

# Throwback: Afrika Bambaataa & The Soul Sonic Force- Planet Rock



[youtube id="Aa8hdzQ4aok"]  
Afrika Bambaataa's "Planet Rock" set the tone for electro, hip-hop, house and Detroit Techno. The Bronx DJ worked with keyboardist John Robie and producer Arthur Baker to make the song that gets its verve from Kraftwerk, George Clinton, Gary Numan and the Yellow Magic Orchestra. "Planet Rock" was a new kind of electronic funk that asserted the importance of the Roland TR-808 drum machine to pop culture. The machine would become central to the creation of countless records and subsequently owned the sound of modern pop. "Planet Rock" went platinum with little airplay and without crossover appeal. Thirty-six years later and the pulse of "Planet Rock" beats inside the culture even influencing the sound of trap music and mumble rap. The 2016 *808* documentary was almost an exclusive tribute to "Planet Rock" with the original title coming from the song and remixes of it by contemporary artists used to promote the film. In 2013, Afrika Bambaataa's record collection, papers, manuscripts, audio and video recordings became part of Cornell University's Hip Hop Collection.

---

# Media Questions Of The Week



How much has all the publicity with Kanye West helped Taylor Swift's career?

[youtube id="jWLgG5iKCxU"]

Is KRS-One right to tell hip-hop fans that if they have a problem with the molestation allegations against Afrika Bambaataa, they should "quit hip-hop?"



Will the Twitter attacks on Leslie Jones change the company's way of dealing with abuse?

---

# Media Questions Of The Week



How will Prince's estate decide to use his music in the future since they just gave TV shows *Grey's Anatomy* and *Scandal* permission to use "Nothing Compare 2 U" and "Delirious?"



Will the Zulu Nation be able to rebuild its reputation after the Afrika Bambaataa child molestation allegations and a change in leadership?



Does Alicia Keys have any surprises in store for the audience when she appears on SNL tonight?

---

## **Red Bull Explores Afrika Bambaataa's Looking For The Perfect Beat**

[youtube id="vlyDSx8gpZ0"]

Red Bull Music Academy interviews John Robie and Arthur Baker, who co-wrote "Looking For The Perfect Beat" with Afrika Bambaataa discuss the marvels of the 808 drum machine they used to make the song.