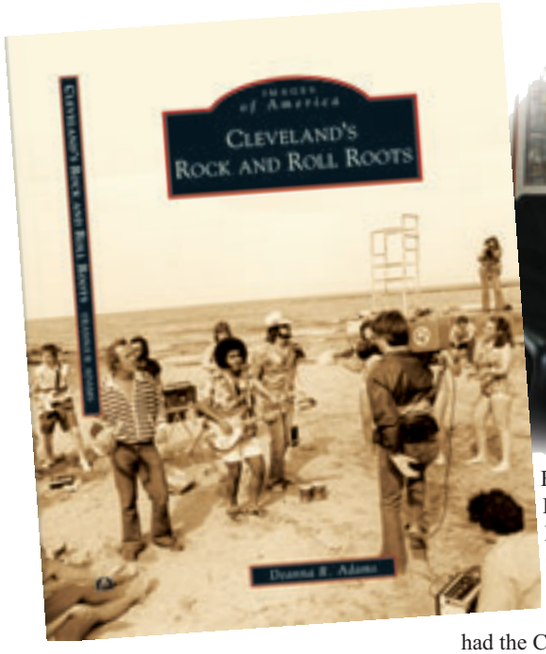

Cleveland's Rock And Roll Roots

By Helen Marketti

Cleveland Rocks!

Now that we have established that truth and have known it to be for many years, we can learn more of why the city is home of the Rock & Roll Hall of Fame.

One way to find out more about why Cleveland has such a rich history in music is by talking with Deanna Adams, author of *Cleveland's Rock And Roll Roots* (Arcadia Publishing, 2010). "After writing, *Rock 'N' Roll and the Cleveland Connection* a few years ago, I figured I had pretty much covered that topic," explains Deanna. "Then I worked on *Confessions Of A Not-So-Good Catholic Girl* and that was a nice deviation. I do love to write about music, people and pop culture. I had five months to write *Cleveland's Rock And Roll Roots* and had to stay within certain guidelines so I thought if I stayed busy with writing then I could make the five month deadline."

"It took me four years to write the "Cleveland Connection". When I had started working on that, I was originally going to focus on musicians but then I was starting to hear more about the radio DJs and so forth. I figured I better start from the very beginning with Alan Freed who gave the term "rock and roll" and go from there," said Deanna. "I also thought that doing *Cleveland's Rock And Roll Roots* would be a nice companion book to the first one."

Cleveland's Rock And Roll Roots is filled with photos, music history and many fond memories. "I wanted to make sure that the cover screamed, Cleveland," said Deanna. "What better way than to have The Euclid Beach Band on the beach with the Lake Erie shore in the background! Photographers were kind enough to grant me permission to use their photos and I also found many at Cleveland State University who had the Cleveland Press Archives. Talk about reliving your own youth and bringing back so many memories. That was a lot of fun for me. People sent me their own personal photos too, which was great."

While writing her books, Deanna learned a few things along the way. "I thought I knew a lot about the music scene in Cleveland but after doing my research I realized there was so much more. I didn't realize how early the music scene really started. There was Alan Freed and Mad Daddy. One of the biggest things I learned was that people always influence each other. I hope that readers will be able to revisit their youth. I do get a lot of people who come up to me after a presentation or book signing and tell me that they remember those times. It is very gratifying to hear their stories. I have a sense of accomplishment from doing these books."

Deanna also teaches creative writing classes at Lakeland Community College. She is also working on another book. "I love novels and since I am known as a rock and roll writer, I've decided to write a rock and roll novel. I'm incorporating fiction with nonfiction and having a ball with it. I love the process of writing a book."

For more information about Deanna, her books, scheduled book signings and other projects, please visit: www.deannaadams.com