

Low-Paid Coast Jocks (\$150 Per Wk.) Prime Target for Payola: Alan Freed

Hollywood, June 20.

Alan Freed, former New York disk jockey who was one of the principal figures in the payola scandal charges that "the meagre salaries paid to disk jockeys on the Coast is a serious cause for the continued accusations that payola still exists." Freed explained that deejays on the eastern seaboard average \$275-\$300 weekly plus what they can make from individual promotion activities while Los Angeles and San Francisco jocks make only \$150 weekly and "are under constant scrutiny."

The average deejay, said Freed, "must become a promoter, using his radio audience as a wedge to get a blockbuster attendance at an attraction he presents on his own time and with his own money." Freed, who claims he's always been a "promoter," has just signed with Polysonics Inc. to produce 60 one-niters nationally, the first to be held in Hollywood Bowl June 25. Freed works on guarantee plus percentage. He has lined up Polo Grounds in Gotham for rock 'n' roll extravaganza in August and plans to "keep most of the top r 'n' r stars busy if they'll work for a reasonable figure."

According to the outspoken jock, "some singers have zoomed skyward, in their own estimation at least, and are not the drawing cards they think they are. I tried to get the Everly Bros. (Warner Bros.) and went as high as \$5,000. They told me they couldn't get in touch with their manager and had to say 'no.'" Freed claims that radio today has "turned from an adult medium to a juvenile medium" and that there "are too many commercials" between; the two-minute plays. The so-called "Top 40" stations "are responsible for reducing the sales of disks,"

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he added, "because they run the record into the ground and have reduced radio to a state of chaos."

Freed says his promotions, unlike many other disk jockeys, "will use all 'live' talent and large bands." He will have a problem at the Hollywood Bowl, "because there is a time clause in the contract which says we must be offstage by 11:15 or pay a 10% of the gross penalty. He is dishing out \$17,000 for talent for the show and \$13,000 for promotion and expenses. One of the major problems today, added Freed, "is the fact that the record industry is up to its ears in a lot of no-talent people."

Currently on KDAY, Freed is handicapped timewise since the station is on the air only from sunrise to sunset. The best time, he said, "is 7:00 to 11:00 p.m. for the juve market." Freed says he hasn't been "approached" on payola here.
