

John Stanley King and Ronnie King: Pioneer Award recipients at the 2017 CV Music Awards

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By Morgan James

Brothers, John Stanley King and Ronnie King, are celebrated musicians and music industry professionals who were honored with a Pioneer Award at The 2017 CV Music Awards at The Riviera in Palm Springs Sunday, July 23. Born into a family that provided them with the opportunity to learn the business and perform regularly in the Coachella Valley in its own infancy, both brothers are greatly accomplished in their careers individually, but both John and Ronnie are adamant to continue to push their musical ambitions. I spoke with the King brothers about the Coachella Valley as it was, as honored with a Pioneer Award.

MJ: Tell me what it means to be recognized as two of Coachella Valley's pioneers in m**RON KING**

RK: "I was shocked. Being a pioneer sounds like you are old and I that hits home. Seriously though, my brother and I have been talk it really is such a huge privilege for our whole family. Both of my g played music in the 1930's and 1940's in town before it was even p when the first country clubs were just being built. Our grandfather Knights of Columbus parties, way before there were generator par footsteps and to follow this music path in general."

MJ: What other influences did you have growing up and how your grandparents and parents? What gigs did you play?

JSK: "We had one grandfather on each side playing out here; one one a jazz dude. We ended up in the middle though, I think, with c Ronnie got more into the punk stuff, but my era was more Led Zeppelin, Allman Brothers, Steve Santana. I graduated Indio High School in 1976. I was able to survive through all of the disco a music though and continue to play."

RK: "At that time our parents would take John to see John McCormick in a club in Indio. Our on representation of Hollywood was Sinatra and all that. I used to watch Gloria Greer and think 'W glorious lady on TV.' My sister got me on keys before I had any official lessons, but Scott Smith mentors here in the desert and John Buchino. My first paying job was at El Morocco Hotel playin brother, John, and Bill Ferguson. I was in high school so I had to get a note that I could even pl and my dad had to go with me. Crazy though that I easily made \$300 per week. We used to se Tuesday night and play until the weekend. At that time a musician could make a great living wc We played at the Amigo Room in Indio when Baby Buddha used to play and we would pick up his truck and play at the North Shore Yacht Club at the Salton Sea and play the Friday and Saturda and then I'd be in the truck bed with the equipment. The Iron Gate Club up 74 was a great plac our friends would come and hang out in the parking lot afterward."

MJ: Where did you each go from there?

RK: "John toured with Fred Waring after all that. We both went through his workshop one summer especially John. I'll never forget the big tour bus rolling up to the house and all the people dressed got picked up to play at the Canyon Hotel at age 18 or 19, 5 nights per week. That was with Fred with John McCormick a couple seasons as well on all the major party days, but right about then my wife who was my girlfriend at the time, coming to all of my shows on Thanksgiving and the like playing music, you just had to figure it out. Only a few booking agents were around and we used a shocking amount of money we were making. All the hotels were just being built and hiring in the desert though, thinking I needed to be bigger, I was going to make records in Los Angeles. You know, produce a lot of records, and now in the movies and being an entrepreneur, and you know, the desert and L.A. and all over the world ever since."

JSK: "Now I'm at this place called Vicky's of Santa Fe and I have been getting this great rush on my out shows every Friday through the season."

MJ: Tell me what advice you'd have for up and coming artists and those who are looking

RK: "What's great about these types of awards is that amongst the industry and direct the young musicians, but not tell them. They have to make their own way to what path will work for them. It is so fun working with younger people and the business aspect too, so you can be competitive in the world. I've always supported music and have club owners go the extra mile for the artists."

JSK: "I would say that if you are trying to make it in music you need to be 120%. It was important for me to be able to make a living playing live and making an album and hope to make it. Are you going to have a home and you going to tour and try to get your videos seen by a million people? I play 6 nights per week and still be able to raise my kids, but have music that can sing to someone one night at the club and they love my original music that MTV music video. Ronnie on the other hand, is always on the go, that's what he likes. We are