

Harold Bronson

Co-founder of Rhino Entertainment

While an undergraduate at UCLA, Los Angeles native Harold Bronson took pleasure in writing about popular music for the *Daily Bruin* back in the days when non-staffers didn't even receive peanuts for their contributions. He discovered that his writing was good enough to get paid by *Rolling Stone*, the *Los Angeles Times* and others. He graduated in 1972. Two years later he became clerk—then manager—of the Rhino Records store. He convinced owner Richard Foos that they should partner in a new record label, named after the store, which they started in the store's back room.

Although they soon outgrew the back room, success wasn't instant. Through the years the label grew, building to over \$100 million in sales in 2001, their last full year with the company. For two decades Rhino was considered the best reissue label in the world, and for three of those years was awarded label of the year—among all the labels in the music industry—by the record retailers organization NARM. It was a priority to run the company humanely, and giving back to the community was part of the mission statement. During the Clinton administration, Secretary of Labor Robert Reich came to Rhino's offices to present the company with a Corporate Citizenship Award, the only one presented to an entertainment company. (The company, sans Bronson and Foos, is now part of the Warner Music Group).

Bronson and Foos' interests have always been more than music, and initial projects of a new film division came to fruition in 1998 with the release of three features: *Plump Fiction*, *Why Do Fools Fall in Love* and *Fear & Loathing in Las Vegas*. Bronson's personal passion to combine the music he loves with his interest in film is best exemplified in *Why Do Fools Fall in Love*, the story of the first teen rock 'n' roll star, Frankie Lymon, and *Daydream Believers*, Rhino's 2000 docudrama on the Monkees produced for VH-1.

After leaving the company, Bronson worked on a few film projects before commencing to write *The Rhino Records Story* because he felt that if he didn't record the history of the company it would be lost. As the music of the British Invasion is a passion, he followed with *My British Invasion*, which was published in 2017.