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March 27, 1991

Johnny Grant
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Dear Johnny:

They called him the King of the Moondogs--one of the hippest deejays ever to howl over the airways. But Alan Freed was more than just a disc jockey--he was a monumental representative of the restless and adventurous spirit of early rock & roll.

From his early '50s "Moon Dog Show" in Cleveland (so historically significant that Cleveland was chosen for the site of the Rock & Roll Hall of Fame) to his near-riotous rock & roll stage shows at Brooklyn's Paramount Theater, Freed toppled the wall that divided white and black music. Variety described the shows "like having an aisle seat for the San Francisco earthquake".

He was the first deejay to give a name of the sound he was generating--he called it "rock & roll". Across the country, pioneering radio personalities picked up on his jive patter and began their own rock & roll shows, igniting a musical fireball.

Nothing--not even an ear condition which hampered his hearing--could stop Freed from laying down this exciting new sound. The rip-roarin' rock jock knew music (he trained as a classical trombonist and composed, arranged and directed for a 20-piece orchestra) and the knockout shows he put together included rock and R&B artists such as Screamin' Jay Hawkins, Jerry Lee Lewis, the Everly Brothers, the Cadillacs, Fats Domino, the Drifters and the Moonglows.

With a sharp eye for the burgeoning industry, Freed connected harmonizing hopefuls with record company executives. He was instrumental in creating Chicago based Chess Records and kicking off the careers of Muddy Waters, Bo Diddley

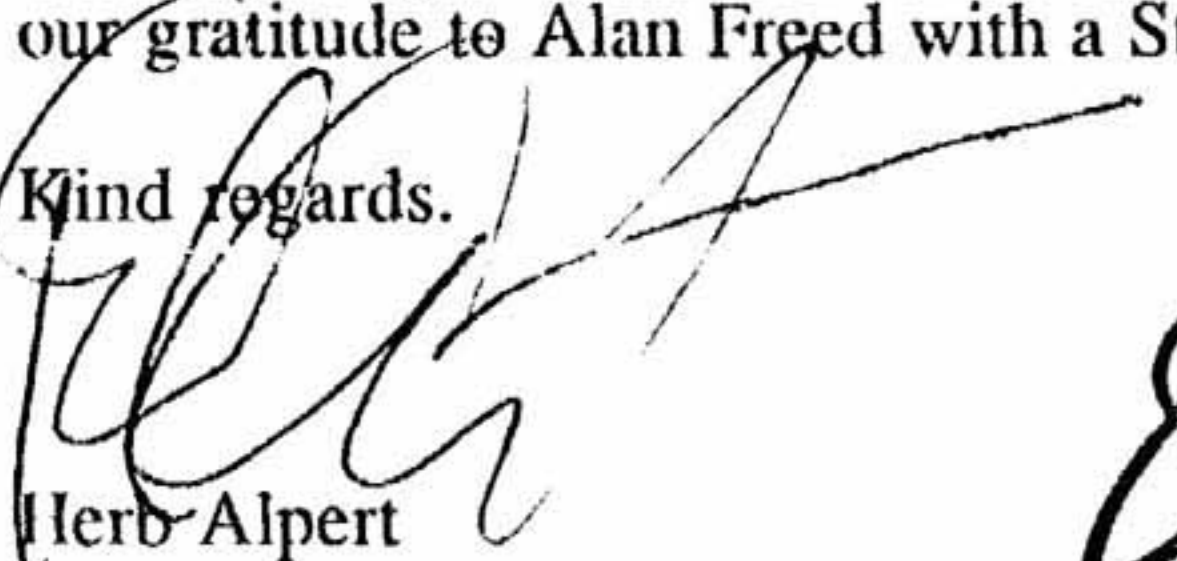
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and Chuck Berry. Forever the crusader of rock & roll, Freed brought the music and its performers to the big screen during the mid '50s with the new classic Rock Around the Clock, Rock Rock Rock and Don't Knock the Rock. Not one to hide behind the scenes, the gregarious showman made appearances in these films. In 1978, he was immortalized in the biopic American Hot Wax.

Freed predicted a long life for rock & roll. Although he wasn't around to see it evolve into the most successful and enduring form of popular music in history, he can rest assured that his efforts made a mark. Alan Freed's legacy lives on every time you turn the dial to a pop music radio station or radio's contemporary incarnations, MTV and VH-1. And it lives on in the continuing contributions of his six grandchildren and three children. His eldest son, Lance Freed, is President of Almo/Irving-Rondor Publishing, Inc., music publishers for some of the world's most important songwriters, including Lionel Ritchie, Carole King and 1991 Grammy Song of the Year winner, Julie Gold. His youngest daughter, Sieglinde, is an accomplished classical musician.

We heartily endorse Alan Freed for a Star on the Hollywood Walk of Fame and accept full sponsorship for the award. His unique contributions to music and broadcasting make him an American entertainment original. Let's "broadcast" our gratitude to Alan Freed with a Star on the Walk of Fame!

Kind regards.


Herb Alpert


Jerry Moss

cc Dave Alpert