

THE FIVE SHAKEOUTS OF ROCK & ROLL

**by
Freddie Downs**

A Sample

Questions to Ponder

- What and when were the five shakeouts of rock & roll?
- The reason The Rock and Roll Hall of Fame is located in Cleveland?
- The only hit to top the Pop, Soul and Country Charts simultaneously?
- The reason the five original MTV veejays left the network in 1986?
- The first mass-released stereo single? The first cassette single?

It's all here in "The Five Shakeouts of Rock & Roll" along with a chart contrasting the rock era to the pre-rock era, the top ten that never were, rock & roll Christmas, ten one-hit wonders that made a difference and much more.

This book takes you back to the early obscure beginnings of the music and brings you right up to today. In between, you'll trace the origin of the sports anthem, important songwriters, concert moments that hang in history, video landmarks, times of triumph and tragedy. The music was always there and now you can be there, too.

Thirty years and ten constructions in the making, "The Five Shakeouts of Rock & roll" is written by former Kansas City area radio announcer Freddie Downs (KUDL, KCLO) and author of "Rock & roll Then and Now", "Life Rocks" and "Radio Rocks" (2003, Waltsan Publishing). If you love this music, treat yourself to a book that loves it, too—one of the few books that doesn't say 'my generation was cooler than yours'. Each generation made an important contribution to this sixty+year musical "fad" that spans the baby boomers to Generation Now. "The Five Shakeouts of Rock & roll" will leave you waiting for the next five and give you a good read while you wait.

FOREWARD

DEFINING SHAKEOUTS

A shakeout is a moment in music history when the old way of doing business doesn't work anymore, the icons drop by the wayside and new artists and styles fill the void. The audience also might be totally new, depending on how jarring the changes are to an individual's comfort zone.

Music never remains static, but rock & roll always tries to have it both ways, disconnecting from its past while only one retro fad away from undoing the divorce. There is a thread between Wynonie Harris belting his heart out in 1948 and Usher at the top of his vocal game today, of Lesley Gore's 1963 teen angst and Britney Spears dancing in the same high school hallways in 1998, of Alanis Morissette in 1996 and Adele in 2011 both finding their initial fame with angry songs about ex-boyfriends who 'did them wrong'.

Each generation forges the same conceit that they alone invented the world two weeks ago and anything prior to that has no correlation to the present. That tunnel vision is a license for youth only to find true balance when some dinosaur rock band lets rip with a riff that was only recognized as something from recent times.

The rock star today is laying the groundwork for whatever will follow when you have kids. These shakeouts are important because they provide new Blood, and new direction. And if you hang with it, you can be young not just once, but possibly for a lifetime.

...Freddie Downs

SHAKEOUT #1
FROM RACE MUSIC TO RHYTHM & BLUES TO
ROCK & ROLL
1948-1954

SHAKEOUT #2
THE YOUTH CULTURE ARRIVES
1955-1963

SHAKEOUT # 3
ENGLAND, WOODSTOCK AND STUDIO 54
1964-1980

SHAKEOUT # 4
MUSIC TO WATCH AND FEEL
1981-1990

SHAKEOUT # 5
ONE SONG CHANGES EVERYTHING
1991-into the 21st Century