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## **New Book Explores Rock 'n' Roll World** BY AUTUMN SHULTZ STAFF WRITER

In the time of sex, drugs and rock 'n' roll, one man was able to make a difference.

In his book, “Off My Rocker,” Kenny Weissberg—former Humphrey’s Concerts by the Bay promoter and musician—recounts his adventures in the ever-changing music industry and describes the many musical icons he met on his journey. On Nov. 7, PLNU hosted the author’s launch of his new book. The event began and ended with cheers and thunderous applause.

Prior to the event, Weissberg mingled with excited audience members and thanked them for their attendance. The audience, a mix of students, PLNU staff members, fellow authors and individuals who had worked with and known Weissberg throughout his 35-year career, filled the small Draper Hall conference room. All eyes were on the man whose life story was encapsulated within the book that they held in their hands.

During the interview portion of the launch, journalism professor Dean Nelson asked Weissberg how he managed to craft such a detailed account of his careers as a disc jockey and music producer. Journaling was his number one source of details.

“I have a great memory, but I also kept a journal during my time in Europe,” Weissberg said. “I stopped when I moved to San Diego, but soon started up again. The irony of keeping a journal and being a journalist was not lost on me though.”

Weissberg said the music industry has changed since he first began working in it.

“When I started my lifelong journey in the music business with jobs in radio and print journalism when I was 23 years old, most people in the industry were passionate music lovers.” Weissberg said. “Music was in the foreground and I considered myself lucky enough to be a trendsetting tastemaker. As the years

piled on and it became evident that there was huge money to be made in music, the corporations and suits started to take it over. The business, for the most part, has lost its soul. I was fortunate to have a 35-year career before I walked away from it all in 2007.”

Prior to his retirement, Weissberg influenced the lives and careers of many people. One of these was his former assistant and book launch attendee, Mitzi Stone, who, with the help of Weissberg, raised her children in an almost entirely musical environment.

“Working with Kenny for 20 years shaped me as a person in many ways,” Stone said after the event. “Most importantly, I was able to raise my children in the exciting world of music. Kenny always welcomed them at the office, at concerts and backstage. His enthusiasm for music was infectious and eagerly shared with me and my kids. I believe he not only helped shape me as a person but also made a lifelong impact on [my kids] as well.”

Weissberg also entertained audience members at the launch last Thursday evening. After the event, members of the audience converged into groups in order to discuss what they had just witnessed. One woman, a friend of Stone, described the launch as “perfect” and the author as a “sweetheart,” as she clutched her new book to her chest and headed to the autograph line.

“It made my heart soar to see the event so well-attended,” Stone said. “I actually met a few people who I had spoken to on the phone for years but never had the pleasure of meeting in person until tonight. I thoroughly enjoyed watching the interaction between Kenny and Dean Nelson, especially during the Q&A segment. The event exceeded my expectations.”