

**NEW RELEASE:**



**Rock and roll fans know all about what was happening on the concert stage.**

**What was going on backstage was an entirely different story.**

**ROCK THIS TOWN!**

Backstage in Cleveland: Stories you never heard & swag you never saw by Fran Belkin

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**[rockthistownbook.com](http://rockthistownbook.com)**

*"If you live and breathe music like I do, you're about to be transported back to that magical time with every turn of the page."*

*—Barry Gabel, Senior Vice President, Live Nation*

**THE PERFECT HOLIDAY GIFT FOR EVERY CLEVELAND ROCK FAN!**

### The Hippie Picnic with The Who

The Who had played Cleveland in the late 1960s and returned in June 1970 as the headliner. Mike looked the show and added the James Gang, a band he marketed, as the opening act. Commenting for *The Who was huge*, and the James Gang didn't like stage. Then, Jamar Taylor came out with an acoustic guitar and the energy was sucked out of the room. When *The Who* finally took the stage, the crowd exploded in cheers. This show is credited as one of the worst concert lineups in history.

The Who had the day off after the show, and Mike wanted to host a picnic for them. Mike and Jamar had small yards, so James Gang

**In the summer of '72, all hell broke loose  
and we had the time of our lives!**

Belkin Productions started producing outdoor concerts at the Akron Rubber Bowl, which held 32,000 people. Jules and the staff had to learn hands-on, and quickly, the logistics of securing large venues, the impact of weather, and all the unexpected problems associated with shows of this magnitude.

One of the first shows the rain poured. After the water and the show started, the concertgoers were rescheduled date.

By the time the released a hugely gold out immediately tickets from the first time and it was. We'll never know if with an old piece of

The Akron cops he slightest provocate the kids. They must stayed only one w

“Doing concerts

# ROCK THIS TOWN!

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& swag you never saw

## Fran Belkin

## Bowling with Van Halen

...the Van Halen band and crew eagerly put on their bowling shirts and came over to the party right after the show. And of course, the police bullpen office came, too.

eat!"

ing it, but that wasn't even a possibility  
Pontiac Silverdome. The new stadium was  
To be fair, it does reflect it

with a huge Teflon latrine cover — just in case it isn't possible for it to be heated like an amenity. A wily proposition.

the Silverdome was a major complement (see page 69). The paint was still fresh the inaugural concert in 1975.

# ROCK THIS TOWN!

## Backstage in Cleveland:

**Stories you never heard & swag you never saw**

**By Fran Belkin**

Fran Belkin's collection of t-shirts wound up in boxes in the attic, until one day she realized these mementos—chronicling over thirty years of Cleveland rock and roll history—could illustrate the incredible story of a most unusual family business: Belkin Productions.

The shirts and swag paint a picture of the times, the music, the bands and the concert promotion company her husband Jules and his brother Mike built from the back room of their father's clothing store into a powerhouse on the national music scene. And unlike the concert tees the rest of us wore, these shirts were designed and produced in very small numbers as "swag" for the bands and crew, rarely seen beyond backstage.

In ***Rock This Town!***, Fran's collection is artfully woven together with vintage snapshots, concert photography, and intimate stories—shared by the Belkin Productions crew who lived them. Rock photographer Janet Macoska calls this book “one of the only memory albums ever made that gives an inside glimpse at concert production and promotion.”

This book is for those of us who were out front, standing drenched in a World Series of Rock downpour, singing along to every word of our favorite song, Bic lighters in the air, screaming for another encore. This is a love letter to every fan of rock and roll.

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