

FOR IMMEDIATE RELEASE

“Alias Emperor Rodgers” brings back Baltimore’s golden years of Top 40 radio

Minneapolis, MN July 16, 2018 – Paul (Rodgers) Rothfuss, AKA “The Emperor” on circa 1960-1970s WCAO-AM radio, looks back at the golden era of Baltimore’s TOP 40 radio in his new memoir, “Alias Emperor Rodgers.” For anyone who grew up in the 1950s or ‘60s within the long reach of Baltimore’s WCAO-AM signal, this book is a must read, offering a trip down Rock ‘n Roll memory lane with WCAO’s Paul Rodgers who spun Top 40 records for adoring fans.

The book is part history and part how-to book as the reader follows 19 year-old Paul from a tiny radio station in Williamsport, PA to “the big time” at 60 on the AM dial in Baltimore.

“Paul has laid out his memories about those glorious days when AM radio was supreme,” says former WCAO newsman and veteran radio personality Frank Luber, now at WCBM-AM in Baltimore. “I’m sure you’ll find Paul’s stories fascinating, informative and funny, especially his telling about *Emperor Rodgers* riding down Charles Street on the back of a circus elephant.”

Paul writes:

The circus train always arrived at Penn Station on North Charles Street, where the circus personnel disembarked. Led by the elephants, the parade would make its way down to the Civic Center. This year, Emperor Rodgers was the circus parade Grand Marshall. In freezing weather, wearing only a purple tunic, atop Jumbo, we headed down Maryland Avenue. Very quickly the wind turned into a nasty, cold, biting adversary blowing across the Emperor’s bare legs and up his skirt...er, tunic.”

If you are from Baltimore, the memoir offers a trip not unlike a nostalgic visit to Lexington Market or old Memorial Stadium as The Emperor recounts the synergistic world of Baltimore rock 'n roll when local bands and DJs, such as Kerby Scott and Johnny Dark, wove a daily tapestry of hot music and fun.

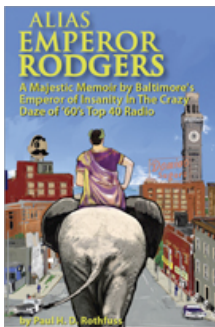
The book is not only about Paul's career path. It's also about radio station's promotions and the zany happenings at WCAO in the crazy '60s. The memoir brings the whole frenetic world of Top 40 AM music and radio entertainment back to life, with stories about other DJs, station owners, and the great local bands in Baltimore, such as The Majestics, The Princetons, and The Admirals who played Top 40 so well you'd swear that Wilson Pickett or James Brown had appeared at your last teen center dance.

Even if you did not listen to WCAO, but call the doo-wop era, soul music, or even the early British Invasion your own, it's still a must read.

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(Call or email for Paul Rodgers' interview availability)



Available at www.amazon.com in paperback, as an eBook, on iTunes, and as an "audiobook," narrated by the author.