

SOUNDBREAKING #7

Sound & Vision

Chronicling the era in which MTV forged an indelible link between recorded music and the newly emergent music video, this episode considers what it means to see music as well as hear it. Offering unprecedented exposure to artists with a knack for the form, MTV turned singles into smash hits and musical performers into international celebrities.

M_____ (Launched 8/1/81)

---A new C_____ is born

---Songs become grander and bigger because of it.

---It grows fast, like a virus – it was the fastest growing cable channel of the '80's. Music 24/7.

---Suddenly, music had another D_____ and musicians had a new way to express themselves.

---Visual images help bring M_____ to the songs and convey depth.

---A whole new level of M_____ brought a new sense of style.

---New bands, previously unknown in America, become international superstars practically overnight.

---In the '70's you heard it first, then saw it. After MTV, you S_____ it first then you H_____ it.

---First video played on MTV – The Buggles V_____ *killed the radio star*.

---They needed 24/7 programming and didn't have enough videos (Devo's "Whip It" is played every hour.) It had roughly 165 videos and 35 of them were Rod Stewart, lol.

---English bands invade, known as the 2nd British Invasion, even though English Heavy Metal and Punk invaded before this.

Billy I_____ (1955)

---If you know how to S_____, you know how to R_____. (Also Madonna's mantra)

---"I wanted to make a punk hybrid". (*He was in a punk band called Generation X around 1977. He went solo in 1982. Hits: Dancing With Myself, White Wedding, Rebel Yell, Eyes Without a Face, Mony Mony.*)

Annie L_____

---"I cut my hair and dyed it, it was a statement, I was at odds with S_____"

S_____ D_____

---It's a surreal video that referenced French and I_____ filmmakers.

---In a span of 4 weeks, The Eurythmics went from unknown experimental artists to #1 pop stars.

---*Missionary Man* (1986) video is very creative using stop-animation techniques, new for the medium.

---The program brings up the point that the musicians are role-playing and are not the I_____ they might be portraying.

David B_____ (1947-2016)

---B_____ brought a prioritization of the visual into popular music. Constantly reinvented himself, he brought the element of Glam and concept albums into rock. He went from Ziggy Stardust in the 70's to suit-wearing fashion icon in the 80's. His career is broken up into 10 very different periods.

Diagnosed with liver disease and knowing he was terminally ill, he made *Blackstar* (2016) and died two days after its release. Hits: *Space Oddity, Fame, Star Man, Jean Genie, Rebel Rebel, Young Americans, Golden Years, Heroes, Under Pressure, All the Young Dudes, Let's Dance, China Girl, Modern Love.*

---B_____ **changes the way we thought about gender in the 70's/80's.** B_____ and Elton John were the first rock artists to come out as gay, only thing was, Bowie was straight. How can men stylistically express themselves in pop music?

- B _____ receives credit for foreshadowing what MTV will become. Artists no longer F _____ taking on a new persona.
- Comparisons are made to Presley and Devo.
- St. Vincent – We embrace stars who employ the R _____ D _____.
- Critics say the music suffered because of the focus on the visual.

Music and TV had a history

- In Hollywood movies
- In the movie- musical “Wizard of Oz”
- Supremes on TV – their performance had D _____, beauty and elegance in their choreography (*Motown had a drama and manners coach*).
- Ed Sullivan Show** (1948-1971) – vast array of rock stars: Elvis, The Beatles, Supremes, CCR, Beach Boys, Jackson 5, Stevie Wonder, Janis Joplin, Rolling Stones, The Doors, The Band
- Grand Ole Opry**-finally televised in 1956.
- American Bandstand** _____ Dick Clark hosted the show live from Philadelphia. It was a teenage dance show featuring acts from Jerry Lee Lewis to Run DMC. It ran for 38 years.

(Soul Train (1971-2006) Created and hosted by Don Cornelius and featured R&B, Soul, Pop/Dance, Hip Hop Artists. Started in Chicago and later moved to LA.

Hee Haw (1969-71) (Syndicated from 1971-1993) A comedy show that featured country humor and music. Features many GOO stars and broadcasted from the fictional “Kornfield Kounty.”)

S _____ D _____! (1964-66)

- From Hollywood – first real rock ‘n roll S _____ featuring music performances only. Was a bit more “edgy” than American Bandstand, the show used pre-recorded tracks with live vocals.
- In the 1960’s, playing a TV music show could dramatically effect a band’s I _____.

The B _____

- Every B _____ song had a movie (video) that was seen around the world when they weren’t touring. Because they were the center of the musical U _____, everybody wanted to work with them. Their song videos were very creative and influential.
- H _____! Movie – first true music video? (Elvis made movie-musicals from 1956-1969)

---‘70’s – Videos were called “P _____ clips”; it was a new art form and done cheap.

---For a few years in the 80’s, directors had carte blanche to do whatever they wanted.

---Michael Jackson’s video of “B _____ J _____” (1983) ---The director tells the story of the lens fogging up because of how excited he got watching Michael Jackson dance. MTV rejects *Billie Jean*; decides to show only W _____ rock, thus catering to their largest audience.

---MTV believed their primary audience was young W _____ males who liked 70’s classic rock.

---MTV format was a little careful and overly restrictive.

---Take notice in the Boy George video of the courtroom scene and the jury in blackface, which got the video banned from MTV. If it shocks, it rocks!

---Rick J _____ wasn’t played on MTV and publicly criticizes it.

---Michael Jackson breaks the R _____ barrier. His label CBS threatens to pull all videos if MJ video isn’t played.

---Michael Jackson’s video for T _____ (12/2/83) becomes MUST-SEE TV and helps MTV become a thriving channel. Although a “theatrical short” made for theatre viewing, it never happened.

MTV plays the video every hour.

Yo! MTV R_____

- First R_____ show on TV
- Run DMC's R_____ *Box* was the first video shown. It featured a heavy metal guitar solo.
- Helped L_____ Rap.
- Helped spread the genre from region to region, making Rap N_____.
- MTV realizes that the goal should be cross-P_____ of all styles.

M_____ (1958) "The Queen of Pop"

- Invents herself with an image from a V_____ point of view.
- Not many women stars at that time, she had great potential. First hit video was *Borderline* (1983)
- Producer of first video thought she was B_____!
- Next hit was *Like a Virgin* (1984) – video filmed in Venice in a gondola.
- In 1985, the Beastie Boys open for her. Her fame seemed to grow with every concert.
- She creates C_____ with every album single, tour and video. She gets paid \$10 million from Pepsi in 1989, only to be let go after releasing *Like a Prayer*. She kept the money!
- First MTV Awards (1984) she rolls around on the floor in a W_____ dress during *Like a Virgin*.
- She R_____ herself with every album for 20 years.
- Employed a marketing team to help her and shocked at every step of the way.

Many older artists didn't want to make videos

- Tom Petty H_____ making videos. "Making videos became another job and they were getting expensive; the record company only paid half". Petty doesn't like that the movie defined the song. (*Don't Come Around Here No More* = *Alice in Wonderland*)

MTV Creates a Culture Catering to the P_____ of the Young Person

- A S_____ point happens and change is inevitable.

MTV U_____ - Series (1989-1999) (Occasional episodes since)

- Eric C_____ Appears on it in 1992.
- The theme of the series is an all stripped down sound – all acoustic guitars, drums use hot rods.
- Performs classic hit "Layla" with totally different feel, a Blues shuffle. "My journey was always about going B_____." (As in being influenced by older Blues music)
- "Clapton Unplugged" sells 5 million copies as an album. It becomes best-selling live album of all time.
- N_____ also plays *Unplugged* (1994). Cobain begrudgingly does it and has a bad attitude, performs covers. It was Cobain's last ever concert and the last song he ever performed was Leadbelly's, *Where Did You Sleep Last Night?* Scott Lit has to remix the album after his D_____ – says "it was haunting". MTV and the music biz hit record heights with grunge, rap and new CD sales.

MTV R_____ W_____

- MTV goes reality TV
- Pop Culture news
- MTV rips music out of the programming and it becomes something entirely different.

The Music Business Now

---Entirely D_____ biz

---How we watch has changed a lot. The video is still very important on Y_____

---We couldn't have dreamed up this T_____ 20 years ago.

---Music can be recorded in your B_____.

---Videos can be made on your phone or L_____.

---Y_____ is now a place to discover artists, one of the first being Justin Beiber in 2008.

---Y_____ and the I_____ are MTV on steroids!

B_____ releases an all- video album

---She steals pages from the Bowie/Madonna playbook and uses the idea of persona, image and R_____ to bring us into present times. She looked at her career and said "What haven't I done? What hasn't anyone else done?" She wants to visually express her songs.

---She wants W_____ domination

---Self-C_____ of image and brand.

---Every artist studies what happened B_____ to help create new ideas and make them their own. They all know what V_____ mean to them.