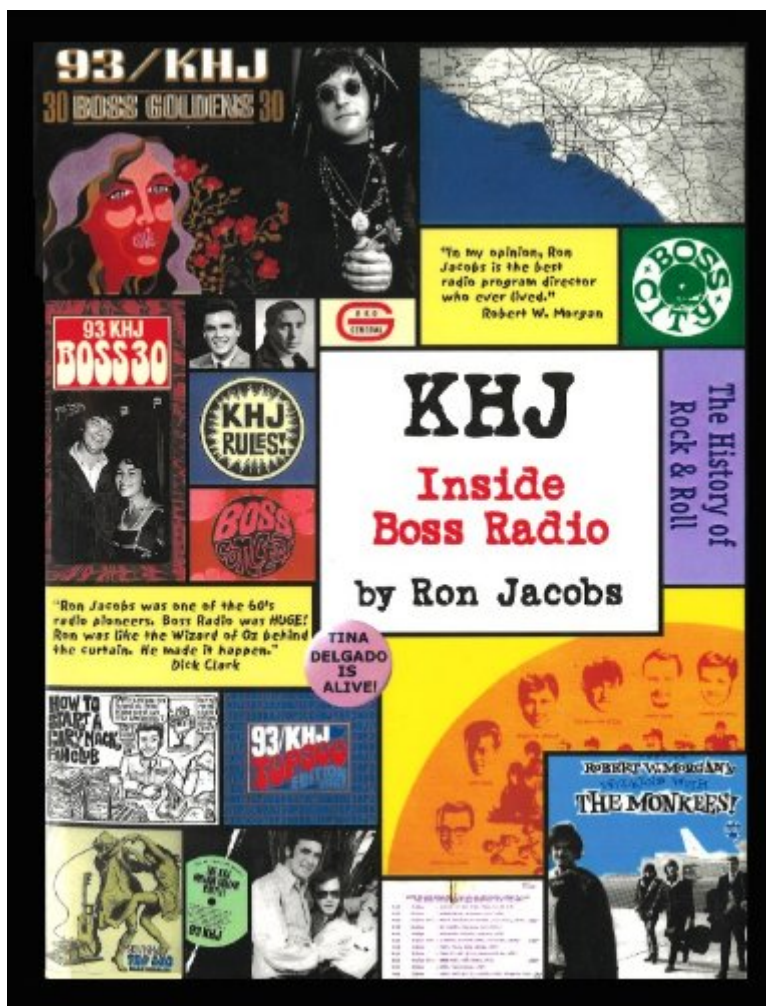


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# KHJ Inside Boss Radio



## Synopsis

Some of it is writing, some of it is drawing, and some of it is radio jargon. There are interviews, photos, oral histories, daily memos, calendars – but the totality is the brilliance of Ron Jacobs. It is a rare documentary history that takes you inside his mind as he transforms KHJ into the preeminent rock and roll station in the universe. He comes at you nonstop, one idea after another, relentless, always thinking, churning out ideas, and challenging the norm. From start to finish, the book threatens to engulf you but always amazes you, just like RJ.-- David Maraniss, Washington, DC, May 2010

## Book Information

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## Customer Reviews

Growing up in Boss Angeles, in the 60's, 93/KHJ was part of most people's daily lexicon. You couldn't go anywhere without hearing Boss Radio playing on a transistor radio, in someone's car, at a gas station, in a restaurant or at the beach. From Santa Barbara to the Mexican border, 93/KHJ was the soundtrack of Southern California. If it was 'happening'...it was happening on KHJ. Rock & Roll soon-to-be-giants; The Beatles, The Beach Boys, The Rolling Stones, The Mamas and Pappas, The Doors, Sonny & Cher and countless others all, exclusively, premiered their new singles there. From cash giveaways, to concert tickets, to station-branded greatest hits albums,

93/KHJ came up with the most brilliant on-air promotions to grab the attention of their youthful audience. Their, free, weekly, Boss 30 music survey was a must-have item, to make sure there were no 45's missing from your collection. And, unlike other stations in the market, KHJ moved like a freight train (...and the hits just keep on comin'!) While other stations could be laborious, packed with too many commercials, KHJ was tight, clean and most importantly FUN! The Boss Jocks, especially Robert W. Morgan (6-10am) and The Real Don Steele (3-6pm) were the ultimate drive time personalities. Add the unforgettable Johnny Mann jingles and the genius of author and legendary KHJ Program Director Ron Jacobs and format architect Bill Drake to the mix and you have what is arguably the most successful and copied radio station of the era (Sorry, New York. 77 WABC was certainly a giant, but NOT Boss Radio 93/KHJ) For a kid like me, who had a radio to his ear or by his bedside 24/7, this book is a fun look inside not just a radio station but a childhood memory of great music, good times and summer fun.

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