In 1959 an African American songwriter and record producer named Berry Gordy, Jr. founded Motown in Detroit, Michigan. What started out as a small, local record company operation rapidly grew to become one of the most recognized and successful brands in the history of the American music industry. Using the voices of young, local talent like the Supremes, Martha & the Vandellas, Temptations and others, Motown develop a sound concept that captured the imagination and shaped the record buying habits of people across racial boundaries, even at a time when many American neighborhoods were racially segregated. Now, six decades later, through changes of location and ownership, the music created by Motown in Detroit continues to be played, sung, danced to, and loved by people around the world. Guest speaker Charles Sykes will give us the story behind Motown’s music, and help us understand why that story is such a fascinating and important piece of American history.

Reservations are required. Please call the UClub office at 812-855-1325 or email uclub@indiana.edu. We need to know how many chairs to set for the presentation and call in a group reservation for the Tudor Room.

Deadline for reservations Thursday, October 17