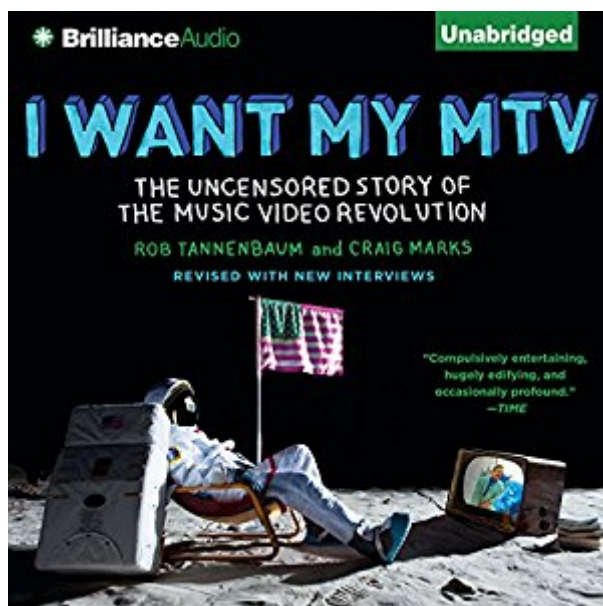


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I Want My MTV: The Uncensored Story Of The Music Video Revolution



Synopsis

Remember the first time you saw Michael Jackson dance with zombies in "Thriller"? Diamond Dave karate kick with Van Halen in "Jump"? Tawny Kitaen turning cartwheels on a Jaguar to Whitesnake's "Here I Go Again"? The Beastie Boys spray beer in "(You Gotta) Fight for Your Right (To Party)"? Axl Rose step off the bus in "Welcome to the Jungle"? Remember when all you wanted was your MTV? It was a pretty radical idea - a channel for teenagers, showing nothing but music videos. It was such a radical idea that almost no one thought it would actually succeed, much less become a force in the worlds of music, television, film, fashion, sports, and even politics. But it did work. MTV became more than anyone had ever imagined. I Want My MTV tells the story of the first decade of MTV, the golden era when MTV's programming was all videos, all the time, and kids watched religiously to see their favorite bands, learn about new music, and have something to talk about at parties. From its start in 1981 with a small cache of videos by mostly unknown British new wave acts to the launch of the reality-television craze with The Real World in 1992, MTV grew into a tastemaker, a career maker, and a mammoth business. Featuring interviews with nearly 400 artists, directors, VJs, and television and music executives, I Want My MTV is a testament to the channel that changed popular culture forever.

Book Information

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Customer Reviews

I've seen others online mention that "I Want My MTV" is more a history of the music video than the story of MTV itself. That's a fair assessment as there are long stretches of the book where the

discussion is entirely focused on the music videos and artists themselves with any connection to MTV being tangential at best. Having said that, this book is FANTASTIC. There are so many great stories in here that the book is really hard to put down. If you're a child of the music video era like I am, this is a must-read. My family got MTV very early in 1982 and for a few years after, it served as a de facto radio station for our house. It was pretty much always on. So this book and the videos discussed really connected with me. It's worth noting, as others have, that a lot of the stories deal with sex and drugs and have a very tabloid-y feel. Given the "Uncensored" part of the title and the general subject (rock & roll), that should not surprise you. Occasionally it feels like the author dove a little too deep into that type of story but it never really goes overboard. Bottom line: Buy the book, you won't be sorry.

Terrific book. Great interviews. Great flow. Wonderful to hear the story (stories) from all the different perspectives and egos. A great read.

To so many of us of a certain age, this book stirs up so many memories and emotions. Music just does that, especially when you can travel through time in just a few days of reading. I loved the business angle and the rise from nothing to be a cultural icon. I miss MTV as it was originally formatted, but today, I wouldn't watch it. To find new music these days, you have the Internet, satellite radio, and streaming services where you can basically take in and evaluate new music like you are sucking on a firehose. I don't mind saying that I *did* watch *The Real World* religiously. That was cutting edge at the time. For the last ten or more years, TV is all reality, all the time and the formula works! Give MTV credit. And *Beavis and Butt-Head*? The best. Sorry, but to certain weirdos such as myself, Mike Judge is a genius. People that see it today may not realize what the original format was. The primary plot was two kids watching MTV all day, getting stupider by the minute, and commenting on the videos. Then they get into some other kind of trouble. Only the second part remains. Give MTV credit for being willing to make fun of themselves - and some of the artists...and *us.* I like that edginess. I loved the arc of the book covering the life of that beast. And the format of the book was *very* MTV-like as it was a great combination of chronologically- and subject matter-based, done 98% with interviews. Got a short attention span? Don't worry - you will be fine with this good work.

My formative years were the '80s, late '80s in fact, when the ABC [Australian government broadcaster] gave us *Rage*, midnight to 9 am of music clips on Saturday mornings. It became

currency to us and it all happened because MTV in the US created a demand for music clips. It was akin to the internet in this shared ability to love music and see artists perform. This book does not disappoint. Not only do you get the how and why of MTV but its impact on viewers and performers both. MTV helped define youth culture pre-internet and it still impacts on us to day. A worthy read and a reminder of singable songs and outrageous fashions.

Priceless history of an era that redefined pretty well everything. Told in a form of anecdotes which gives it a fresh intimacy - full of delicious cattiness, insights, score-settling, tales of drugs and loose women - nothing held back. Like you were there with the old-timers hearing their stories. Great fun to have your laptop nearby to refresh yourself of the ground-breaking videos the making of which you'll be reading.

Fans of MTV in the 80s and 90s will likely enjoy this anecdote-filled read. Most of the chronologically-ordered chapters start with a brief intro to establish time and setting, then launch into a series of first-person accounts from musicians, VJs, industry insiders and others. *I Want My MTV* is nearly as fascinating and irreverent as *Live From New York: An Uncensored History of Saturday Night Live* (a book that utilizes a similar "oral history" format) but *I Want My MTV* is not as well edited as the SNL history. Some of the first-person accounts seem too short, choppy, or haphazardly organized. I'm not sure if this is due to poor editing or a lack of adequate source material. An appendix to the book contains a useful "Cast of Characters" list (from A to Z, or Paula Abdul to Ethan Zindler, if you prefer).

Lots of great details and interviews with big names - great for anyone who grew up in the MTV Era -- also a long book, which I appreciate -- does end about 5 years ago, prob needs a little update at the end

I was initially wary of the book's length (572 pages not including the index!), but it turns out it's been perfect for picking up, putting down, and skipping around depending on what stories seem most entertaining that day. Each chapter is broken up into short oral histories on a particular topic, so you can spend one afternoon reading about Madonna's early days as a skateboarding punk living in the LES, and another day on how MTV execs convinced Mick Jagger to say "I want my MTV" for \$1. This book is totally about the details. Did you know that one of the hot chicks in ZZ Top's "Gimme All Your Lovin'" is now on the *Real Housewives of Orange County*?? Or that the car on the cover of the

album Eliminator cost \$250,000, so they put it in all their videos to get the tax deduction as a business expense? Pure gold, and totally addictive reading!! Would definitely recommend as a gift to anyone 30 and older who remembers those MTV days.

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