

DCA Rock'n'Roll Ltd Presents: **Rock'n'Roll Unravalled**

## **Rock'n'Roll Unravalled** **From its Roots to Mid-1970s Punk**

By Derek Shelmerdine

[www.rocknrollunravalled.com](http://www.rocknrollunravalled.com)

**A MASSIVE 700 pages of 'PURE ROCK'N'ROLL HISTORY'**

### **Press Release: Rock'n'Roll Unravalled**

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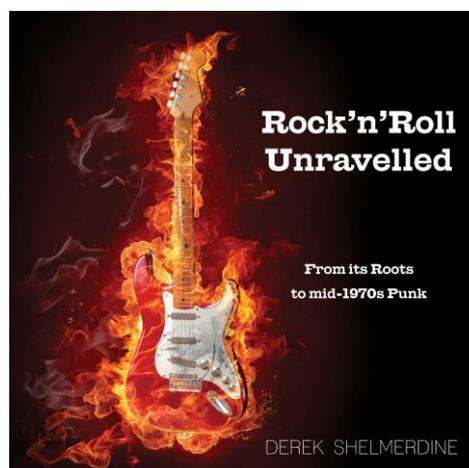
#### **Distribution**

*Rock'n'Roll Unravalled* is available through Gardners, other UK distributors; and directly from York Publishing Services, 64 Hallfield Road, Layerthorpe, York YO31 7ZQ.

#### **Rock'n'Roll Unravalled**

Tells the story of rock'n'roll, from its roots to punk in the mid-1970s. Not just the history of the music but also the world events which helped to shape it, such as the Vietnam War and the Civil Rights struggle.

The book's unique three-part structure enables the reader to dip in and out of *Rock'n'Roll Unravalled*, whilst providing a wealth of information about: the music and world events; births and deaths; covers and originals; recording sessions and record releases; fabled 'lost' albums, failed auditions; landmark concerts and festivals; how major bands came together, rock'n'roll high jinx with bats and sharks... It can all be found, and more, in *Rock'n'Roll Unravalled*.



#### Part 1: *Timeline*

A chronological listing of everything in Part 2. Where careers and genres can be seen to grow and fall away. The answer to the question, what else was happening when... ?

#### Part 2: *What Happened Today?* (1 January to 31 December)

A day-by-day look at the lives and times of the people, bands and events which make up the story of rock'n'roll, from its roots to mid-1970s punk.

#### Part 3: *Pocket Histories*

A cross-referencing of all the people, bands and events featured in the day-by-day pages of Part 2, builds up to provide fascinating individual histories; with additional information over-and-above that found in *What Happened Today?*

The Sex Pistols epitomised punk's cynical and anarchic philosophy. Their last concert, on 14 January 1978, is taken as the end-point for introducing new artists into *Rock'n'Roll Unravalled*.

The stories of the 1950s, '60s and '70s are brought vividly to life within the 700 pages of *Rock'n'Roll Unravalled*. This book's unique three-part structure, *Timeline – What Happened Today? – Pocket Histories*, provides a fascinating insight into how rock'n'roll developed, from its blues roots to punk in the mid-1970s.

Website: [www.rocknrollunravalled.com](http://www.rocknrollunravalled.com)

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## DCA Rock'n'Roll Ltd Presents: *Rock'n'Roll Unravalled*

### What people are saying about *Rock'n'Roll Unravalled*

"... Shelmerdine has made a painstaking effort to document pretty much every event that would prove significant in shaping popular music ... Shelmerdine has produced a comprehensive guide ... in this invaluable, endlessly distracting and weighty labour of love"

Jamie Atkins: *Record Collector* magazine

To see the complete review:

<http://rocknrollunravalled.com/record-collector-review-september-2016/>

"You can trace the roads we've traveled

Here in *Rock'n'Roll Unravalled*!

Well researched and informative as hell!"

Dennis Locorriere (*Dr Hook*)

For more information and extracts from *Rock'n'Roll Unravalled*:

<http://rocknrollunravalled.com/rocknroll-unravalled/>

### Derek Shelmerdine



Derek grew up in the 1950s and '60s, the dawn of youth culture. In the mid-1960s he took up drumming and formed Cleo's Mood. Sadly, there came a time when he had to hang up his drumsticks to get an education. Then, armed with a degree in Engineering Science, he set out on his professional life as a mechanical engineer. But, life took some twists and turns and, after a spell as a professional roadie with Pat Travers and London pub-rock band Meal Ticket, he moved into selling in the IT industry. (It's a long story!) The day job paid the bills but his love of music continued to grow.

Along the way, as well as being a roadie, he has been involved in: attending record fairs as a dealer, specialising in 1950s, '60s and '70s vinyl; assisting a Canadian DJ in Vancouver as his "resident rock'n'roll researcher"; taken up the drums again, performing at the Nercwys Music Festival and Liverpool's Cavern Club (at the book launch!).

Derek makes regular **radio appearances** in the UK, America and Spain, talking about various aspects of the history of rock'n'roll. These include: *Adam and Anna's Afternoon Show* on BBC Radio York (his first Christmas Special), Paul Dupree's *Transmission* on Chelmsford Community Radio, *The Frank Carlyle Show* on Mersey Radio and the syndicated *John Lebang Show* in America. Derek has a regular monthly slot with Dave Roberts on his *Music for Grown Ups* on 107 Meridian FM, and makes regular monthly appearances on Dave Hodgson's *The Daily* on Talk Radio Europe, in San Pedro on Spain's Costa del Sol. For all of Derek's radio appearances, past and future:

<http://rocknrollunravalled.com/radio-appearances-past-future/>

Researching and writing *Rock'n'Roll Unravalled* was a seven-year labour of love for Derek. He chose to publish it independently because, in his own words, "with my background in sales and marketing, I found the opportunity to sell my *own* book, about my *favourite* subject – irresistible".

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