



The University of Delaware Library

cordially invites you to attend

The B-Side: The Death of Tin Pan Alley and the Rebirth of the Great American Song

A Lecture by

Professor Ben Yagoda

Professor of English

University of Delaware

Tuesday, September 15, 2015

4:30 p.m.

Reading Room, Morris Library

All guests are invited to a reception that follows in the adjacent area.

RSVP by Thursday,
September 10, 2015, via email at
librarysvp@winsor.lib.udel.edu
or call 302-831-2231
Remarks begin at 4:35 p.m.

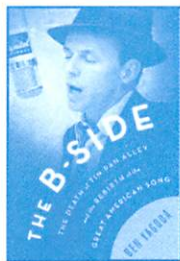
Parking validation will be provided upon leaving
the Morris Library for the Trabant University
Center Garage on Main Street, the Perkins Center
Garage on Academy Street or the Visitors'
Lot #41 on South College Avenue.

About Professor Ben Yagoda

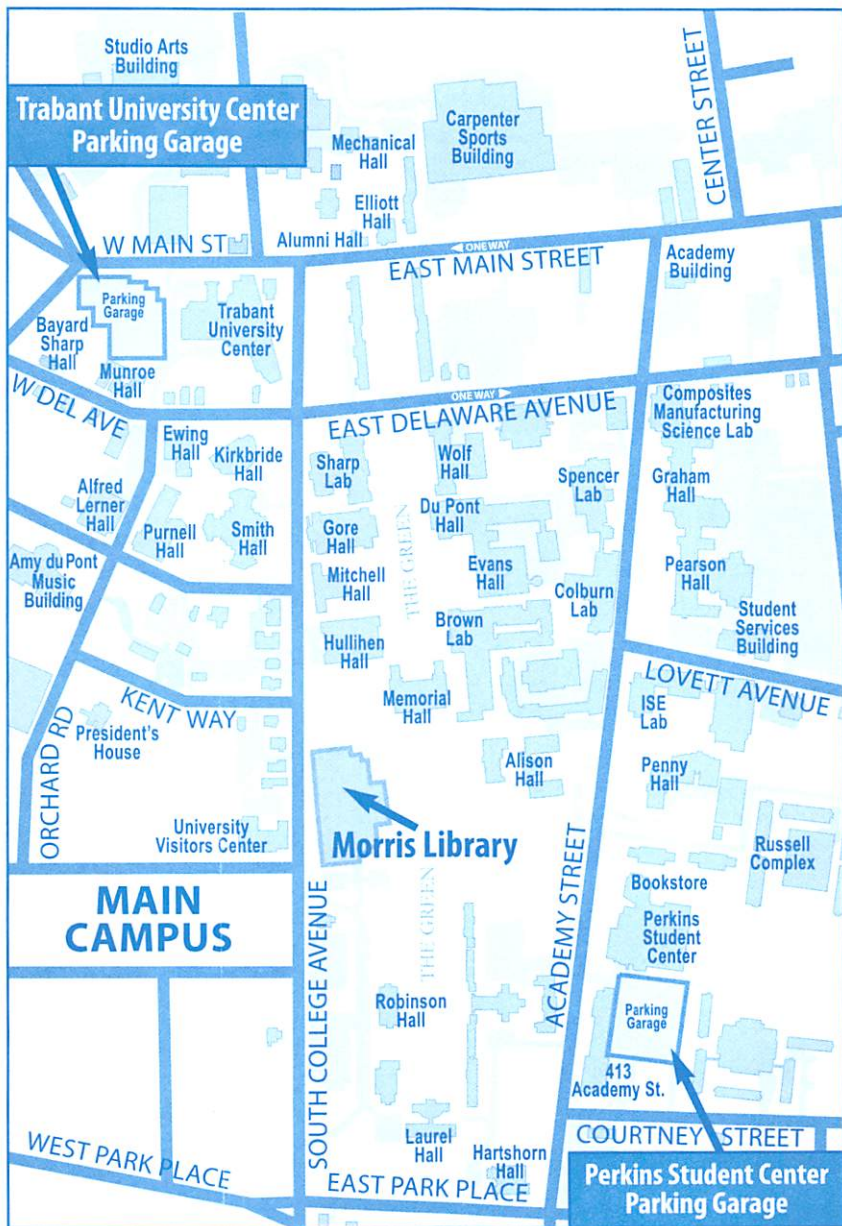
Professor Ben Yagoda teaches English and Journalism in the English Department of the University of Delaware and will speak about his recent book, *The B-Side: The Death of Tin Pan Alley and the Rebirth of the Great American Song*. The book provides information on broad musical trends through a series of intertwined stories about the songwriters and artists of the day. *The B-Side* also explores the cultural, social and economic changes that led to the decline of the Great American Songbook and the ascendancy of rock as the standard for the American pop song.



Ben Yagoda started his career as an editor of *The New Leader* and went on to work for *New Jersey Monthly* and *Philadelphia* magazine. Subsequently he became a freelance writer including for *The New York Times*, *Newsweek* and *Rolling Stone*. He has taught at the University of Delaware since 1992 and helped to inaugurate the Journalism minor. He has written many magazine articles, essays and reviews for *The Chronicle of Higher Education*, *The New York Times Book Review* and other publications. In addition to *The B-Side*, he has written a number of books including *About Town: The New Yorker and the World It Made*; *Will Rogers: A Biography*; *How to Not Write Bad: The Most Common Writing Problems and the Best Ways to Avoid Them*; *When You Catch an Adjective, Kill It: The Parts of Speech, for Better and/or Worse*; and *The Art of Fact: A Historical Anthology of Literary Journalism*, which was co-edited with Professor Kevin Kerrane also of the English Department at the University of Delaware.



The University Bookstore will sell *The B-Side* before and after the program and Professor Yagoda is willing to sign copies during the reception.



Directions to Trabant University Center Garage

From the north: I-95 South to Delaware Exit 1-B, Route 896 North, and continue north on South College Avenue past the Bob Carpenter Sports/Convocation Center, the Delaware Stadium and the Field House until you reach central campus. Continue straight on South College Avenue past the Trabant University Center on the left. Turn left at the light onto Main Street and the Trabant University Center Garage will be on your left and after the Trabant University Center. The Morris Library is located at 181 S. College Avenue and the entrance is on The Green.

From the south: I-95 north to Maryland Exit 109B (towards, Newark, DE), Route 279 North (also called Route 2). Proceed on this road, which becomes Elkton Road, into Newark. Turn right onto West Park Place to South College Avenue. Make a left onto South College Avenue, continue on South College Avenue going past the Morris Library on the right and the Trabant University Center on the left. Turn left at the light onto Main Street and the Trabant University Center Garage will be on your left and after the Trabant University Center. The Morris Library is located at 181 S. College Avenue and the entrance is on The Green.

Directions to the Perkins Student Center Garage

From the north: I-95 South to Delaware Exit 1-B, Route 896 North, and continue north on South College Avenue past the Bob Carpenter Sports/Convocation Center, the Delaware Stadium, and the Field House until you reach Park Place Road. Turn right onto Park Place Road and then left onto Academy Street. The Perkins Student Center Garage is located at the intersection of Academy and Courtney Streets, adjacent to the Perkins Student Center. The Morris Library is located at 181 S. College Avenue and the entrance is on The Green.

From the south: I-95 North to Maryland Exit 109B, Route 279 North (also called Route 2). Proceed on this road, which becomes Elkton Road, into Newark. Turn right onto West Park Place and follow that road until you come to Academy Street. Make a left onto Academy Street. The Perkins Student Center Garage is located at the intersection of Academy and Courtney Streets, adjacent to the Perkins Student Center. The Morris Library is located at 181 S. College Avenue and the entrance is on The Green.