



# Is This Live?: Inside the Wild Early Years of MuchMusic: The Nation's Music Station

*Christopher Ward*

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**From former VJ Christopher Ward, *Is This Live?* captures the pure fun and rock 'n' roll rebellion of the early years of MuchMusic.**

On August 31, 1984, the Nation's Music Station launched, breaking ground as the Wild (Canadian) West of television—live, gloriously unpredictable, seat-of-the-pants TV, delivered fresh daily.


The dream child of TV visionary Moses Znaimer, and John Martin, the maverick creator of *The New Music*, Much was live and largely improvised, and an entire generation of Canadians grew up watching the VJs and embraced the new music that became the video soundtrack of our lives.

The careers of Canadian legends like Blue Rodeo, Corey Hart, Jane Siberry, Bryan Adams, Platinum Blonde, Glass Tiger, Colin James, the Parachute Club, Honeymoon Suite, Barenaked Ladies, Maestro Fresh Wes and Sloan were launched when Much brought them closer to their fans. Much also gave us international acts (Duran, Duran, Tina Turner, Iggy Pop, David Bowie, Madonna, Motorhead, Guns N' Roses, Nirvana, Red Hot Chili Peppers), and covered the second wave of music activism with events like Live Aid and the Amnesty International Human Rights Now! tour. Ranging from Toronto's iconic studio at 299 Queen Street West, to Vancouver's MuchWest, MuchMusic's programming travelled across Canada and connected the Canadian music scenes in an unprecedented way.

With stories of the bands, the music, the videos, the specialty shows, the style and the improvisational approach to daily broadcast life at Much, *Is This Live?* is told by the people who were there—the colourful cast of on-air VJs, the artists who found their way into our living rooms of the nation as never before, and the people behind the cameras.

As our tour guide to the first decade at MuchMusic Christopher Ward delivers a full-on dose of pop culture nostalgia from the 1980s and '90s, when the music scene in Canada changed forever.

*From the Trade Paperback edition.*

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Spent a free the perfect time to be fun activity to try and do! A lot of people spent their spare time with their family, or all their friends. Usually they undertaking activity like watching television, planning to beach, or picnic inside the park. They actually doing same every week. Do you feel it? Will you something different to fill your own free time/ holiday? Could be reading a book could be option to fill your cost-free time/ holiday. The first thing you ask may be what kinds of book that you should read. If you want to attempt look for book, may be the e-book untitled *Is This Live?: Inside the Wild Early Years of MuchMusic: The Nation's Music Station* can be great book to read. May be it might be best activity to you.

#### **Noel Klein:**

A lot of people always spent all their free time to vacation or go to the outside with them household or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity this is look different you can read a book. It is really fun for you personally. If you enjoy the book that you just read you can spent the entire day to reading a publication. The book *Is This Live?: Inside the Wild Early Years of MuchMusic: The Nation's Music Station* it is quite good to read. There are a lot of individuals who recommended this book. They were enjoying reading this book. In the event you did not have enough space to deliver this book you can buy the actual e-book. You can m0ore quickly to read this book out of your smart phone. The price is not very costly but this book has high quality.

#### **William Wright:**

The book untitled *Is This Live?: Inside the Wild Early Years of MuchMusic: The Nation's Music Station* contain a lot of information on it. The writer explains your ex idea with easy approach. The language is very clear to see all the people, so do certainly not worry, you can easy to read it. The book was compiled by famous author. The author will bring you in the new period of time of literary works. It is possible to read this book because you can continue reading your smart phone, or gadget, so you can read the book with anywhere and anytime. In a situation you wish to purchase the e-book, you can open up their official web-site along with order it. Have a nice go through.

#### **Susan Brooks:**

In this period of time globalization it is important to someone to obtain information. The information will make anyone to understand the condition of the world. The fitness of the world makes the information much easier to share. You can find a lot of recommendations to get information example: internet, paper, book, and soon. You can see that now, a lot of publisher in which print many kinds of book. Often the book that recommended to you is *Is This Live?: Inside the Wild Early Years of MuchMusic: The Nation's Music Station* this guide consist a lot of the information on the condition of this world now. That book was

represented how does the world has grown up. The words styles that writer value to explain it is easy to understand. The particular writer made some exploration when he makes this book. This is why this book suited all of you.

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