

ADVANCE MAN

Somebody has to go first. It was usually Murray the K.

On an independent station competing with the networks, he attracted the audience it needed to top the ratings. Broadcast from the subway? Pure New York. From a fighter jet? Why not? From a submarine? Ideal for the Grand Kook of the Submarine Race Watchers.

When AM and FM were forced out of simulcasts, Murray took rock to FM. He gave birth to AOR and the concept of “attitude music,” complete with long-form interviews with writer/performers. WOR-FM tuned out early, but the format lived for decades across the FM band.

Television wasn't really his medium. But when he did it, he did it... different. “It's What's Happening, Baby” was the template for MTV... 15 years before MTV.

Multi-media? Drop into Murray the K's World where audio, video, live acts, and psychedelic lighting made the Café Au Go Go and Cheetah seem dull.

And yet.... Murray needs an advance he can't accomplish on his own. He *is* dead, after all. He deserves to be advanced into a non-performer's spot inside the Rock 'n' Roll Hall of Fame.

If you know anybody on the nominating committee, do Murray a favor: drop a hint (and give him the best 100th birthday present he's likely to get).



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