

A Trip Down Memory Lane: Inside the Wild Early Years of MuchMusic

In the early 1980s, MuchMusic burst onto the Canadian music scene like a bolt of lightning, quickly becoming a cultural phenomenon that would shape the nation's musical landscape for decades to come.



Is This Live?: Inside the Wild Early Years of MuchMusic: The Nation's Music Station by Christopher Ward

★★★★☆ 4.4 out of 5

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Launched on August 31, 1984, MuchMusic was the brainchild of John Roberts, a former Much magazine editor, and Moses Znaimer, the founder of CITY-TV. The channel's mission was to provide a platform for Canadian artists to showcase their music videos, and it quickly gained a following among young Canadians who were hungry for something different from the mainstream music channels of the day.

The VJ Revolution

One of the things that made MuchMusic so unique was its team of VJs (video jockeys). These young, charismatic hosts were more than just music

announcers; they were personalities who connected with viewers on a personal level. The original VJ lineup included Dave Foley, Erica Ehm, and J.D. Roberts, and they quickly became household names.

The VJs were known for their irreverent humor and their willingness to push the boundaries of what was considered acceptable on television. They often poked fun at themselves and the music industry, and they were not afraid to speak their minds. This made them relatable to viewers, who saw them as more than just talking heads.

The Music

Of course, no music channel would be complete without the music, and MuchMusic played a major role in breaking new artists and shaping the sound of Canadian music.

In the early days, MuchMusic played a mix of Canadian and international music, but it quickly became known for its support of homegrown talent. The channel gave early exposure to artists such as Bryan Adams, kd lang, and Celine Dion, and it helped to launch the careers of many other Canadian musicians.

MuchMusic also played a role in popularizing new genres of music, such as hip-hop and alternative rock. The channel was one of the first to play music videos by artists such as Run-DMC, Public Enemy, and Nirvana, and it helped to introduce these genres to a wider audience.

The Impact

MuchMusic had a profound impact on Canadian culture. It helped to create a sense of national identity and pride, and it gave Canadians a sense of

ownership over their own music. The channel also helped to break down barriers between different regions of the country, and it played a role in shaping the way that Canadians thought about themselves.

MuchMusic's influence can still be seen today. The channel continues to be a major platform for Canadian artists, and it remains one of the most popular music channels in the country. It is a testament to the channel's enduring legacy that it is still able to connect with viewers after all these years.

The early years of MuchMusic were a wild and exciting time, and the channel played a major role in shaping the Canadian music scene. The VJs were iconic figures, the music was groundbreaking, and the impact was profound. MuchMusic is a true Canadian success story, and it continues to be a beloved part of the country's cultural landscape.



Photo by MuchMusic



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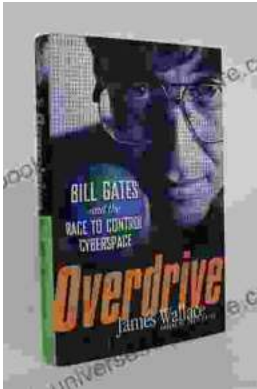
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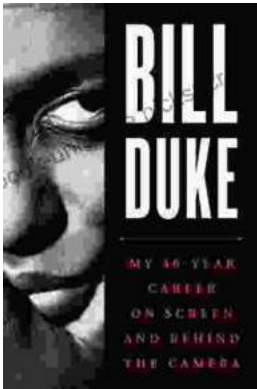
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