



NEWS  
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## **A&M Engages Community in “Rock and Roll” Reading**

Huntsville, Ala. ---- Ever wonder about the *real* origins of rock and roll? Well, the Department of Behavioral Sciences at Alabama A&M University aims to get to the bottom of that question through the 2010 presentation of “Reading Across the Campus and Community” (RACC).

RACC 2010 is a semester-long activity that provides a detailed analysis of a select book through a series of group discussions, films and a lecture. The book chosen for 2010 spring semester is Rich Cohen’s “The Record Men: The Chess Brothers and the Birth of Rock and Roll.”

The book examines the emergence of “the blues” out of the Mississippi Delta by key artists such as Muddy Waters and Howlin’ Wolf, who migrated to Chicago. The work also delves into how these artists and independent record companies transformed music in America and the world.

The RACC 2010 activity will feature an online blog in addition to a series of events on WJAB-FM 90.9 radio and Alabama A&M University television channels (cable). RACC 2010 will conclude with an outdoor blues concert on The Quad (April 14) and a lecture by author Rich Cohen.

RACC 2010 kicks off on January 21 at the Learning Resources Center at 12:30 p.m. and will conclude with Cohen’s lecture on April 15 in the Knight Reception Center at 12:30 p.m. A complete calendar of events and study /discussion guide is available on the blog site: <http://racc2010.blogspot.com>. The public is invited to all RACC activities. For additional information, call (256) 372-4285.

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