

Keith Clifton

School of Music

Testimonial:

“Serving as a CMU faculty expert has been a very positive experience. I have been able to assist journalists from across the country on a wide variety of stories related to one of my major research areas, popular music. An added benefit is that the experts promote CMU and its outstanding faculty in the process.”

His expertise:

With his unusual academic expertise in popular music topics that include Madonna, The Beatles and three decades of classic American rock ‘n’ roll, Keith Clifton has found himself quoted by media outlets in the U.S. and beyond. But his expertise is not limited to pop culture; Clifton is well-acquainted with all periods of music history from the Middle Ages to the present and specializes in music of the 20th century in France and the U.S.



CNN.com, February 7, 2008

Online readership: 856,690
Outlet specs: News Web site; companion to CNN cable news network

Media hits:

- The Baltimore Sun, July 29, 2007
Quoted regarding the reunion of The Police

Circulation: 232,138

Outlet specs: Daily newspaper; northern Maryland's primary paper

- The Saginaw News, August 16, 2007
Quoted regarding the anniversary of Elvis Presley's death

Circulation: 51,000

Outlet specs: Daily newspaper serving central Michigan

- Semana, Colombia, August 18, 2007
Quoted regarding the anniversary of Elvis Presley's death

Outlet specs: Weekly Colombian magazine

- Investor's Business Daily, September 13, 2007
Quoted regarding Beatles producer George Martin

Circulation: 210,000

Outlet specs: National, weekday newspaper covering business and financial issues

- Yahoo! News, September 13, 2007
Quoted regarding Beatles producer George Martin

Outlet specs: Blog devoted to news and information regarding Paul McCartney

- Fans on the Run (blog), September 14, 2007
Quoted regarding Beatles producer George Martin

Outlet specs: Blog devoted to news and information regarding Paul McCartney

- Semana, Colombia, March 29, 2008
Quoted regarding "the fifth Beatle"

Circulation: tba

Outlet specs: Weekly Colombian magazine