## THE STORY BEGINS.

**1936** ROBERT JOHNSON RECORDS PIONEERING BLUES TRACKS—In 1936 and 1937, Johnson makes a limited number of recordings, all capturing a guitar style and poetic sensibility that earn him a place as one of Rock and Roll's most significant forefathers.



1942 THE AMERICAN FEDERATION OF MUSICIANS STRIKE—In a two-year strike, union musicians refuse to make new commercial recordings until record companies agree to pay royalties on sales. Because the strike does not include vocalists, a shift comes about in which singers like Frank Sinatra get a boost or become the main attraction.



1943 THE GREAT MIGRATION Between 1916 and 1970, more than 6 million African-Americans move from the South o the North, Midwest, and West. Among them is McKinley Morganfield of Mississippi, etter known as Muddy Waters, who moves Chicago and brings with him a Blues style nat will inform the urban sound he later evelops as a Chess Records artist.

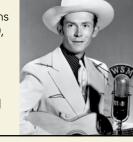
1944 SISTER ROSETTA THARPE RECORDS "STRANGE THINGS HAPPENING EVERY DAY" Written as a spiritual, the song crosses over and becomes a hit on the secular "race records" chart. Some argue that it is among the first examples of Rock and Roll on record. Later covered by Jerry Lee Lewis, the song shows the close connections among Gospel, R&B,





**1947** LES PAUL INNOVATIONS—Les Paul records "Lover (When You're Near Me)," on which he layers multiple guitar tracks, pioneering the technique of overdubbing. His innovations also include the solid body electric guitar.

1948 HANK WILLIAMS Between 1948 and 1953, Hank Williams places 11 songs in the Country top 10, including "Hey, Good Lookin'" and "Your Cheatin' Heart." An influence on artists from Bob Dylan to Bruce Springsteen and Beck, Williams's songwriting and storytelling styles will be crucial to the Rock and Roll story.



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1949 RCA VICTOR INTRODUCES THE 45 RPM VINYL RECORD—The 7-inch 45 rpm single quickly becomes an important forma through which millions of Americans hear popular songs. It plays a key role in the pread of Rock and Roll and prompts the ise of the three-minute song as a staple in music industry.



**1951-1952** THE CATCHER IN THE RYE AND MAD MAGAZINE PUBLISHED J.D. Salinger's The Catcher in the Rye (1951) and *Mad* magazine (1952) reveal a growing youth identity based on a rejection of adult values and a videning "generation gap."



IS THIS

1952 Alan Freed's Moondog CORONATION BALL—This Cleveland event with a racially diverse audience is widely considered the first Rock and Roll concert. Freed would go on to call the R&B he touted "Rock and Roll," borrowing the name from African-American slang.



952 AMERICAN BANDSTAND FIRST AIRS AS BANDSTAND—Bandstand oremieres locally in Philadelphia, eaturing teenagers dancing to recordings of popular songs. In 1957 he program is picked up nationally by ABC, cementing the marriage between Rock and Roll and television.

1954 Army-McCarthy HEARINGS—Senator Joseph McCarthy, known for accusing people of being communists, emerges as a leader during the "Red Scare," a facet of the Cold War that fosters deep paranoia, suspicion, and fear among Americans. Congressional hearings featuring his inflammatory charges are televised nationally.



**1954** *Brown v.* BOARD OF EDUCATION **DECISION**—The U.S. Supreme Court rules that racial segregation is unconstitutional in public schools. This decision marks the end of the "separate but equal" doctrine laid out nearly 60 years earlier in Plessy v. Ferguson.

1954 FIRST COMMERCIALLY AVAILABLE TRANSISTOR RADIO INTRODUCED The portability and convenience of the new transistor radio extends the reach and possibilities of radio. It enables teenagers to break off from the family console to become their own tastemakers, contributing to

the "generation gap" and the growth of the Rock and Roll audience. **1954** ELVIS RELEASES FIRST SINGLE—Elvis Presley's first record includes "That's All Right," a cover of an African-American Blues song, and "Blue Moon of Kentucky," a



1955 Blackboard Jungle ("Rock AROUND THE CLOCK" IS A NO. 1 HIT)—This film about juvenile delinquency features a Rock and Roll soundtrack. Bill Haley & His Comets' "Rock Around the Clock" plays during the opening credits and vaults to number one for eight weeks. The film is banned in several locations because of the racial mixing depicted.



1956 THE FEDERAL-AID HIGHWAY ACT—Expanding the interstate system to 41,000 miles, this act allows people to live farther away from city centers, resulting in uburban growth. With the baby boom peaking the following year, it is a time in which population, car culture, and the suburban lifestyle all advance. Rock and Roll is the soundtrack.

1957 BUDDY HOLLY PLAYS THE APOLLO THEATER IN HARLEM The Apollo Theater is among the most celebrated venues on the "chitlin' circuit," where black artists play to primarily black audiences. Apollo's team reportedly hears Holly's music, thinks he is African-American, and books him in the theater.



1959 BERRY GORDY STARTS MOTOWN RECORDS—The founder of Motown Records borrows \$800 to start his first record label and is en route to becoming one of the most important African-American entrepreneurs in U.S. history.

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1960 CHUBBY CHECKER INTRODUCES "THE TWIST" The dance that accompanies Checker's version of this Hank Ballard song becomes a sensation, gaining national attention when Checker appears on Dick Clark's American Bandstand. The appearance

nelps to propel the song to number one. 1963 PUBLICATION OF THE FEMININE MYSTIQUE—Betty Friedan's challenge to traditional female roles is a milestone in the women's liberation movement. The book's release is mirrored by a changing musical landscape in which Girl Groups like the Shangri-Las,



1963 MARCH ON

WASHINGTON—More than 200,000 Americans participate in a historic march to promote civil rights, which features Martin Luther King, Jr.'s "I Have a Dream" speech, as well as musical performances by Bob Dylan, Joan Baez, and others.

ASSASSINATED President John F. Kennedy is fatally shot while riding in a motorcade in Dallas, Texas. Within the next five years, Martin Luther King, Jr., Malcolm X, and Robert F. Kennedy would also be assassinated.



964 THE BEATLES APPEAR ON THE ED SULLIVAN SHOW record 73 million viewers tune in to watch the Beatles make their first appearance on American television. It kicks off "British Invasion."

1967 SUMMER OF LOVE—In a few months that epitomize the countercultural spirit of the "hippie" generation, as many as 100,000 young people descend on San Francisco, exploring communal living, Eastern philosophy, and a range of alternative lifestyles and political ideas. The Monterey Pop Festival, among the first Rock and Roll festivals, lures thousands to the Bay Area.

**1967** ARETHA FRANKLIN RELEASES "RESPECT"—Franklin's No.1 hit becomes a lasting statement of self-empowerment both for women and African-Americans. It also eflects the mass appeal of R&Bnspired Soul music.

1968 JAMES BROWN



1967 FM RADIO RISES—On November 23, Rolling Stone magazine publishes the article "AM Radio Is Dead and Its Rotting Corpse Is Stinking Up the Airwaves," written by Tom Donahue. Donahue joins KMPX in San Francisco and transforms it into what is considered to be America's first alternative, 'free-form" FM radio station.

RELEASES "SAY IT LOUD—I'M BLACKAND I'M PROUD" James Brown's song holds the number one spot on the R&B singles chart for six weeks, embodying the spirit of Funk to come and becoming an anthem of black pride.



1969 VIETNAM DRAFT The U.S. military draft process changes when the government institutes a lottery system to determine the order of call to service. Antiwar sentiment and organized protests continue, as eflected in popular songs like "War" by Edwin Starr, which would rise to number one a year later.

1969 WOODSTOCK—Billed as "An Aquarian Exposition: 3 Days of Peace & Music," Woodstock attracts half a million concertgoers to a farm in upstate New York. The event symbolizes the vast influence of young people and their music on American culture.



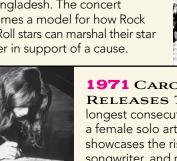
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**1970** KENT STATE SHOOTINGS—Four college students protesting the escalation of the Vietnam War are shot and killed by the National Guard on the campus of Kent State University in Ohio. Crosby, Stills, Nash & Young quickly release the song "Ohio" n protest, echoing public outrage over the incident.



1971 SHAFT PREMIERES This film about an African-American private detective is the first major motion picture to feature an original score composed entirely by an artist associated with Soul music. Isaac Hayes wins a Grammy Award for Best Original Score Written for a Motion Picture and an Oscar for Best Original Song. Curtis Mayfield's score for Super Fly is released the next year.

1971 CONCERT FOR BANGLADESH—George Harrison, Bob Dylan, Eric Clapton, Ravi Shankar, and others perform two benefit concerts at New York's Madison Square Garden to raise money for and awareness of the refugees from a civil war n Bangladesh. The concert becomes a model for how Rock and Roll stars can marshal their star power in support of a cause.



1971 CAROLE KING RELEASES TAPESTRY—The longest consecutively charting album by a female solo artist until 2012, Tapestry showcases the rise of the singersongwriter, and reflects the growing spirit of female empowerment that emerges with the women's movement.

1971 26TH AMENDMENT PASSES—This amendment lowers the voting age from 21 to 18. Prior to this time, many young soldiers were conscripted into service without being able to vote—a situation that fueled the student antiwar movement during the Vietnam conflict and the rise of a politicized youth culture.

1974 NIXON RESIGNS—Facing impeachment in Congress for his role in the Watergate scandal, Richard Nixon becomes the first president in U.S. history to resign. The situation reinforces the distrust of authority at the heart of 1960s countercultural thought.

**1976** THE SEX PISTOLS RELEASE "ANARCHY IN THE U.K."—The lyrics to this single reveal the growing anger and frustration among young people facing Britain's economic depression. The Pistols' DIY approach is in dramatic contrast to the commercial Rock of the time, and their debut captures a growing unrest that s also connected to a stateside Punk movement.



NIGHT FEVER

The film, starring John

Travolta, portrays the

one of the best-selling

albums of all time. The

cultural obsession.

music, dancing, and

1977 NYC BLACKOUT A power outage hits New York City at a time of a heat wave and protracted financial crisis. There s citywide looting. Some suggest hat the blackout gave the emerging Hip Hop scene a boost, allowing some artists to access music equipment that would fuel heir creativity. Two years later, the ugarhill Gang releases "Rapper's Delight," the first Hip Hop single reach the Billboard Top 40.

**1977** *SATURDAY* culture of the Disco era. The soundtrack, featuring the Bee Gees, becomes sound of Disco becomes a







**1983** The Compact Disc Is Introduced IN THE U.S.—The CD's size and portability immediately attract users—within five years CDs exceed sales of LPs. Soon, vinyl records begin to disappear from record stores. For the music industry, it signals an era of massive sales and the start of the digital revolution.



**1985** "SUN CITY" RELEASED—This song, written by Steven Van Zandt and recorded by Artists United Against Apartheid. challenges the institutionalized oractice of apartheid in South Africa, focusing on the Sun City resort. Van Zandt's effort exemplifies the impact musicians can have on human rights issues. Musicians including Miles Davis, U2, Jimmy Cliff, Run-D.M.C., and Joey Ramone join Van Zandt's mission.

**1985** PMRC SENATE HEARINGS—In a Senate hearing, the Parents Music Resource Center asks industry officers to voluntarily label CDs containing explicit lyrics or content. Many artists, including Frank Zappa, John Denver, and Dee Snider, testify against its efforts, arguing that it is censorship.

**1986** Run-D.M.C. COVERS "WALK THIS **WAY**"—One of the first collaborations between Rock and Hip Hop artists, the Run-D.M.C. cover of this Aerosmith song is often credited with helping Rap break into the musical mainstream. The song features guest appearances by Hip Hop techniques.



**1987** Nike Ad Uses the Beatles' "REVOLUTION"—Never before had a Beatles recording been used in advertising. The three living Beatles resist, but EMI and Michael Jackson, then owner of the song's publishing, go forward, establishing a new precedent and prompting a successful advertising campaign.



**1987** Guns N' ROSES RELEASE APPETITE FOR **DESTRUCTION** Guns N' Roses are welcomed by many as the return of "real" Rock and Roll to a landscape inhabited by so-called "hair metal bands." Playing up the bad boy image, Guns N' Roses come out of Los Angeles, the epicenter of 1980s Heavy Metal.



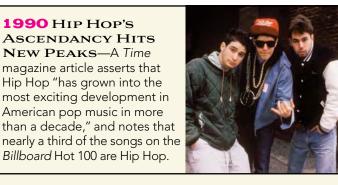


1989 BERLIN WALL FALLS—Television viewers around the world watch crowds of former West and East Germans greet each other as the wall that divided Berlin since 1961 is taken down, symbolizing the collapse of communism in Eastern Europe.

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1990 HIP HOP'S ASCENDANCY HITS New Peaks—A Time magazine article asserts that Hip Hop "has grown into the most exciting development in American pop music in more



1991 FIRST WEBSITE LAUNCHES—The birth of the Internet signals the beginning of a new era. It leads to changes in music making and consumption, and a decreased reliance on the music industry's distribution system.

1991 COUNTRY MUSIC HITS THE MAINSTREAM—So much a part of the Rock and Roll story, Country music experiences a moment of dramatic crossover, led by Garth Brooks. Ropin' the Wind, one of Brooks's biggest sellers, tops the pop charts.



**1991** THE YEAR THAT PUNK BROKE—Filmmaker David Markey declares 1991 "the year that Punk broke," making a film of the same name that features Sonic Youth and Nirvana, among others.

**1992** Los

ANGELES RIOTS

ioting engulf the

Los Angeles police

officers in the case

of African-American

Rodney King.

nvolving the beating

city following the

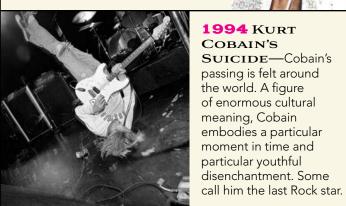
acquittal of four

1991 LOLLAPALOOZA BEGINS—Perry Farrell launches this festival as a farewell tour for his band Jane's Addiction. It becomes one of the most important events for alternative rock in the 1990s and beyond. After Lollapalooza, festivals such as Coachella and Bonnaroo begin to provide a primary means for bands to gain exposure.





1993 Eddie Vedder on TIME MAGAZINE'S COVER The cover featuring the lead singer of Pearl Jam signals to many the mainstream arrival of Grunge, which combines elements of Heavy Metal and Punk. The article suggests that Grunge appeals to young people who do not find themselves or their concerns reflected in the commercial culture of the time.



1999 SUB POP BEGINS DISTRIBUTING MP3s—In February, Sub Pop becomes the first label to begin distributing music in the MP3 format. This signals a change within the music industry that will have ar-reaching effects.

1999 Napster Begins Operations The first major peer-to-peer file-sharing site for music fans, Napster points the way to the future. At its height, Napster has 80 million users. In 2001 it is shut down due to copyright-infringement issues.

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STRIPES RELEASE **DE STIJL**—The White Stripes' second album, De Stijl, is self-recorded on an 8-track analog nachine in Jack White's ving room, capturing the oand's "lo-fi" aesthetic.

**2001** FIRST IPOD—Apple introduces the portable media player, which signals the beginning of an era in which more media can be held in compact devices.



2001 SEPTEMBER 11TH Terrorists attack the United States. Commercial airplanes strike New York's World Trade Center buildings, which fall within hours. The topic of terrorism is omnipresent. Bruce Springsteen's album The Rising, released the following year, explores the sense of confusion and loss surrounding the event.

**2002 AMERICAN IDOL**—The televised talent contest quickly becomes a national obsession. Several ontestants go on to have major recording careers.

2003 MYSPACE—As a place to provide music. nages, and video to fans, Myspace becomes an important point of connection between artists and fans. The age of social media" is underway.

**2004** THE GREY ALBUM the "mashup" recording The Grey Album, producer Danger Mouse rings together Jay-Z's Black Album and the Beatles' White Album. Jay-Z and Paul McCartney are okay with he project, but record company concern about copyright infringement quickly becomes the focal issue. Copyright concerns continue in the age of downloading.

2005 GUITAR HERO INTRODUCED Bringing video gaming and Rock and Roll together, Guitar Hero introduces many young people to a wide



array of so-called Classic Rock.

2005 HURRICANE KATRINA—Hurricane Katrina devastates New Orleans Many question the adequacy of the government response. Hip Hop star Kanye West makes a pointed comment when he says on national television, "George Bush doesn't care about black people." Bush later calls it the 'all-time low" of his presidency

**007** Radiohead Self-Releases *In* **RAINBOWS**—Radiohead makes its new recording available on a pay-what-you-want basis. With many ecord stores closed for good, this signals a time of major eorganization within the music industry.

**2007** CAPITOL V. THOMAS—The first filesharing copyright-infringement lawsuit goes to trial. The efendant, Jammie Thomas-Rasset, is a mother of four. Guns N' Roses, No Doubt, and Gloria Estefan are among the artists whose songs she had purportedly downloaded. n 2012 a jury delivers a \$222,000 udgment against Thomas-Rasset.

2008 LADY GAGA ASCENDS TO FAME Songwriter and performer Lady Gaga comes o prominence ollowing the elease of her debut album, The Fame, and goes on to solidify nerself as a pop icon, a fashion icon, and a shock artist.



**2013** OBAMA **CELEBRATES MEMPHIS** SOUL MUSIC AT WHITE House—After inviting Aretha Franklin to sing at his 2009 inauguration, President Barack Obama again puts the music front and center with a tribute to Memphis Soul. It reminds the nation of its greatest cultural export: popular music.

THE STORY GOES ON YT TEACHROCK.ORG









