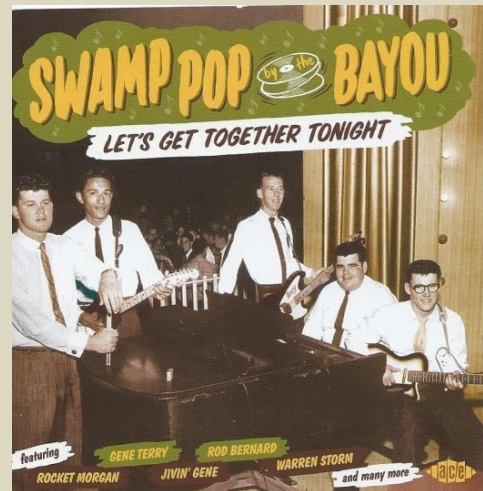


Swamp pop.

You may well; in fact we hope you have had a listen to Swamp Pop on our website. This show is syndicated from our very good friends at *RadioKAIR* in Texas. Initially, we knew absolutely nothing about this genre, so listening and researching has been an educational journey.

Swamp Pop is a style of music born out of a regional interpretation of rock 'n' roll, R&B, country, blues and French Louisiana musical influences in the 1950s-60's that defies time, and is continuing today.



Swamp pop music was created without us knowing it was a different genre, says Johnnie Allan. Many call him the *King of Swamp Pop*, having recorded 'Lonely Days and Lonely Nights' and a stirring version of Chuck Berry's 'The Promised Land' both swamp pop anthems.

Rod Bernard, Warren Storm, Tommy McClain, Clint West started recording this music in the late 1950s and early 1960s, not realising that they were creating a new genre of music. Apparently, it was labelled swamp pop in the 1970s by a guy from England named Bill Millar.



It's a gumbo or jambalaya; a true native Louisiana music genre. The Louisiana Swamp Pop Museum in Ville Platte, designated by the legislature in 1995 as the Swamp Pop Capital of the World is a must visit if you wind up in that part of world. The museum is housed in a restored Southern Pacific train depot, where knowledgeable swamp pop musicians, tell us about the jukebox, costumes and other items on display.

It's a cousin to Zydeco and Cajun music, sadly the relation that never got the recognition that the other two did, but reassuringly, to swamp pop fans, and there are many, it is *the* music of Louisiana.

What the musicians and recording engineers did was come up with their own idea of what R&B should sound like for the south Louisiana audience.

Swamp Pop it seems leans towards New Orleans, particularly Fats Domino-style music — that piano sound which is very pronounced in swamp pop music. The genre is mostly made up of ballads with a few fast songs that you'd classify as swamp pop, but in general terms swamp pop songs, are the tear-jerkers.



While Cajun and Zydeco music get a lot of the attention, certainly at PD Productions, swamp pop outsold both genres, With thanks to our friends in the US introducing us to this genre we're now streaming a show weekly.

And we quote: Next time you are driving through Louisiana listening to the radio or listening to the latest production on our website and you hear a swamp pop tune, it's just the sound of Louisiana being, well Louisiana.

PD Productions