



Joe Grady  
+  
Ed Hurst



*Music with the big beat—* **THE**  
**ROCK 'N' ROLL**  
**REVUE**

*starring*

**ALAN FREED**

*King of  
Rock 'n' Roll!*

**TONIGHT**

**00:00 PM**

*WXXX-TV*

*Channel*



**00**







Alan Freed, the King of Rock 'n' Roll rhythm, whose "rock" platters last year broke sales records all over the civilized world. The undisputed idol of the teen-agers, Freed will head up **THE ROCK 'N' ROLL REVUE** — a special musical program with a cast of outstanding Rock 'n' Roll performers on Saturday, May 4 at \_\_\_\_\_ pm on Channel \_\_\_\_\_ and the ABC Television Network.





ABC-TV  
AUDIENCE  
PROMOTION  
PHOTO

Alan Freed, the undisputed King of all Rock 'n' Rollers, whose big beat music is rated coolest (way out of this world) by many thousands of hep cats (those in the know) across the country, will head up THE ROCK 'N' ROLL REVUE Saturday, May 4 at \_\_\_\_\_pm on Channel \_\_\_\_\_ and the ABC Television Network.

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SUBJECT: ALAN FREED

PROGRAM: "THE ROCK 'N' ROLL REVUE"

SUB-TITLES:

AIR DATE: SATURDAY, MAY 4, 1957 7:30-8:00 PM







ABC-TV  
AUDIENCE



PROMOTION

# PROGRAM FACT SHEET

**PROGRAM:** THE ROCK 'N' ROLL REVUE

**SUB-TITLE:**

**TELECAST DAY:** SATURDAY, MAY 4, 1957 (Date of second session to be announced)

**TELECAST TIME:** 7:30-8:00 PM (NYT)

**FORMAT:** Special musical program produced 'live' in New York from the ABC Television Center...and featuring Alan Freed, his 18 piece orchestra and many outstanding popular Rock 'n' Roll performers. Sal Mineo, young television and motion picture star, will be seen in a special musical number.

**CAST:** Alan Freed, star and emcee  
Sal Mineo, TV and Film Star  
Guy Mitchell and June Valli, top recording stars  
Sam "the man" Taylor  
"Big" Al Sears  
Martha Carson  
The Clovers  
The Dell-Vikings  
"Screamin' Jay" Hawkins

**CREDITS:** To be produced "live" from New York from the ABC Television Center

**CLIENT:** Sustaining

**AGENCY:**

**MAILING DATE:** APRIL, 1957



ALAN FREED...Emcee. "THE ROCK 'N' ROLL REVUE

Alan Freed, a former mechanical engineer who has championed rock 'n' roll on radio, on the stage and in the movies, will bring it to television, too, as the emcee of ABC-TV's "The Rock 'n' Roll Revue" Saturday, May 4 over Channel \_\_\_\_\_ at \_\_\_\_\_ p.m.

Though he has appeared as a guest on several TV shows, "The Rock 'n' Roll Revue" will mark his initial appearance as a star of a television program devoted to music.

One of the first to recognize 'big beat' as a powerful force in modern music, Freed is credited with coining the term, rock 'n' roll, and many have given him the title of "King of Rock 'n' Roll."

Only recently a stage show featuring rock 'n' roll performers and Freed as emcee at Broadway's Paramount Theatre brought a record crowd to Times Square -- an event which made front page stories in the newspapers. A veteran radio disc jockey, he has also appeared in three motion pictures. "Don't Knock the Rock," "Rock, Rock, Rock" and "Rock Around the Clock."

Freed is also a recording star, conducting an orchestra which boasts such outstanding rock 'n' roll instrumentalists as Sam "The Man" Taylor and "Big" Al Sears.

His local radio show is taped and heard in several other American cities and also over Radio Luxembourg -- bringing him fan mail from all over Europe as well as this country.

(MORE)



FREED - 2.

Alan was born in Johnstown, Pa., but brought up in Salem, O. He received a thorough education in music. He played a trombone and once aimed at playing for the Cleveland Symphony Orchestra. His library of classical music in his Stamford, Conn., home -- where he lives with his wife Jacki and their four children -- testifies to his continuing interest in 'long hair' music. But Freed grew up in the golden age of swing -- Benny Goodman, Glenn Miller and Tommy Dorsey.

"I," he says, "was as fiercely devoted to swing as the youngsters today are devoted to rock 'n' roll."

When he was graduated from Ohio State University he chose to sidestep a career in engineering in favor of broadcasting. Starting in New Castle, Pa., he moved on to radio stations in Youngstown, Akron and Cleveland.

In Ohio he was attracted to Rhythm and Blues -- then the term for rock 'n' roll -- and found a wide and avid audience for it.

"The youngsters really discovered rock 'n' roll," Freed maintains. "It's their music just as swing was the music of the generation before them."

"Bringing a rock 'n' roll show to television, into the living room, will, I hope, help offset the objections that are raised against it. I know the kids love it; I aim to show everyone in the family that this is a healthy, normal music."



ALAN FREED CATCHES THE 'BIG BEAT' IN BACH

It could be that rock 'n' roll goes all the way back to Johann Sebastian Bach, the idol of the long-hair cats.

Anyway, Alan Freed, the acknowledged king of the rock 'n' roll set who will emcee "The Rock 'n' Roll Revue," Saturday, May 4, at 7:30 pm on Channel 12 and the ABC Television Network, claims to have picked up some clues pointing to Bach as one of the original cool cats.

Freed, who has promoted rock 'n' roll to wide success on radio, in stage shows and in the movies, says that Mr. B's 'big beat' has come through to him in some of the Bach organ pieces he likes to play on his hi-fi set while relaxing at home.

"Yes, there are some rock 'n' roll beats in some of Bach's work," says Freed. "Some real cool riffs."

How does Alan, who is credited with the invention of the phrase rock 'n' roll, find himself attuned to the classics?

Well, for one thing, he received since childhood a thorough education in music. He played the trombone and once envisioned himself as a member of the Cleveland Symphony Orchestra.

"I was brought up on the classics," he notes. "The classics were my first interest in music. I still like them, especially Bach and Wagner."



## THOUSANDS OF "COOL CATS" CALL HIM THE KING OF ROCK 'N' ROLL

Alan Freed, whose multiple thousands of teen-age fans jam theaters and movie houses throughout the country whenever he makes an appearance, will head up THE ROCK 'N' ROLL REVUE on Saturday, May 4 at \_\_\_\_\_pm over Channel \_\_\_\_\_ and the ABC Television Network.

Called the undisputed king of all rock 'n' rollers, Freed's rise to fame has been atomic. Last year's "Don't Knock the Rock," "Rock Around the Clock," and "Rock, Rock, Rock" recordings broke sales records all over the world...with success growing out of a Cleveland rhythm and blues program, some few years back, where the reaction to his choice of music was immediate and tremendous. Cleveland's Fire Department had to ask him to call off his first Rock 'n' Roll dance when 30,000 kids tried to get into an auditorium that could only hold 12,000.

Freed, who's addicted to Mozart and other classical music as he is to Rock 'n' Roll - makes his home in Connecticut with his glamorous wife Jackie and their four kids. His family is his only other interest, besides music. He scoffs at the hue and cry raised about Rock 'n' Roll as a possible cause of increased delinquency. "No music is immoral," says Freed. "Rock 'n' Roll doesn't make kids delinquents. It keeps them from delinquency."

He gets 10,000 letters every week from everywhere - many which seek advice or simply talk about boy friends or girl friends, parents and others who don't understand the hopes and dreams and troubles of the teen-age.



ADVERTISING

AND

PROMOTION DEPARTMENT



THE ROCK 'N' ROLL REVUE STARRING ALAN FREED

Saturday, May 4, Alan Freed, king of music with the "big beat," will head an all star roster of entertainers on THE ROCK 'N' ROLL REVUE. The program will rock your way "live" from ABC's Television Center in New York from 7:30 to 8:00 PM NYT.

Sal Mineo, TV and Film star; top recording artists, Guy Mitchell and June Valli; Martha Carson, Sam "the man" Taylor, "Big" Al Sears, The Clovers, The Dell-Vikings and "Screamin' Jay" Hawkins will be among the featured guest artists. Freed's 18 piece band will provide the music.

It's bound to be a totally unique and highly entertaining show from start to finish. The same kids, who frequently travel hours by bus, train and other transportation to see Alan Freed on stage or in a movie, will be gathering for this TV rock 'n' roll party. Adults, too, who have heard the hue and cry raised about this latest musical innovation, will be interested to look in.

So, in the parlance of the teen-agers...get "hip!" Give this special musical program a big advance boost on the air, in your ads and in publicity planted among the newspaper editors. Freed gets over 10,000 letters a week from devoted fans. The audience is there if you tap and cut in.

Cordially,

*John H. Eckstein*  
John H. Eckstein, Director  
Advertising and Promotion

JHE/et





ABC-TV  
AUDIENCE  
PROMOTION  
PHOTO

Sal Mineo, young television and movie star, will sing on the special musical program, THE ROCK 'N' ROLL REVUE Saturday, May 4. Emceed by the king of Rock 'n' Roll, Alan Freed, the show will be seen at \_\_\_\_\_pm over Channel\_\_\_\_ and the ABC Television Network. Singer Guy Mitchell will also be featured as a special guest in a cast that also includes June Valli, Martha Carson, The Clovers, The Dell-Vikings and "Screamin' Jay" Hawkins.

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SUBJECT: SAL MINEO

PROGRAM: ROCK 'N' ROLL REVUE

SUB-TITLES:

AIR DATE: SATURDAY, MAY 4, 1957 7:30-8:00 PM NYT









ABC-TV  
AUDIENCE  
PROMOTION  
PHOTO

One of America's favorite young singers, Guy Mitchell, will be among the star performers appearing on Alan Freed's ROCK 'N' ROLL REVUE all-musical program Saturday, May 4 at \_\_\_\_\_pm over Channel \_\_\_\_\_ and the ABC Television Network.

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SUBJECT: GUY MITCHELL

PROGRAM: ROCK 'N' ROLL REVUE

SUB-TITLES:

AIR DATE: SATURDAY, MAY 4, 1957 7:30-8:00 PM NYT







