

Promo man, PRODUCER,
HOST, *songwriter*,
impresario, MENTOR,
writer, INNOVATOR, performer,
and, yeah, **D.J.**

BUT NOT INDUCTEE.

- “How Much Is That Doggie in the Window?” Murray Kaufman knew. He was the promo man.
- When Laraine Day did “Day at Night,” she did it with Murray producing.
- On the air, he hosted a popular show. Off the air, helped boost performers’ careers. Bobby Darin, for instance. The Rascals. The Who.
- When rock was called “race music,” Murray helped change perceptions as president of the National Council of Disk Jockeys. (Dick Clark was on the Council.)
- He wrote and performed several novelty tunes and co-wrote another that went gold.
- The live shows he produced and emceed broke records (not the vinyl kind).
- Ask performers from the ’50s and ’60s if they got career help. They’ll mention Murray.
- ’60s teen angst? He wrote books about it (and explained it to William F. Buckley).
- On AM, he played originals, not covers. On FM, he played what wasn’t allowed on AM.

As Frank Sinatra told him in Vegas, “Man do we owe you.”

What he might still be owed is nomination (as a non-performer) in next year’s list of candidates for induction into the Rock ’n’ Roll Hall of Fame. If you know anybody on the nominating committee, do Murray a favor: drop a hint.



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