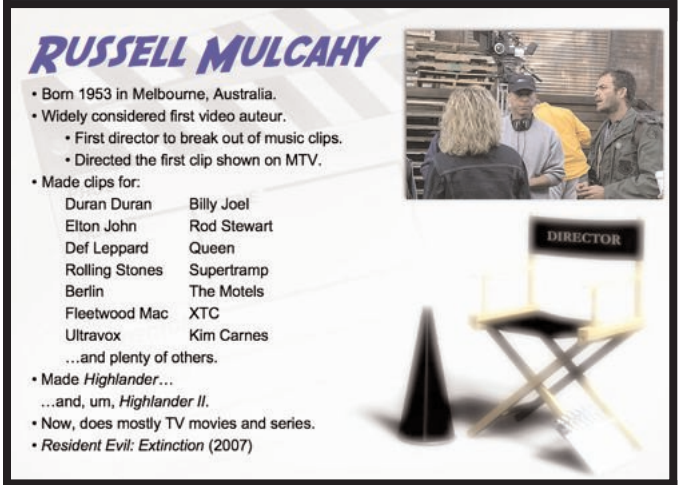


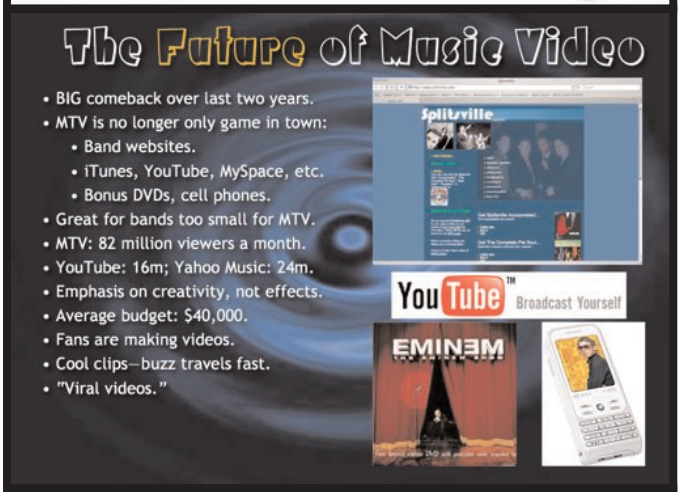

## *VIDEO KILLED THE RADIO STAR: THE HISTORY OF MUSIC VIDEOS*

This fast-paced program traces the development of the music video, from the movie shorts of yesteryear up to the big-budget clips of today. The program is illustrated by dozens of music videos from all musical genres, and includes a fun Powerpoint presentation. Topics covered include:

- *The evolution of music clips, from the 1930s to today;*
- *How MTV launched and succeeded against the odds;*
- *How videos and MTV changed pop culture forever;*
- *The Top 10 music video clichés;*
- *How the web 'viral video' craze is reinventing music clips;*

*...and much more.*

As a highlight, the program profiles the top music video directors, showing how artists such as Dali and Magritte, and classic films like *Apocalypse Now* and *Casablanca* influenced their visions and techniques. Special attention is paid to the golden age of music videos, which began on August 1, 1981, when MTV played its very first clip, "Video Killed The Radio Star," by the Buggles.

***Your audience will discover they've been watching a lot more than just pop songs!***

Speaker: Clive Young is Senior Editor of *Pro Sound News*, a music industry trade magazine, and is the author of *Crank It Up*, a book about the concert business. He has also written for MTV, VH1, *American Songwriter, Music Business International* and many other outlets. His various multimedia library programs, including *Kaboom: The History of Special Effects,* are a hit at libraries across Long Island.

- Program length: 1 hour, 45 minutes.
- Recommended age group: 12 & up, but program content is "family friendly."
- Technical requirements:
  - DVD player.
  - Cables to connect powerpoint laptop to projector.
- Speaker's Fee: $200 [flexible].

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