



Atomic Age

COCKTAIL PARTY



WHAT IS IT?

The show, simply put, is a celebration of the golden age of the hi-fi and beyond!

The music itself goes by a lot of names: Lounge, Space Age Bachelor Pad Music, Rat Pack, easy listening, orchestrated pop, cocktail music, exotica, and many others. It's basically popular American music from the middle part of the 20th century.

The show covers roughly the years from 1955 to 1965; after the end of the Big Band Era and before the dominance of Rock and Roll.

Each hour-long show will be a mix of vocal and instrumental music and is focused around a theme.

The hi-fi era was a time when changes in recording technology and commercially available home systems made for more dynamic music production and listening. It created a culture where the record-buying public prided themselves on their hi-fi systems and searched out the records that would best show them off.

Record producers, for their part, took advantage of the better fidelity to create a genre

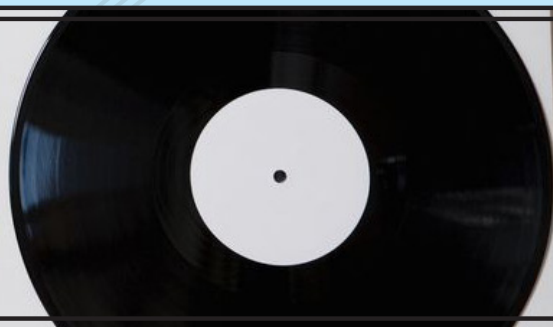
that sounded cleaner, crisper, fresher, and more playful than in the past. This led to a burst of creativity that still makes for exciting listening today.

But it doesn't stop there. Starting in the 1990s, there was something called The Lounge Revival, where a new generation of musicians rediscovered this classic hi-fi music. They started to record their own versions of the standards as well as create their own vintage-influenced music, which continues through today.



WHY SHOULD YOU AIR IT?

- The Atomic Age Cocktail Party has already proved itself a hit on WILL-FM, being one of the most-streamed shows on their website.
- The show is an easy fit with other jazz programming. The core of the show's music is from the Great American Songbook, Broadway musicals, classic movies, and other familiar standards.
- Show themes offer a way to keep listeners





tuned in and engaged throughout the program and from week to week.

- It gives new listeners an easy entry point into the music while still being relevant to long-time fans of the genre. It offers insight and information on the music and the people who made it.
- There is already a strong social media/online presence for the show on Twitter and Facebook.
- The host, Jason Croft, is a 30-year veteran of radio with almost two decades experience hosting and programming this type of music from a large and ever growing personal record library.

WHO WILL YOU HEAR?

Vocalists such as:

Frank Sinatra, Julie London, Dean Martin, Peggy Lee, Mel Tormé, Jack Jones, Vic Damone, Yma Sumac, Anita O'Day, Chris Connor, Blossom Dearie, Sammy Davis Jr., June Christly, Nat King Cole, Ella Fitzgerald, Tony Bennett, Eartha Kitt, & Bobby Troup.

Groups and ensembles like:

The Three Suns, The Kirby Stone Four, Lambert Hendricks and Ross, The Double Six of Paris, The Hi-Lo's, 101 Strings, Herb Alpert & The Tijuana Brass, and more.

Band leaders, arrangers, and composers like:

Henry Mancini, Jackie Gleason, Les Baxter, Martin Denny, Nelson Riddle, George Shearing, Billy May, Count Basie, Duke Ellington, Neal Hefti, Al Hirt, Esquivel, Ray Anthony, Stan

Kenton, Cy Coleman, Laurindo Almeida, Lalo Schiffrin, Ray Conniff, Percy Faith, Pete Rugolo, Xavier Cugat, Perez Prado, Quincy Jones, & Enoch Light.



THEMES SO FAR...

Traveling • Music for Nightcaps • Cole Porter • Bossa Nova Heat • Spy Time • Johnny Mercer • Over the Moon • Music for Your Tiki Bar • Movie Stars Sing! • Big Band Hi Fi • Henry Mancini • Grooving Guitars • TV Time • Tropical Treasures • Ladies of Lounge • Mambo Mania • Stereophonic Action • 21st Century Lounge • Bongo Madness • Cocktails • Musical Colors • Percussions on Parade • Blue Plate Special • Samba Rhumba Cha Cha Cha!



OTHER STUFF

- We will offer at least 30 new programs a year, so content stays fresh.
- Custom tags and funding promos for your station. Plus, a special debut promo when you launch the show.
- FREE to purchase!
- Need more info? Contact Jason Croft via email at j-croft@illinois.edu or call (217) 419-2386.

