

- he left for army in 1960 - did not return to rock
- began to turn into spectacle performer
↳ started in Vegas in 1969
- 1968 comeback special.

1958 - 1964 Lecture 3 part 2

- the "in between" years.

Rock n Roll Downturn factor 1

- Ritchie →
Valens, Big
Bopper, Buddy
Holly
- many figures dropped out of public eye

factor 2: independent radio stations squeezed out by top 40 - TV on the rise.

factor 3: payola hearings, in '57 40 of 70 top singles were from indie labels. ASCAP and major labels wanted to exert pressure against indies. They lobbied govt to investigate use of payola by indie labels to get radio play.
↳ although major labels used payolas, many target were rock or R&B labels. Hearings were held in 1960 several DJs suffered including Allan Freed.

↳ Latino contrib

factor 4: teen idols - young, cute, very often Italian, precise music, weren't necessarily told to sing.
Frankie Avalon: "VENUS" - fucking kill me lol.

lack of skill considered →
"cute"

Final factor: cover phenomenon

- "Tutti Frutti" - Little Richard - riffing sax/solo
- Pat Boone - lyric change! teen idol
- common for hit to be song, artist did not matter

Brill Building: physically close to TPA

- songs were poppy, but influenced by Rock and R&B.
- ↳ Brill building known as style (like TPA)