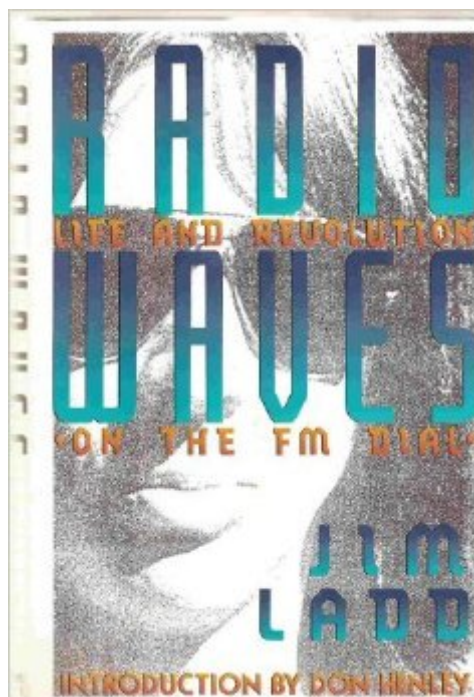


The book was found

Radio Waves: Life And Revolution On The Fm Dial



Synopsis

An explosive, unforgettable look at the FM radio business through the eyes of one of its most colorful and idealistic personalities. Ladd follows the birth, blazing success, and tragic demise of FM free-form radio. --This text refers to the Paperback edition.

Book Information

Hardcover: 306 pages

Publisher: St Martins Pr; 1st edition (May 1991)

Language: English

ISBN-10: 0312059523

ISBN-13: 978-0312059521

Product Dimensions: 1.2 x 6.5 x 9.8 inches

Shipping Weight: 1.7 pounds

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (23 customer reviews)

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Customer Reviews

As Jim Ladd relates in this important and always-entertaining book, radio waves in their purest form are light. And they've been falling on his lucky listeners, unstrained, for a time that selective radio fans hope will never end. What's more important than this legendary L.A. deejay soldiering on through those Monday nights when it might seem as though few are listening is that, in this age of corporate mergers and conformity, the mandate to take a stand. God always favors the principled man, especially the artist! During an era when Bruce Springsteen can be the opening act for a commercial venue like Staples Center, one of the ubiquitous stadiums to now baldly bear a corporate logo (this one's visible from the skies of L.A. in gargantuan red neon letters; let's not miss an advertising opportunity!) Ladd hasn't lost his integrity. He has, during his entire radio career, eschewed "the list," or the playlists that plague all of Los Angeles' and other major markets' airwaves. His genuine fondness and respect for the medium radiate from the pages of "Radio Waves." He's referred to radio as an "electronic campfire" by which those faithful to concepts such as freedom and brotherly love gather and warm themselves. Ladd was lucky enough to preside over a time in F.M. radio when it truly influenced and saturated every aspect of popular culture. His view--that the radio dial still possesses the power to unify and inspire us--is refreshing, and

lamentably lacking in active supporters. While cynical survivors of the '90s might doubt that we can "get back to the garden" or visit that "mansion on the hill," isn't it nice that SOMEONE out there is telling us we can?

Having barely set foot in California it's hard to relate to their slant on Rock, but this book was an excellent overall peek in to the demise of FM Radio...Having worked at WBCN (not as an air talent) I got there (1982) just as the "format" was being implemented and tightened...I worshipped WNEW in New York as a kid so I knew a thing or two about programming when I volunteered at WBCN after graduation...Still, it was an education and I just loved it...The radio station owned the town and I was going to be listening anyway, why not actually work the afternoon drive s***?...Even then, you could drill down on records six and seven singles deep; that never happens anymore...Jim Ladd's take on his defiant stance against any kind of programming limitations ten years before I even gave it a thought was great insight...I'm famous for skipping the jacket previews and dialing right into the meat of the book...I was 100 pages in before I realized some of the names were changed to protect the guilty!...I saw Roger Waters on the Radio Kaos Tour and had no idea Jim Ladd was involved with that record...Very cool on his part...Kind of an underrated record in my book...Anyway, the interaction and loyalty between the rank and file at a great radio station is a boatload of fun to read...I have since gone back and looked up KMET and found bios on all the staff members mentioned in this book (some with fake names)...It was clearly one of the top five or six stations in the country playing free form Rock at the time...Having lived in Boston for many years our pop ins were various members of Aerosmith, J. Geils, The Cars or any number of local bands that WBCN championed...I found it amusing that David Lee Roth and folks of that ilk did the same thing out west...

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