

# ALAN FREED



to sing. All he had to do was stand there... Johnny Ray had the same effect. If you want to be literal, Johnny's style was the start of rock n' roll. Johnny today is a great performer.. Elvis has toned down and is on his way to becoming polished... I'm sure you all agree on this point.

Let me give you a little information as to how we choose the records for my show.. we get hundreds of records into the studio weekly. We know we can't play them all and yet we have to listen to them all and pick out the best of the lot and the few with the greatest potential of making the best seller list. So with the help of my staff which includes (God Bless him) Johnny Brantly and my right hand man and Manager Jack Hooke, we wade through these records and train our ear to all sounds and voices.. We get the best of the lot and give them the spins needed on our magic turn table.. The rest is up to our listening audience. You send in cards, letters and telegrams (aren't they extravagant?) This tells me how well you liked the records and how often I should play them. You, my audience, have the power to make new hit recording artists and songs. I like it that way because it's as though at an early age you have the power to vote. You made "SHORT SHORTS," "BLUE SUEDE SHOES," "FOR YOUR LOVE," FATS DOMINOE, ELVIS PRESLEY, RICKY NELSON, TOMMY SANDS, ED TOWNSEND, GINO & GINA.. I can go on and on.

If you go to the midwest where I started as a D.J. or if you go any place in the U.S.A. you will find that music is the same regardless of what name it goes under.. Pop, Rhythm and Blues, Rock n' Roll.. Cha, Cha, Cha, it all has a beat.. Opera has a beat.. Listen to Bizet's "Carmen"! First they made a modern play of it entitled "Carmen Jones" The music had to have popular appeal or they couldn't do it. Then they took the Habanera and made a popular record out of it. It turned out well and has a strong beat behind it. The original has the same beat.. many operas have this beat.. Music is the same in all mediums.. Time marches on and so does music.. it goes with the future and is remembered in the past.. "They're not writing songs like they used to" is the cry.. I sincerely believe that in ten years you'll hear the same plea.. There are just so many bad songs per era but there are also some very beautiful songs.. We have come up with some beautiful songs.. "Tammy," "Fascination," "Unchained Melody," "And That Reminds Me"... There are countless more, which only goes to prove that they are writing songs the way they used to and will continue to write them.. It isn't a case of what do I think of Rock n' Roll or for that matter what I think of any type of music.. It's all a matter of individual taste and desire.

Now that I've given my opinion on music and what I think will happen to it, I think I ought to mention what an interesting job it is to be a disc jockey. The people you meet and the things you do.. Knowing that if you are a name that stands out in the field of platter spinners how much good you can do where people are concerned.. I get letters everyday from teenagers and their parents alike.. Sometimes I feel like a father to all the kids that dance on my TV show. I am asked questions and I give advice.. I try to make it the same advice I would give to my son if he were to ask the same questions. I meet my teenage admirers at my Rock n' Roll shows.. They tell me how much they enjoy the entertainment.. I put on these shows for them and I know in the end that it will all be a great reward... I have high hopes that these same teenagers will one day hold the future of our country in their hands and I have no doubt but that it will be very capable hands to be in.

I happened to be born with the name of Freed. Maybe that was part of my lucky star - because that's the first four letters of a very important word - FREEDOM. That about sums up my idea of music: Freedom to play the type of music the public wants to hear. What kind of music is that? The way the musical wind blows in my direction, it spells out Rock N' Roll. Who is the mainstay of the recording business, aside from the performers? The listening audience. Who puts the most dimes in the juke box? And who gets up at every record counter across the land, day after day, week after week, month after month? Teenagers, my favorite audience. I love 'em, especially when they give me the lowdown on this wonderful upbeat world we live in. And don't be fooled, Rock n' Roll isn't down beat by intent, just in musical content. It really swings. It not only moves the feet, but the spirit as well. Go to any record hop and bear me out.

As far as I can see through my television show on WNEW-TV, New York, and through my radio show, rock n' roll is firmly established as a musical medium, whether it be the song with a screaming type vocal or the ballad with a beat. Even Rock n' Roll cools off but the beat never dies. I'll tell you why this is. Most of all your recording stars today are teenagers like the listening audience. There's a rapport between record artist and record buyer. They have a common ground to meet upon... age... This is important because there is representation there.

Contrary to a lot of people I did not make rock n' Roll what it is today. The world at large helped it a great deal. It was like making a cake, the ingredients were there, they were just waiting to be put together and accepted. The oven was being preheated at a high temperature, meaning, our children had a lot of emotion in them but no way to express it. Thus came "The Big Beat" and a way of letting go. A loud trend was born.. The parade was started.. Unknown talent flooded the market... Young goodlooking boys and groups established themselves on wax. Then came Elvis and the cycle was complete.. An Idol was born. That's all that any musical trend needs.. An Idol. Now there was no stopping it.. Our young people today had a way of expressing themselves and they liked it. The mothers of today had their musical idol in Sinatra. It wasn't a bad thing.. They swooned every time they saw his face.. Frankie didn't have