

TV WEEK IN CLEVELAND

By Frank Denny

D. J.s MUST CHANGE FOR TV, SAYS FREED

Alan Freed, WXEL late evening record spinner is well into his tenth year in the radio and television industry, although the least amount of his experience is in the new giant of the industry, TV. At that he still isn't what is considered in the business as "advanced in years," having just celebrated his 28th birthday. He has not been a disc jockey through his many years in radio . . . having served in practically every capacity in a half dozen stations in the East and Midwest.

He has been a newscaster . . . a serious music commentator . . . a sports play-by-play broadcaster . . . a continuity writer . . . promotion . . . production . . . program director . . . and as he told us even swept floors in a little "one kilowatter" in Western Pennsylvania to get his start. He came into his own as a disc jockey in Akron where he spent five years previous to coming to WXEL six months ago. There he garnered a tremendous and faithful following which extended for a great part into the Cleveland market where he is certainly no stranger. Freed says that his stint at WXEL has been more valuable to him in experience than his entire previous nine years in the radio business because it has presented great obstacles and in overcoming these obstacles he finds more and more challenge.

Freed is not happy with the term "Disc Jockey." He feels it is strongly misused. As a matter of fact he feels that the disc jockey in his present "species" will not be a factor in television entertainment in the years to come. He hopes soon to do away with records entirely on his late evening video show and depend entirely on live entertainment . . . because he says "records are dead ducks in TV."

His main success has come from

talking up to his audience instead of making the common mistake so many others in the business make . . . that of putting themselves on a pedestal and talking down their noses to the people who make it possible for an entertainer to get an audience and a TV station to get a good Pulse rating. Freed claims the only way to sell in this business is to get into the people's living rooms the right way . . . and the right way is the friendly way. You can't force your way in or they'll throw you right out again.

Friendliness makes more friends . . . and that's the ticket in television maintains Freed. He reads poems . . . talks about the troubles of others . . . makes for no pretentiousness in anything he does . . . he says . . . a fellow's first obligation in this business is to entertain and try to make people happy . . . and at that it's a pretty good idea to follow . . . Freed is married . . . resides in Akron . . . and is the proud father of two—a boy and a girl—Lance, three, and Alana, five.



My Best to You!
—Allen Freed, WXEL.