

The Norman Lear
CENTERTAINMENT
Studying and Shaping the Impact of Entertainment & Media on Society

FOR IMMEDIATE RELEASE

Contacts: Josh Kun at jkun@usc.edu
Veronica Jauriqui at (323) 782-3316
or jauriqui@usc.edu

**URB Co-Founder and Publisher Raymond Roker
Named 2010-2011 Distinguished Resident
Of The Norman Lear Center's Popular Music Project**



LOS ANGELES, August 19, 2010 – The L.A. Residency Program of The Norman Lear Center's Popular Music Project (PMP) is proud to announce **Raymond Roker**, Co-Founder and Publisher of *URB* magazine and *URB.com*, as its 2010-2011 Distinguished Resident.

Raymond Roker co-founded *URB* magazine in 1990 and its online edition *URB.com* in 2009. Through web, print and events, *URB* connects with progressive urban explorers and passionate music aficionados worldwide.

The Popular Music Project and The Norman Lear Center at USC Annenberg are honored to have him join us as a 2010-2011 PMP resident. While in residence, Roker will lead a student workshop that will explore new avenues and applications that mix music, media and technology. On **Thursday, October 7, 2010, at 7 p.m.**, the PMP will host an introductory presentation by Roker about his work and the challenges and promises of the new media landscape. The discussion will take place at the **USC Annenberg School for Communication & Journalism, Geoffrey Cowan Forum (Room 207)**.



About Raymond Roker:

Born in Nassau, Bahamas, Raymond Roker spent his childhood in New Orleans and his teenage years on the semi-mean streets of Los Angeles, tagging walls and exploring music, art and urban culture at the fringes. A former DJ, Roker launched *URB* magazine with a friend in 1990 and watched it grow to be one of the most important music and urban lifestyle glossies in the country. *URB's* award-winning editorial helped define the burgeoning urban alternative music space,

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covering electronic, hip-hop and indie music for the past 20 years. In 2009, he folded the magazine's print edition and re-launched it as URB.com. Roker is actively imagining new avenues for digital media, music, social networking, and branding/marketing to commingle in creative ways. Roker's also an avid political and social media junkie, writing for the Huffington Post as well as his own blogs. He will appear in the MSN.com reality show, "The Tastemaker," debuting in September, 2010. When not online, he pursues a passion for photography in places like Coachella, New Orleans, Seoul, or Jerusalem.

Additional information about Roker's life and work can be found online at *The Los Angeles Weekly* (<http://blogs.laweekly.com/westcoastsound/interviews/interview-urb-magazines-raymon/>) and *The Huffington Post* (<http://www.huffingtonpost.com/raymond-leon-roker>).

About the Popular Music Project:

The PMP is a one-stop home for the interdisciplinary study and analysis of popular music. Bringing together faculty and students from across the USC campus with musicians, critics, and industry innovators, the PMP takes pop music seriously as an object of sustained critical inquiry through a mix of public events, research projects, and Los Angeles campus residencies. The project's goal is to treat the making of pop music as a key site for education and pedagogy and for re-thinking questions of society, culture, history, and communication. For more information on the Popular Music Project, please visit www.usc.edu/PMP

About The Norman Lear Center:

The Norman Lear Center is a multidisciplinary research and public policy center studying and shaping the impact of entertainment and media on society. From its base in the USC Annenberg School for Communication, the Lear Center builds bridges between faculty who study aspects of entertainment, media and culture. Beyond campus, it bridges the gap between entertainment industry and academia, and between them and the public. For more information, visit www.learcenter.org.

About the USC Annenberg School for Communication & Journalism:

Located in Los Angeles at the University of Southern California, the USC Annenberg School for Communication & Journalism is among the nation's leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society. With an enrollment of more than 1,900 graduate and undergraduate students, USC Annenberg offers Bachelor's, Master's and doctoral degrees in journalism, communication, public diplomacy and public relations. For more information, please visit annenberg.usc.edu.

Please contact PMP director and USC Annenberg Professor **Josh Kun** with any questions or comments at jkun@usc.edu. For questions about The Norman Lear Center at the USC Annenberg School for Communications & Journalism, please contact **Veronica Jauriqui** at (323) 782-3316 or at jauriqui@usc.edu.

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