

TREBLE

ROCK 'N' ROLL HIGHWAY



“Our battered suitcases were piled on the sidewalk again; we had longer ways to go. But no matter, the road is life.”

– Jack Kerouac, *On The Road*

Created by MARSHALL TERRILL, PATRICK LACY & CORY COOPER

THE CONCEPT

ROCK 'N' ROLL HIGHWAY is a travel/history “on the road” television series in which the Host and a weekly “Special Guest” will visit the cities and locations that played a role in the history of rock and roll in the United States. The stories will unfold through a powerful blend of eyewitness accounts and interviews, rare archival footage and photos, and richly evocative cinematic location shooting.

Each episode of **ROCK 'N' ROLL HIGHWAY** will tell a different story, taking the viewer to a new city, venue, recording studio, or location off the beaten path.

THE SERIES

Hop on the bus for a road trip through the canyons of Hollywood, the outlaw alleys of Nashville, and the back roads of the Middle America as we journey through the lush landscapes of rock and roll terrain.

From Seattle to Athens, from New York City to the Sunset Strip, in fact, from sea to shining sea, the United States is a cornucopia of rock and roll history. This is, after all, where the blues was born and where rock's "big bang" took place in a tiny recording studio in Memphis in July 1954. Just as Eisenhower provided the country's highway infrastructure, we'll chug along and detour the side roads, big city streets, and the suburban landscapes to tell the untold story of popular music in America. Over the course of the series, we'll lead viewers on a cross-country journey, covering an era of popular culture that has spanned more than six decades, including today's media revolution. We'll visit the hotels, the venues, the recording studios, and the scores of locations off the beaten path. Muddy Waters to Lady Gaga...Elvis Presley to Pearl Jam...and all points in between.

People from all walks of life love music. Despite what has been written lately, fans have not stopped buying music, in whatever format is currently trending. In 2012, music purchases totaled an all-time high of 1.65 billion units. Fans not only know the lyrics, harmonies and melodies, but love the stories that their favorite artists tell. According to the *New York Times* best-seller list, Keith Richards's recent memoir stayed on the hardcover best-seller list for 22 weeks. Other memoirs from Pete Townshend, Patti Smith, Steven Tyler, Sammy Hagar, Tommy Lee and Ozzy Osbourne have met with similar success. Simply, rock and roll fans want to know *what* happened, and to see *where* it happened.

We also find that music fans in the United States come from all ethnic groups, age groups, and incomes. Whether a viewer is 8 or 18 or 58, he will in all likelihood be a music fan, and will have actively supported an artist or band at some point in his life. Driven by a favorite band, nostalgia, or current tastes, people from all age ranges buy and are interested in music, as record sales, concert sales, and merchandise sales clearly attest. The audience for **ROCK 'N' ROLL HIGHWAY**, then, spans as many decades as the show itself will cover.

So pack your bags, pull out a map and take a seat on the bus. We're taking the **ROCK 'N' ROLL HIGHWAY** to see where legends were born, how roots took hold and how music history was made.

EPISODE 1 – LADY GAGA



Few artists in history have ascended the ranks of rock and roll royalty as fast as New York City's Lady Gaga, born Stephani Joanne Angelina Germanotta in 1986. Not since Madonna has a female artist so totally enraptured fans and the media, to the point that comparisons with The Material Girl are ever-present...Lady Gaga already being recognized as the heiress-apparent, and is loaded with talent. The adjectives are endless: singer-songwriter, provocateur, innovator, activist, businesswoman, record producer and fashion designer. Gaga, at the age of twenty-seven, is a success story like few others and will only continue to add pages to her legend.

POINTS OF INTEREST: The Covenant of the Sacred Heart School, NYU's Tisch School of The Arts, Stanton Street Apartment (176 Stanton), Rivington Street, St. Jerome's, Pianos, Beauty Bar, The Bitter End, The Mercury Lounge, The Cutting Room, Rockwood Music Hall.

SUGGESTED GUEST HOSTS/GUESTS: Wendy Starland (artist/musician, credited with "discovering" Lady Gaga), Brendan Jay Sullivan (DJ/writer/early collaborator), Lady Starlight (artist/musician, early collaborator), Joe Vulpis (producer), Calvin Pia / Eli Silverman / Alex Beckham (first band), Rob Fusari (producer, also has worked with Jessica Simpson, Beyonce, and Whitney Houston), Joshua Sarubin (A&R at Def Jam Recordings).

EPISODE 2 – THE BEATLES IN NYC 1964



Most Baby Boomers remember where they were when The Beatles made their historical appearance on “The Ed Sullivan Show” in February 1964... but not everybody knows what the band did to fill their days and nights on their first visit to New York. This episode captures the early wave of Beatlemania in America, Gotham City in the wake of John F. Kennedy’s assassination and gives the rundown on where the Fab Four played, ate, drank, and slept on their first U.S. visit, including a discreet side trip to Harlem for barbequed ribs.

POINTS OF INTEREST: JFK Airport, Plaza Hotel, Ed Sullivan Theater, 21 Club, Playboy Club, Forest Hills Stadium, Delmonico Hotel (now Trump Park Avenue), Paramount Theater, Riviera Idlewild Hotel, (location of) Sherman’s BBQ (Harlem).

SUGGESTED GUEST HOSTS/GUESTS: Larry Kane (journalist, with The Beatles for entire 1964 US tour), Nedra Ross (The Ronettes), Scott Ross (former DJ, television personality).

EPISODE 3 – JAY Z & BEYONCE



Jay Z and Beyoncé are two of the most successful artists in recording history, and combined they have given new meaning to the term, “power couple.” They are perhaps, according to any measure, the most powerful couple in show business, if not the world. Jay Z came from humble surroundings in Brooklyn, New York, while Beyoncé grew up in the relative comfort of suburban Houston. Their paths crossed during the filming of the 2002 video of Jay Z’s “03 Bonnie & Clyde,” and from there the sparks flew, and their fortunes grew, both personally and professionally. We’ll see the places each superstar grew up, made their bones, and how they evolved into the multi-media King and Queen of the 21st Century.

POINTS OF INTEREST: Marcy Houses (Brooklyn), Eli Whitney High School (Brooklyn), George Westinghouse Career and Technical Education High School (Brooklyn), Trenton Central High School (Trenton NJ), Marcy Avenue (NYC Subway station, Brooklyn); St. Mary’s Elementary School (Fredericksburg TX), Parker Elementary School (Houston), Alief Elsik High School (Houston), St. John’s United Methodist Church (Houston).

SUGGESTED GUEST HOSTS/GUESTS: Tina Knowles, Mathew Knowles, LaTavia Marie Roberson (member of pre-Destiny’s Child group), D’wayne Wiggins (developed Destiny’s Child).

EPISODE 4 – THE SUNSET STRIP



There are not many one-and-a-half-mile stretches of roadway that are as jam-packed with rock and roll history or have as much hip attitude as the Sunset Strip. This West Hollywood landmark is home to the rock venues and clubs that have hosted everyone from John Lennon and Keith Moon, to David Bowie and Robert Plant, to Nikki Sixx and just about every metal band from the Eighties. The Strip conveys six decades of mind-blowing decadence filled with party-till-you-puke venues, boozing bands, unscrupulous nightclub owners, luscious groupies, and a little music thrown in for good measure.

POINTS OF INTEREST: Troubadour (Santa Monica Boulevard, just south of the Sunset Strip), Gazzarri's (now The Key Club), The Rainbow Bar And Grill, The Roxy Theatre, London Fog, The Whisky A Go Go, The Viper Room, Hacienda Arms Apartments, The Riot House (now The Andaz West Hollywood Hotel), Rodney Bingenheimer's English Disco.

SUGGESTED GUEST HOSTS/GUESTS: Nikki Sixx (Motley Crue), David Lee Roth (Van Halen), Bret Michaels (Poison, TV personality), Alice Cooper, John Densmore / Robby Krieger (The Doors), Jane Wiedlin (The Go-Go's), Rodney Bingenheimer (former nightclub manager, DJ), Stephen Percy (RATT), Lou Adler (producer, owner of The Roxy Theatre).

EPISODE 5 – MICHAEL JACKSON – GARY, INDIANA



Musician. Singer. Dancer. Icon. Michael Jackson's career covered the entire creative spectrum of music, videos and entertainment, whether he was doing the Moonwalk or setting album sales records with "Thriller." "The King of Pop" came from a large family whose roots were in Gary, Indiana, a tough-as-nails steel-producing city just twenty-five miles southeast of Chicago, where some of the soul artists who would influence him were recording and performing in the mid-1960s. Jackson and his brothers, as the Jackson 5, played their first concerts in Gary, and then toured the "chitlin' circuit" when Michael was still under the age of ten. Their concert tours often brought them to Chicago, notably the Regal Theater, where they blew through the Windy City like a hurricane.

POINTS OF INTEREST: The Jacksons' childhood home (Gary, IN), Garnett Elementary School, Glen Park (location of early Jackson 5 public performance), Gilroy Stadium, Mr. Lucky's Lounge (nightclub @ 1100 Grant Street), Regal Theater (Chicago).

SUGGESTED GUEST HOSTS/GUESTS: Ronnie Rancifer (Jackson 5, keyboards), Suzanne de Passe (producer, worked with Jackson 5), Randy Jackson (Jackson 5).

EPISODE 6 – TUPAC SHAKUR

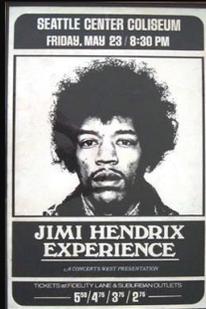


Tupac Shakur, even seventeen years after his death, remains a controversial and divisive figure in popular culture. Born into a chaotic family life in East Harlem, Tupac later found his calling in acting and hip-hop, becoming one of the most prolific and respected rappers in the history of the genre. From New York he moved to Baltimore, Maryland, and then the Shakur family relocated again to California, where Shakur pursued poetry, music and dance. Shakur's outspoken nature and willfulness led him into the crosshairs of former allies and perceived enemies. In September 1996, he met a tragic fate days after attending a championship boxing match at the MGM Grand in Las Vegas. Despite his death, Shakur has become a folk hero to millions of urban dwellers, and his legacy is alive and well today with a hologram of the artist “appearing” in concert at Coachella 2012.

POINTS OF INTEREST: East Harlem (NYC), Paul Laurence Dunbar High School (Baltimore MD), The Afro-American Studio for Acting and Speech (“127th Street Ensemble”), Baltimore School for the Arts, Quad Recording Studios (NYC), Bellevue Hospital, MGM Grand (Las Vegas), E Flamingo Road (at Koval Lane/Maxim Hotel), University Medical Center of Southern Nevada, Tupac Amaru Shakur Center for the Arts (Stone Mountain GA).

SUGGESTED GUEST HOSTS/GUESTS: Afeni Shakur, Jada Pinkett Smith, Kidada Jones.

EPISODE 7 – SEATTLE, WASHINGTON



The city of Seattle has given popular music two huge gifts: the genius of guitarist Jimi Hendrix, and the few bands that we can now claim as survivors of grunge, the early nineties watershed period that imploded as fast as it arrived. Hendrix's legend goes without saying; he was a force unto himself, and his look and flamboyant style influenced countless guitarists and musicians in his wake. In this episode, we will go back and look at where he came from and the places he lived and grew up in this swinging northwestern city. Fast forward twenty years or so and we'll return to the sites that played a role in the early years of the bands Nirvana, Pearl Jam, and Soundgarden, as well as the places these long-haired, flannel-clad alt-rock icons grew up and honed their craft.

POINTS OF INTEREST: Aberdeen High School (Cobain), The Moore Theatre (Nirvana), 17 Nussbaum Road (Nirvana's first show, Raymond WA), Horace Mann Elementary School (Hendrix), Temple De Hirsch (Hendrix), Birdland Club (Hendrix), Garfield High School (Hendrix), Dunlop Baptist Church (Hendrix), Greenwood Cemetery (Hendrix), Off Ramp Café (Pearl Jam/Temple of the Dog, now Graceland), London Bridge Studios (Pearl Jam), A Sound Garden (Soundgarden), Sub Pop Records, The Crocodile (venue).

SUGGESTED GUEST HOSTS/GUESTS: Cameron Crowe, Dave Krusen, Krist Novoselic, Nancy Wilson, Billy Cox, Kathy Etchingham.

EPISODE 8 – KANYE WEST

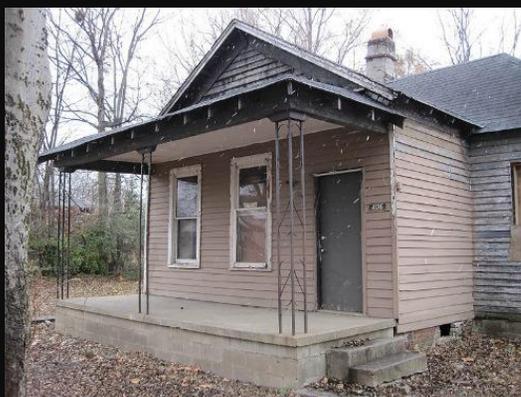


One of the most outspoken and controversial figures in popular music today, Kanye West exemplifies the no-holds-barred spirit that permeated pop culture decades ago, before so many artists opted to play it safe. Taking his queues from his art training and early success as a producer, West parlayed his skills into becoming a top rap artist and hip-hop legend by the time he was in his early thirties. From the mean streets of Southside Chicago to the red carpets of the Grammys, Kanye West, the brash, arrogant, and unrepentant superstar, has traveled a unique path to achieve his many successes.

POINTS OF INTEREST: Childhood home (7815 S South Shore Drive, Chicago), Polaris High School (Oak Lawn, IL), West Aurora High School, American Academy of Art, Chicago State University, Manhattan Center Studios and (location of) Baseline Studios (NYC, as producer).

SUGGESTED GUEST HOSTS/GUESTS: Marilyn Gannon (teacher at Polaris), Dolores Tamborski (admin at Polaris), Damon Dash (businessman).

EPISODE 9 – MEMPHIS

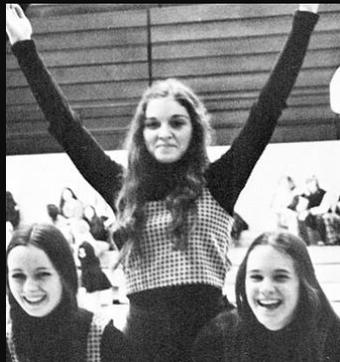


Few cities in the United States are as rich in rock and roll history as Memphis, Tennessee. Situated on a bluff east of the Mississippi River, Memphis is regarded by many as the birthplace of rock and roll and spawned many of rock's royalty. Elvis Presley spent most of his life as a resident of the city, while Jerry Lee Lewis raised holy hell, as well as a teenaged bride, who also happened to be his first cousin. Scattered throughout the suburbs are many sites that help tell the uniquely American story of the early days of rock and roll when it was raw, powerful and innovative.

POINTS OF INTEREST: Beale Street, Stax Records, WDIA, Sun Studio, Overton Park (Levitt) Shell, Mid-South Coliseum, Aretha Franklin Birthplace, Hi Records / Royal Studios, American Studios.

SUGGESTED GUEST HOSTS/GUESTS: Justin Timberlake (born in Memphis), Chips Moman (American Studios, producer), Red West (actor, songwriter), Jerry Lee Lewis, George Klein (radio personality), Reggie Young (American Studios, musician).

EPISODE 10 – MADONNA



Aside from the singular concept of “Elvis,” there are not many artists who are defined by their own image and body of work. Madonna is one such person, a megastar who has reached and stayed within the upper echelons of celebrity and artistic achievement for more than three decades. Madonna grew up in an unassuming two-story Colonial-style home with her seven siblings in middle-class surroundings in Rochester Hills, Michigan. Leaving home at eighteen to attend a few semesters at the University of Michigan, in 1978, she moved to New York City to pursue her dreams as a creative force in music and dance. Through wit, grit, and steely determination, Madonna achieved the seemingly impossible to become a musical and pop culture icon.

POINTS OF INTEREST: St. Frederick's and St. Andrew's Catholic Elementary Schools (Detroit), West Middle School, Rochester Adams High School, University of Michigan, Dunkin Donuts (973 8th Avenue, NYC),

SUGGESTED GUEST HOSTS/GUESTS: Stephen Bray, John “Jellybean” Benitez, Christopher Ciccone.

EPISODE 11 – ASBURY PARK, NEW JERSEY



The “Jersey Shore sound” was born along the boardwalk and beaches of Asbury Park, New Jersey, where artists as diverse as Bruce Springsteen, The Clash, The Ramones, Southside Johnny and the Asbury Jukes, and Bon Jovi found a home, or a promising place to follow a dream. Perhaps one of the more romanticized areas captured in the lyrics and images of so many songwriters, Asbury Park exemplifies the “rock and roll” aspirations of blue-collar America, where a day of hard work was followed by a night at one of the area’s famous venues, either as a fan, or as the main attraction.

POINTS OF INTEREST: Asbury Lanes, The Stone Pony, The Saint, 1107 E Street (Belmar, NJ), The Upstage Club (location of original venue), Paramount Theater, The Wonder Bar.

SUGGESTED GUEST HOSTS/GUESTS: Robert Santelli (Vice President, Rock and Roll Hall of Fame), Kyle Brendle (Stone Pony booking), Gary U.S. Bonds.

Further Down The ROCK 'N' ROLL HIGHWAY: Athens GA, The 40 Watt Club (Athens), Morton Theatre (Athens), New York City, Los Angeles CA, The Bottom Line (NYC), The Bayou (DC), Club 47 (Cambridge MA), The Bluebird Cafe, Nashville TN, Joshua Tree/Cap Rock CA, Joshua Tree Inn, Jerry Lee Lewis, Detroit MI, Chicago IL, Austin TX, Dallas TX, The Who, Led Zeppelin, Edgewater Inn, Otis Redding, Stevie Ray Vaughan, The Rolling Stones, Altamont, Dave Matthews Band, Tom Petty and the Heartbreakers, KISS, Foo Fighters, Clarksdale MS, Graceland, Atlanta GA, Fillmore East (NYC), Fillmore West (SF, CA), Cafe Wha?, Max's Kansas City, The Cafe Au Go Go, Boston MA, Electric Lady Studios (NYC), The Record Plant (NYC, Los Angeles, Sausalito), The Dakota, Strawberry Fields (Central Park NYC), John Lennon, Buddy Holly, Van Halen, The Doors/Jim Morrison, The Apollo Theater, Prince, Slash, Courtney Love, The Go-Go's, Red Hot Chili Peppers, Snoop Lion, Madonna, Elvis Presley, Mosque Theater (Richmond VA), Johnny Cash, Starkville City Jail (Starkville MS), The Grand Ole Opry House, Music Row, Clear Lake (IA), Norman Petty Recording Studios (Clovis, NM), Gwen Stefani, Bob Dylan, Metallica, Guns N' Roses, The Ramones, San Francisco, Jewel, The Continental Club (Austin TX), Joe's Pub, Antone's (Austin TX), Avalon Ballroom (San Francisco), Maxwell's (Hoboken NJ), Woodstock, Bowery Ballroom, Jimi Hendrix in New York, The Shokan House (Hendrix), Salvation (NYC), Tim McGraw, Faith Hill, Sex Pistols...and right on down the road...

THE CREATIVE TEAM

John Scheinfeld – Director

Emmy®, Grammy® and Writers Guild Award nominee and Telly Award-winner John Scheinfeld is a critically-acclaimed documentary filmmaker who brings a broad spectrum of experiences and interests to pop culture, music, historical and spiritual projects for theatrical exhibition, cable and broadcast television.

His film, ***The U.S. vs. John Lennon***, was an official selection of the Venice Film Festival, the Telluride Film Festival, Toronto International Film Festival and was subsequently released in theaters in 32 countries. ***Who Is Harry Nilsson (And Why Is Everybody Talkin' About Him)?***, a wildly entertaining, star-studded film about one of the most talented and uncompromising singer-songwriters in pop music history, also played in theaters across the country. This film, for which Scheinfeld was nominated for a prestigious Writers Guild Award...and for which *USA Today* named him one of the Top 100 Pop Culture People of 2010...was later released internationally

That same year a second Scheinfeld film was released. ***We Believe*** is an exuberant celebration of hope, loyalty, faith and the extraordinary love affair between a great city, Chicago, and its baseball team, the Cubs.

He is currently directing, writing and producing a feature documentary, ***I HOPE YOU DANCE: THE POWER AND SPIRIT OF SONG***, the first theatrical film about how one extraordinary song, “I Hope You Dance,” has transformed people’s lives.

Marshall Terrill – Producer

Marshall Terrill is a former journalist and the author of more than 15 books, including three on the life of Elvis Presley. Three of his books have been optioned for movies and are in various levels of development. He is employed at Arizona State University in the Public Affairs Office and resides in Tempe, Arizona.

Patrick Lacy – Producer

Patrick Lacy is an author and researcher whose focus is the life and death of Elvis Presley. He is regarded as an authority on Elvis Presley and has been interviewed in print, on radio, and on TV. He has been a student of rock music since seeing The Who, KISS, and Genesis in 1979. He lives in Virginia, just outside Washington DC.

Cory Cooper – Producer

Cory Cooper is a music historian and frequent expert source for books, radio shows, television and film projects about Elvis Presley. He has appeared on numerous radio stations across the United States and Canada. He has also worked Internet radio and has written for Elvis Presley publications. He is retired from law enforcement and resides in Reno, Nevada.