

## FACT SHEET

**TITLE:** **MONTEREY POP:  
THE SUMMER OF LOVE**  
[TV-G] [CC] [Stereo]

**LENGTH:** 1/62

**NOLA CODE:** MPOP

**CATEGORY:** Music & Entertainment

**OFFERED:** Premium Service 18 offer, June 2007

**RELEASE DATE:** June 30, 2007

**CONTRACT TERMS:** Eight releases through June 29, 2009

**PROGRAM SUPPLIER:** Pennebaker Hegedus Films, Inc.

**PROGRAM DESCRIPTION:** During the Summer of Love, 1967, the first and only Monterey International Pop Festival ushered in a new era of rock 'n' roll. The festival launched the careers of music legends like Jimi Hendrix, Janis Joplin and Otis Redding. These stellar performers, however, were just a few among a diverse and talented cast that included Simon and Garfunkel, Hugh Masekela, The Mamas and the Papas, Jefferson Airplane, Eric Burden and the Animals, and The Who. Director D.A. Pennebaker captured the decade's spirit during the three-day festival in his acclaimed documentary entitled "Monterey Pop" and immortalized moments that have become legend. Now, 40 years later, see the special adaptation of Pennebaker's original film, **MONTEREY POP: THE SUMMER OF LOVE.**

**PROMOTIONAL MATERIALS:** Use the above program description for guide listing. A press kit, including fact sheet, press release, and biography will be

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**FACT SHEET**

posted to PBS Connect and [APTonline.org](http://APTonline.org).  
Color photos will be available via email and  
on [APTonline.org](http://APTonline.org).

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Foundation, Inc and Pennebaker Hegedus  
Films, Inc.

**PRODUCTION CREDITS:**

Made by: D.A. Pennebaker  
Senior Producer: John Phillips, Lou Adler  
Editor: Nina Schulman

**BROADCAST HISTORY:**

World premier of this version.

**RELATED MERCHANDISE:**

Individual viewer purchase: Various  
merchandise about the Monterey Pop  
Festival are available in retail outlets  
nationwide.

Pledge:

Program DVD: "Monterey Pop"; DVD Box  
set: "The Complete Monterey Pop Festival";  
related CD: "Monterey International Pop  
Festival"

**VIEWER INQUIRIES:**

American Public Television  
Viewer Services  
55 Summer Street, 4<sup>th</sup> Floor  
Boston, MA 02110  
617-338-4455 ext. 202

**COMMUNICATIONS CONTACT:**

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## PRESS RELEASE

### Relive Music History in **MONTEREY POP: THE SUMMER OF LOVE**

"Monterey Pop was a seminal event: it was the first real rock festival ever held, featuring debut performances of bands that would shape the history of rock and affect popular culture from that day forward." –Rusty DeSoto, music writer

In the summer of 1967, the American hippie movement emerged alongside a vivacious and enthralling era of rock 'n' roll. The Monterey International Pop Festival, the first widely publicized rock festival in the United States, introduced the peace-loving youth to a revolutionary line-up of performers during a groundbreaking three-day event. Now-legendary musicians Jimi Hendrix, Janis Joplin and Otis Redding were little known in America at that time, but gave stirring performances that catapulted them to instant stardom. These breakout stars joined a veritable list of music icons, including The Mamas and the Papas, The Who, and Jefferson Airplane, among others.

Now, 40 years later, fans can celebrate the anniversary of this historic event through the lens of acclaimed filmmaker D.A. Pennebaker. **MONTEREY POP: THE SUMMER OF LOVE**, a one-hour pledge special distributed by American Public Television (APT), captures the best moments from Pennebaker's original film and premieres on public television stations nationwide (check local listings) beginning June 30, 2007.

Pennebaker's fly-on-the-wall filming style captured the spirit of the time, showcasing the outlandish fashion, wild hairdos and free-love philosophy that permeated the festival. His film also immortalized significant moments in American pop culture. Jimi Hendrix's spellbinding rendition of "Wild Thing" was an amazing debut that showcased his innovative electric style and climaxed with

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a cacophony of feedback and the burning of his guitar. Janis Joplin, of Big Brother and the Holding Company, dazzled the crowd, including Mama Cass Elliot, with her powerful and edgy vocals. Otis Redding, who died shortly after the festival, provided a blast of soul to the predominately white audience, and his appearance helped him become a major pop crossover artist.

**MONTEREY POP: THE SUMMER OF LOVE** is an enjoyable look at the music, people, and culture of a by-gone era. Yet, time has not diminished the legendary moments that occurred during the festivities. Don't miss the classic folk-rock sound of The Mamas and The Papas, the instrument-destructing set of The Who, the psychedelic rock of Jefferson Airplane, or any of the performances from this monumental concert experience.

**MONTEREY POP: THE SUMMER OF LOVE** is presented by Pennebaker Hegedus Films, Inc. in association with APT's Premium Service. The program was specially created by D.A. Pennebaker for APT based on the original film produced by John Phillips and Lou Adler.

**About American Public Television**

For 46 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations. APT distributes more than 300 new program titles per year and has 10,000 hours of programming in its library. It is responsible for many public television milestones including the first HD series and the 2006 launch of the Create channel featuring the best of public television's lifestyle programming. APT is known for its leadership in identifying innovative, worthwhile and viewer-friendly programming. It has established a tradition of providing public television stations with program choices that strengthen and customize their schedules such as *Winged Migration*, *Battlefield Britain*, *Globe Trekker*, *Rick Steves' Europe*, *Great Museums*, *Jacques Pépin: Fast Food My Way*, *America's Test Kitchen From Cook's Illustrated*, *Broadway: The Golden Age*, *Lidia's Family Table*, *California Dreamin' – The Songs of The Mamas & the Papas*, *Rosemary & Thyme*, *P. Allen Smith's Garden Home*, *The Big Comfy Couch*, *Monarchy*, and other prominent documentaries, dramatic series, how-to programs and classic movies. For more information about APT's programs and services, visit [APTonline.org](http://APTonline.org).

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## SONG LIST

### MONTEREY POP: THE SUMMER OF LOVE

- “San Francisco” – Scott McKenzie (opening credits)
- “Creeque Alley” – The Mamas and The Papas (played during concert set up)
- “California Dreamin’” – The Mamas and The Papas
- “Rollin’ and Tumblin’”-Canned Heat
- “59<sup>th</sup> Street Bridge Song (Feeling Groovey)”- Simon and Garfunkel
- “Healing Song” (Bajabula Bonke) – Hugh Masakela
- “High Flying Bird” – Jefferson Airplane
- “Today” – Jefferson Airplane with Grace Slick
- “Ball and Chain” – Big Brother and The Holding Company with Janis Joplin
- “Paint It Black” – Eric Burdon & The Animals
- “My Generation” – The Who
- “Section 43” – Country Joe & the Fish
- “Shake” – Otis Redding
- “I’ve Been Loving You Too Long” – Otis Redding
- “Wild Thing” – Jimi Hendrix
- “Got a Feelin’” – The Mamas and The Papas

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