

# THE HISTORY OF ROCK CONCERTS

**This fast-paced, multimedia program presents the history of rock concerts through video performances, behind-the-scenes footage, insights and anecdotes, all presented in a lively, amusing fashion that will appeal to multiple generations of music fans.**

**SUMMARY:** *The History of Rock Concerts* offers an insider's view of how rock concerts grew from Elvis performing in hayfields to the multi-million-dollar spectacles that the Rolling Stones and Madonna present today. Weaving facts, humorous anecdotes, video and Powerpoint slides together, this program highlights how concerts, like rock music, have always changed to reflect the times.

Special attention is paid to historic shows, including the Beatles' 1965 concert at Shea Stadium; *Woodstock* and its tragic sequel, *Woodstock 1999*; and the epic charity event, *Live Aid*. Young also discusses the first rock concert; the top 10 biggest music events ever; how MTV influenced the modern rock show; why tickets cost so much today; how a show is produced; hearing protection tips; and much more. As an added bonus, concert earplugs and hearing conservation pamphlets are provided free for all attendees to take home.

**EXCLUSIVE:** While this program features considerable performance footage, *The History of Rock Concerts* features two video documentaries that are exclusive to this program, showing life behind-the-scenes on Fleetwood Mac's 2004 tour and The Who's 2002 tour. These films can not be seen anywhere else!

**WHO:** Clive Young is Senior Editor of *Pro Sound News*, a top music industry trade magazine, where he's covered the concert industry for over a decade. He is the author of *Crank It Up: Live Sound Secrets of the Top Tour Engineers*, a 2004 book which profiles 73 of the greatest rock concert 'roadies.' Additionally, he has written for MTV, VH1, *American Songwriter*, *Goldmine*, *Gig* and other music publications.

**SUCCESS:** This well-received program has been presented at the Oceanside, Port Washington, Rockville Centre, Half Hollow Hills, Longwood and Baldwin Public Libraries.

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## Woodstock '99

- July 23-25, 1999.
- No meadow or field; former Air Force base and toxic waste dump.
- Same organizers and legendary New York promoter John Scher.
- Same lousy organization.

