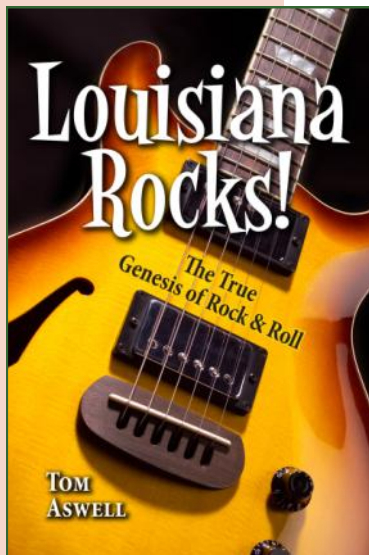




Louisiana Rocks! The True Genesis of Rock and Roll

By Tom Aswell



Coming Fall 2009

Review Copies Available

DID YOU KNOW...

- **Ray Charles, Little Richard, Hank Williams, Elvis Presley, Johnny Cash, Floyd Cramer, Joe Turner, and Lloyd Price all lived and/or recorded in Louisiana.**
- **Benny Spellman's back-up vocals on Ernie K-Doe's song "Mother-In-Law" sparked a long -running feud between the two that culminated in a fist fight on the studio floor.**
- **Because the legal drinking age in Louisiana was 18 as opposed to 21 in Texas, an underage Janis Joplin often crossed over the state line from her home in Port Arthur, Texas, to Louisiana. It was the swamp pop of the Louisiana roadhouses and honkytonks that influenced her singing style in her meteoric but brief career.**

LOUISIANA ROCKS!
 By Tom Aswell
 MUSIC / Genres & Styles / Rock
 MUSIC / Reference
 352 pp. 6 x 9 108 b/w photos
 Appendix Index
 ISBN-13: 9781589806771 \$29.95

An in-depth history of rock and roll's Louisiana roots.

An expansive study of the beloved all-American music form of rock and roll, this in-depth history argues that rock and roll started in New Orleans in 1947 when Roy Brown recorded "Good Rockin' Tonight." With verve and the authority of a true expert, Tom Aswell considers the Louisianan influences of swamp pop, Cajun, zydeco, R&B, rockabilly, country, and blues music to detail the ways in which these musical forms mixed and gave birth to rock and roll as we know it today.

Louisiana's musicians were making rock and roll history well before Bill Haley recorded the legendary "Rock Around the Clock" in 1955. In 1949, Fats Domino recorded "The Fat Man in New Orleans," and Hank Williams, living in Bossier City, Louisiana, and performing on the Louisiana Hayride, introduced what would become known as rockabilly with the release of "Lovesick Blues." The rest is musical history.

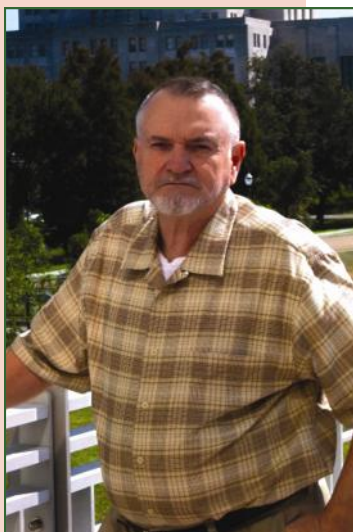
Including profiles of such iconic figures as Sam Cooke, Ray Charles, Little Richard, Elvis Presley, Etta James, Buckwheat Zydeco, and Percy Sledge, the book also discusses the role played by independent recording studios and locally owned radio stations in the promotion of local artist and their music. Aswell presents the incredible story of rock and roll and its myriad Louisiana influences as it truly has never been told before.

To request a review copy or to arrange for an interview, contact Katie Szadziewicz at 504-368-1175 x 331 or katie@pelicanpub.com.

For sales inquiries, contact sales@pelicanpub.com.



By Tom Aswell



About the Author

Tom Aswell

**Author
Appearing
Throughout LA**

**Author Available for
Appearances**

**Hometown:
Denham Springs, LA**

DID YOU KNOW . . .

- Two of the best-selling songs of all time were written by artists either from Louisiana or who had strong Louisiana ties: "Wind Beneath My Wings" (Larry Henley of the Newsbeats of Bossier City) and "Abraham, Martin, and John" (Dick Holler of Baton Rouge). Dick Holler also wrote "Snoopy vs. the Red Baron."
- Art Neville never received any royalties for his major hit song, "All These Things," because the record company went broke before he could collect his money.



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As a journalist, Tom Aswell reported the news of Louisiana for more than twenty-five years. His interest in the broadcasting field was piqued while working at his hometown newspaper. The experience served as a learning tool, one that propelled him into his career as a journalist. He has since worked as a reporter and editor for multiple Louisiana newspapers including the *Baton Rouge Advocate*, *Ruston Daily Leader*, and *Monroe News-Star*. He also owned his own news service for eight years.

Aswell has always had a passion for music, particularly music native to the South. Working part time as a radio disc jockey during college ignited his zeal for music. Utilizing the vast music selection afforded a disc jockey at a radio station, Aswell educated himself on the origins, histories, and legends associated with the many genres of Southern music.

Aswell graduated from Louisiana Tech University with a B.A. in journalism. After his discharge from the United States Air Force, he owned and coached a semi-pro baseball team, worked for a telephone company, taught defensive driving classes, and has worked for the State of Louisiana, Office of Risk Management. As a hobby, he works as a stand-up comedian for the Funny Bone Comedy Club in Baton Rouge and was named the funniest person in Louisiana in 1992. He lives with his wife, Betty, in Denham Springs, Louisiana.

To book the author for a talk, lecture, or autographing, contact Scott Campbell at sales@pelicanpub.com.



Louisiana Rocks! The True Genesis of Rock and Roll

By Tom Aswell

LOUISIANA
KNOWS HOW
TO GROOVE

SAMPLE INTERVIEW QUESTIONS

1. Your book is entitled *Louisiana Rocks: The True Genesis of Rock and Roll*. What, exactly, does the phrase "true genesis" mean?
2. How long did it take to write the book?
3. What is your professional and educational background that qualifies you to write a book such as *Louisiana Rocks*?
4. Why do you think Louisiana is unique in its contribution to rock & roll as compared to, say, Tennessee, Texas, or Motown?
5. What genre do you think has been the single biggest influence on Louisiana's music?
6. We know about Fats Domino, Jerry Lee Lewis, John Fred, and Johnny Rivers, but you also cite Hank Williams as an early influence on rock and roll. What is his connection to Louisiana?
7. Ray Charles and Little Richard weren't from Louisiana. Why are they in the book?
8. Were there any surprises once you got started with your research and writing, anything that you weren't aware of going in?
9. Can you tell us any unusual stories without ruining the book for readers?
10. Are rock & roll singers the only ones you write about in *Louisiana Rocks*?
11. What was your inspiration to undertake such an ambitious project?
12. How did you meet John Fred?
13. Do you plan any other books like *Louisiana Rocks!* in the near future?
14. What is your favorite music genre?
15. Who is your favorite Louisiana rock and roller?

Praise for Louisiana Rocks!

"Tom Aswell has gotten it right! Louisiana's contributions to rock and roll have been ignored far too long, but now the secret is out . . . *Louisiana Rocks!* is a must read for any serious student of rock and roll."

—Mike Shepherd, director, Louisiana Music Hall of Fame

"Tom Aswell has definitively and superbly supported and documented the substantial Louisiana connection in the historical rock and roll evolution/revolution."

—Ted Green, retired disc jockey, WTIK (New Orleans), WQAM (Miami)

"Get ready to be amazed by the Bayou State's mighty contribution to rock and roll."

—John Hale, retired disc jockey; news, music, and program director; and operations manager for radio stations in San Antonio, Houston, and Austin

"This book is thoroughly researched and includes some of the author's actual memories, which span decades."

—"Dandy Don" Logan, retired disc jockey, Shreveport, and former national recording label vice president

"This should be required reading for anyone studying music and the arts in Louisiana high schools and colleges."

—Scott Hodges, retired disc jockey, news anchor and reporter, and public affairs director for KEEL and KBCL (Shreveport), WTIK (New Orleans)

"Could not put it down once I started reading. It brought back a lot of old memories."

—Bob Robin, retired disc jockey, WTIK (New Orleans), and producer for record labels Stax, Tower, Bell, Warner Bros., Capitol, and ABC Paramount

To book an interview with the author, contact Katie Szadziewicz at 504-368-1175 x 331 or katie@pelicanpub.com.