

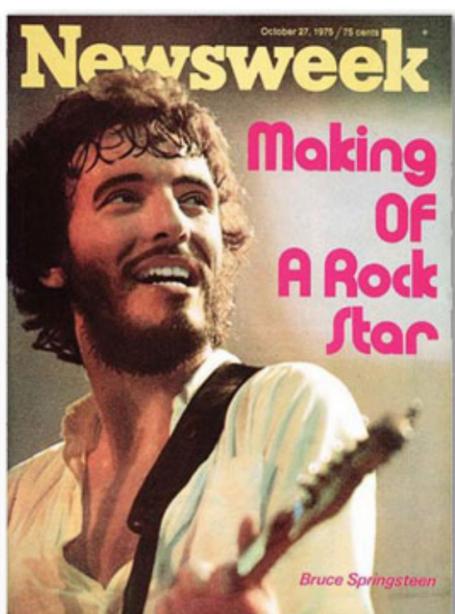
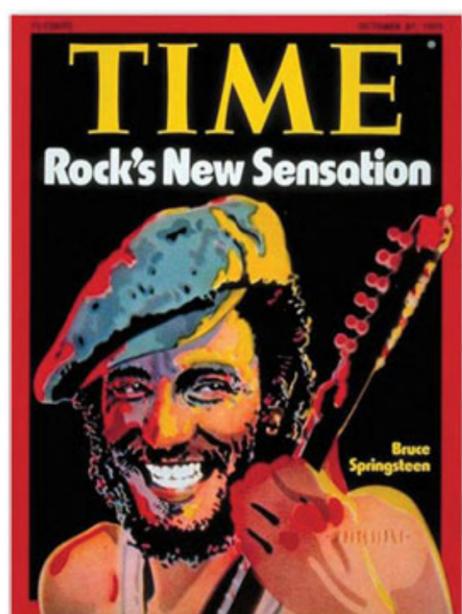
News Updated October 27, 2015



### BIRTHDAY SHOUT-OUTS TO MIKE AND GARRY

If you read the *Time/Newsweek* piece below, you know today is Mike Appel's birthday — we wish him a happy one, along with a happy 40th anniversary of that managerial masterstroke. It's also a big day for Mister Garry W. Tallent, who turns 66 today, born October 27, 1949. We send out big birthday greetings to the Foundation of the E Street Nation, wishing him many more dancing days to come.

- October 27, 2015 - photographs by Alan Chitlik



### MAKING OF A ROCK STAR'S COVER COUP

Forty years ago, the face of a young Bruce Springsteen — "Rock's New Sensation!" — landed simultaneously on the covers of both *Time* and *Newsweek* magazines. With Springsteen's star on the rise following *Born to Run*, Jay Cocks interviewed him for *Time*, and Maureen Orth for *Newsweek*; either cover story alone would have been astounding publicity, but both at once — a first for a rock musician — caused shockwaves. For Springsteen to go, in a year, from fears of being dropped from his label to the covers of both leading national news magazines... you have chalk it up to not only the strength of *Born to Run* and his live performances, but fast-talking manager Mike Appel.



"Everybody says, 'Oh, God, how did this happen? It's an extraordinary coup!'" Appel laughs as he tells *Backstreets* the story. And it's true, particularly with each magazine aware of the other's plans. In the days leading up to publication — would they or wouldn't they? — Mike passed along a message for each of the magazine's senior editors to give him a call. We'll let him take it from there.

So each one of them does call me. I talked to the first guy, from *Newsweek*, and he's saying to me, "Hey, listen, if *Time* Magazine does this, we're not doing it. We're gonna run a story about Mayor Beame and the New York City fiscal crisis. I'm telling you, we're ready to go with that, son." So I said, "Well, if you think Mayor Abe Beame and the fiscal crisis of New York City is gonna sell your magazines rather than the explosion of a great new superstar who's gonna be as big as Elvis Presley, and you're gonna end up having to put him on the cover six months from now... if you think that's better, then who the hell am I? I'm just a rock guy — you're the guru when it comes to magazines, not me." He said, "That's right!" Boom! And hangs up! He's not nice about it. I'm kissing his ass, and he's angry.

Next the guy from *Time* Magazine calls me up, he says — these guys are just incredible — "If *Newsweek* does the story, we're not, we're pulling the story. We have other options where we can go." I said, "Look, let me tell you: you have an opportunity to beat *Rolling Stone*. *Rolling Stone* is asleep at the wheel here. They don't know that there is a Bruce Springsteen and how important he's going to be. They are sound asleep. This is a chance for a stodgy magazine — pardon what I call you guys, pardon my adjective, but you're a stodgy magazine to guys like me — this your chance to kick *Rolling Stone's* butt all over the place by putting Bruce Springsteen on the cover of that magazine." He said, "Did you hear what I said?" I said, "Yes, I did." He said, "Well, good." Boom!

I look up at the ceiling, I go, "Mike, you're losing your touch... both of these guys fucking hate your guts, they're not gonna do this, this is not happening. Thank you very much, but this is not happening."

So everybody's calling me all weekend long. I'm like, "Hey, I don't know. I have to go to the newsstand just like everybody else on Monday morning to find out if it happened or it didn't. I do not know. Nobody's telling me anything. Nobody knows anything except for *Time* and *Newsweek*, and they're not lettin' anybody know anything. You got it?"

So on Monday morning I run down to the newsstand. It's six o'clock in the morning, I'm there, and they're unloading the truck that brings all the new *Newsweeks* and *Times* and all these other newspapers to the newsstand, and they have the stacks there. He says, "Buddy, that's the *Time* and *Newsweek* stacks." I see that it is — it says *Time* and *Newsweek* on the kraft paper, but you can't see the magazines yet. So I had one of the truck drivers slit the cords holding these stacks of magazines, and then when he rips them off I said, "Oh... oh my God, we got 'em both... we got 'em both! Holy Christ, we have 'em both!"

And then it says October 27th — that's my birthday, and of course, on both of them it says October 27th. Can you imagine? I mean, can you imagine? I grabbed as many as I could carry, went back to the hotel, I pounded on everybody's door... these guys are used to sleeping until 12, two o'clock in the afternoon, and I'm pounding on their doors at 6:15 or 6:30 in the morning, *bang bang bang*. Everybody's like, "Huh? What? What's the problem?" I said, "There's no problem, Jack. Covers of *Time* and *Newsweek*: here they are!"

Everybody went bananas. I mean, totally freaking bananas. The phone didn't stop ringing; in fact, the next day I got calls from big-time publicity agents for big acts, Stephen Stills, Barry Manilow, whoever, right? And the publicists were actually *angry* with me on the phone: "Who the fuck are you to get *Time* and *Newsweek*? Who the fuck are you?" And I can see exactly what they were saying. In other words, they were so right... but we were so *blessed* I guess is the word to use. We had struggled so hard and *blasted* true to, I guess, a rock 'n' roll kind of manifesto, if you will, that the gods gave it to us.

And all those shows that Bruce Springsteen played where he got a good review from some writer, there was this crescendo of good, positive press that ended up in the covers of *Time* and *Newsweek*. That's what happened. And maybe Mike Appel got carried with it, maybe he was the last little guy to take advantage of how everybody would fuck everybody around and manipulate everybody, but at the same time Bruce was himself a worthy recipient of this giant tsunami of press that ended up manifesting itself in *Time* and *Newsweek* simultaneous covers which never were done before. Not Elvis, not the Beatles... only Brucie.

In fact, the next issue of *Time* Magazine talked about the simultaneous covers in each one of the magazines, so we got this enormous amount of embarrassment that twice over! And of course *Rolling Stone* was embarrassed — and they would not be embarrassed with Bruce Springsteen ever again. I mean, they put him on the cover more than anybody else. The *Time* and *Newsweek* stuff actually kicked them into gear where they were forced to put Bruce Springsteen on the cover an inordinate amount of times, to make up for the mistake.

- October 27, 2015 - as told to Christopher Phillips



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Updated 10/23/15

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