

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

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

By Derek Shelmerdine

www.rocknrollunravelled.com

Press Release: Rock'n'Roll Unravelled **Book Signing at QuizFest UK**

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Book Signing

Author Derek Shelmerdine will be signing copies of his book *Rock'n'Roll Unravelled* at *QuizFest UK*, on 29 July at the National Motor Museum, Beaulieu, Hampshire. 2 pm to 11 pm
Details at: <http://www.quizfest.co.uk/>

Rock'n'Roll Unravelled

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, 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; and rock'n'roll high jinx with bats and mud sharks...

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)

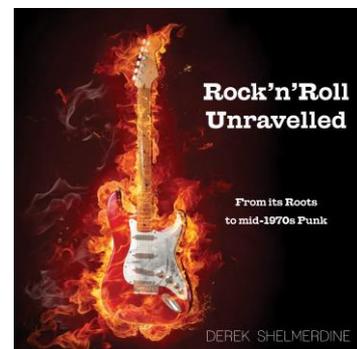
A day-by-day look at the lives and times of the people, bands and events which make up the story of rock'n'roll, from its roots to mid-1970s punk.

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 Unravelled*.

The stories of the 1950s, '60s and '70s are brought vividly to life within the 700 pages of *Rock'n'Roll Unravelled*. 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.rocknrollunravelled.com

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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 and America, talking about various aspects of the history of rock'n'roll. These include: *Adam and Anna's Afternoon Show* on BBC Radio York (including his first Christmas Special) and Paul Dupree's *Transmission* on Chelmsford Community Radio. Derek also has regular monthly guest appearances with: Dave Roberts on his *Music for Grown Ups* on 107 Meridian FM; *The Frank Carlyle Show* on Mersey Radio, where the monthly topics focus on the Liverpool Merseybeat music of the late 1950s and 1960s; and the *John Lebang Show*, which is syndicated on radio stations across America and the UK. 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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