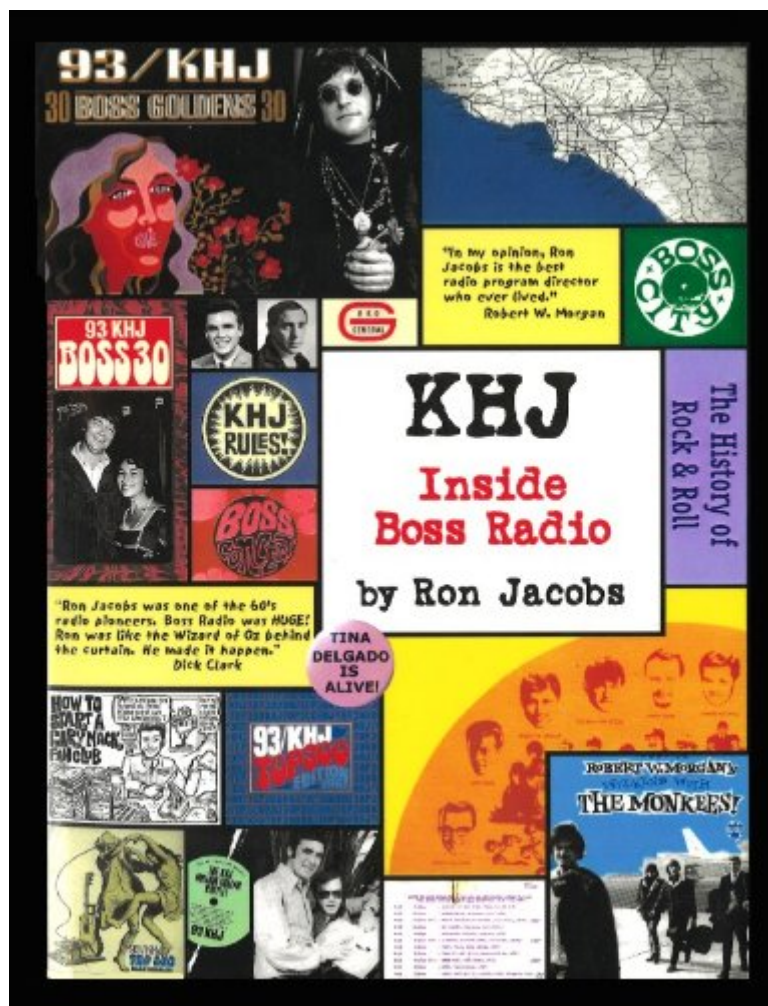


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# KHJ Inside Boss Radio



## 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. Ron Jacobs has put together the inner workings of what made this radio station, so important to so many. Memories, memos, pictures, first-person accounts from those who were there and a fun-filled ride back to a truly nostalgic time. Radio groupie, or not, you will enjoy it! I got the original, bound, copy of this book and just picked up the Kindle edition. Ron has added new material and I am enjoying re-visiting it again. #1 Then...#1 Now!!!

Ron Jacobs was 'the man' and KHJ "Boss Radio" was THE station in the Fifties and Sixties in LA. If you had anything at all to do with radio during this period...or if you were a rock 'n roll Boss Radio listener during this period (and who wasn't), you really need to read this book. It's fast paced, fun and exciting! KHJ led the way for what became known as the Drake-Chenalt format that all the RKO stations later copied. This is a fascinating look behind the scenes and into the mind of one of radio's legendary programmers. Ron's creative mind came up with creative promotions that haven't been equaled even today. Think "The Big Kahuna".

This is an amazing behind-the-scenes look at the 1960s and 1970s Los Angeles radio powerhouse known as 93KHJ. It's like finding a secret diary! Even the most ardent KHJ fan will read amazing stories that they haven't heard before - everything from the in-house jealousy, feuds and fights among the troops to the special Monkees promotion that had more than a few hitches to overcome. Ron Jacobs shares a stack of memos from that era that are touching, funny and enlightening. This is radio the way it USED to be, back when deejays were free to choose their own music and have a barrel of fun in an attempt to gain huge ratings, an admiring audience and an elephant sized income

(for those times). I had a blast reading every chapter. Enjoy it!

I love this book. I'm probably one of the few people who heard Ron Jacobs and Don Randall develop Top 40 at Kmake Radio in Fresno and then perfect the art of Boss Radio and promotional contests at KHJ in Los Angeles. I also probably won more of their radio contests in Fresno than anyone else. I really miss the fun and innovation that they brought to the golden age of Boss Radio. John Lee Walker called me up a few years ago and told about being trapped inside an armored car with the "KYNO Millionaire" at Roosevelt High School in Fresno as it was rocked up and down by hundreds of high school students!

If you remember KHJ in LA, or KGB in San Diego during the mid-1960s, you undoubtedly remember the Boss Radio format. This book is really an insider book to the radio industry at this time. If you are a fan, radio person, Program Director, or a DJ, who was around at the time, this book is an exciting way to relive the phenomenon. If you are just into the history of radio, this is clearly a page in radio history you may really dig. I happen to know Ron Jacobs, Gene Chenault, Bill Drake and many others who got this revolutionary radio format started, and I could barely put the book down. It does get a little long and contains a lot of information that can get a little dry unless you are looking for minute details. I really thought it was Boss! Since Ron felt the station owners were thieves, I must let him know there was an awful lot of praise for him in my family. If you do check this out Ron, I still remember blowing up the radio tuned in to KCBQ, at the Double B Ranch. Best to you and all your readers, Kent Brown

Ron Jacobs pulls back the curtain on this legendary radio station as it was born in April 1965 and would change the face of TOP40 radio in all of America. The Kindle addition adds lots of bonuses that were not possible when the print edition came out originally. The plethora of memos that Ron Jacobs wrote to his Boss Jocks over the first four years of 93 KHJ are an incredible read. You learn the kind of detailed attention that was focused on creating what later would be known as "The Drake Format." Too many over the years have misunderstood the genius of this format and never understood the innovative person (Ron Jacobs) that created it at KHJ. This book tells that story masterfully. It's the 50th Anniversary Year of Boss Radio - 93 KHJ. What a great time to read "KHJ - Inside Boss Radio."

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