instructions) International Air Band Radio Handbook: The Guide to World-Wide Air Traffic Control Air Fryer Cookbook - Secrets of Air Frying. 50 Amazing Air Fryer Recipes for Easy and Delicious Meals Uranium: War, Energy, and the Rock That Shaped the World The Illustrated Practical Guide to Water & Rock Gardening: Everything You Need To Know To Design, Construct And Plant Up A Rock Or Water Garden With Directories Of Suitable Plants And How To Grow Them All Music Guide to Rock: The Definitive Guide to Rock, Pop, and Soul (3rd Edition) Rock Climbing Virginia, West Virginia, and Maryland (State Rock Climbing Series) Rock Climbing Virginia, West Virginia, and Maryland, 2nd (State Rock Climbing Series)