



Alan Freed

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Earlier Life

Alan Freed was born on December 21, 1921 near Johnstown Pennsylvania.

He formed his first band in high school in 1933, when his parents and him moved to Ohio.

Freed played the trombone and his band was called the Sultans of Swing.

Main ambition was to become the band leader but an ear infection put an end to his dream.



<http://www.otrcat.com/alan-freed-show-p-48641.html>

Earlier Life

Alan landed his first job ever as a broadcaster for WKST.

Later he worked several position for WKBN as a sports broadcaster.

He worked with jazz and blues in Ohio, where he played records and become famous.



http://en.wikipedia.org/wiki/Alan_Freed

Earlier Life

Freed moved to Chicago in 1949 and became an emcee at a rhythm and blues program at WJW radio.

1951 Freed was given the name "Moon Dog" and at his coronation ball over 20,000 fans showed up.

This was considered the first ever "rock" concert.



<http://entertainment.ca.msn.com/music/photos/gallery.aspx?cp-documentid=26950060&page=5>

Later Life



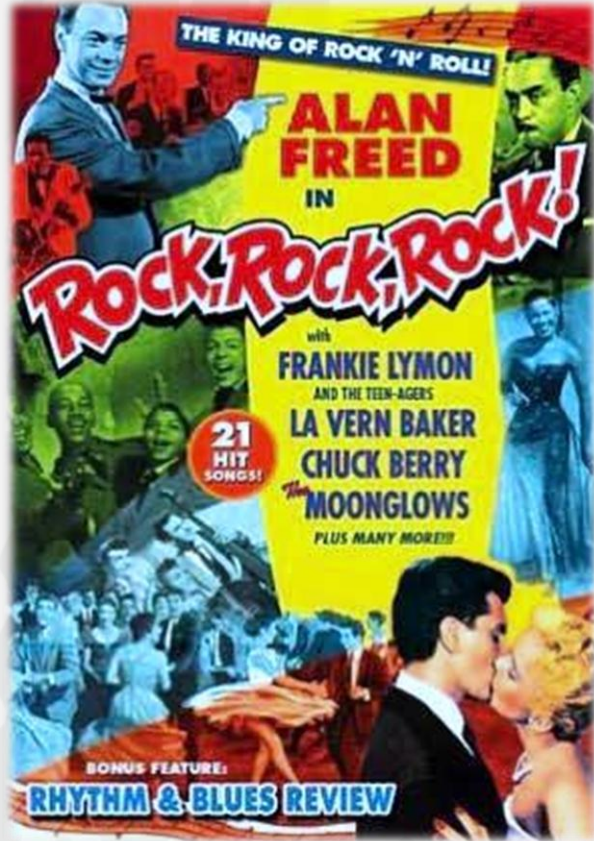
http://www.inthesetimes.com/article/13100/rock_n_roll_payola_dick_clark_and_alan_freed/

By 1954 Alan became extremely popular after relentless promotions of himself

After the successful radio show he had on the WJW Cleveland, he decided to sign a new contract with WINS radio station in New York

After using the term “rock ‘n’ roll” so many times with his WJW Cleveland show he decided to name his new late night show “Rock ‘n’ Roll Party”

Later Life



<http://www.barnesandnoble.com/w/dvd-alan-freeds-rock-rock-rock-tuesday-weld/3724866>

His many appearances not just on radio stations but on television shows and movies such as *Around the Clock* (1956) made his popularity skyrocket during the latter half of the 1950s

Even though he was extremely popular, he made enemies in the industry and from families that got songs banned from the radio

This did not stop him or the music

Later Life

During the last few years in the 1950's, Alan got caught in a scandal that ruined his career. He was investigated for accepting “payolas” from companies. He was later fired and pleaded guilty on December 10, 1962.

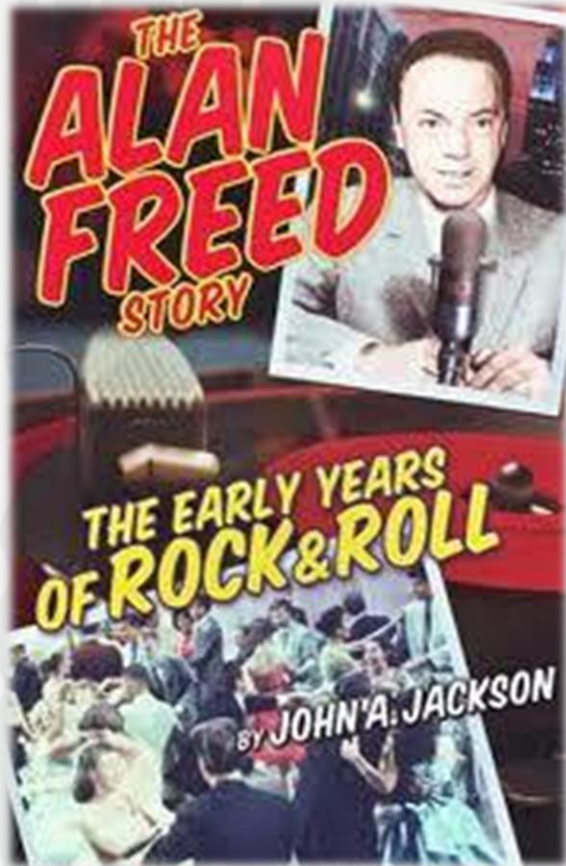
After the scandal his earlier prominence faded and he died on January 20, 1965, caused by a long illness

In 1986, Alan Freed was honored by the Rock ‘n’ roll Hall of Fame



<http://downtowncleveland.com/profile/MuseumsTours/Rock-and-Roll-Hall-of-Fame-and-Museum>

Musical Style



<http://www.oldies.com/product-view/BK0763.html>

Freed enjoyed the African American style of music deemed Rhythm and Blues

With Rhythm and Blues having a negative connotation around it because of racial prejudice issues, he coined it as the term Rock 'n' Roll

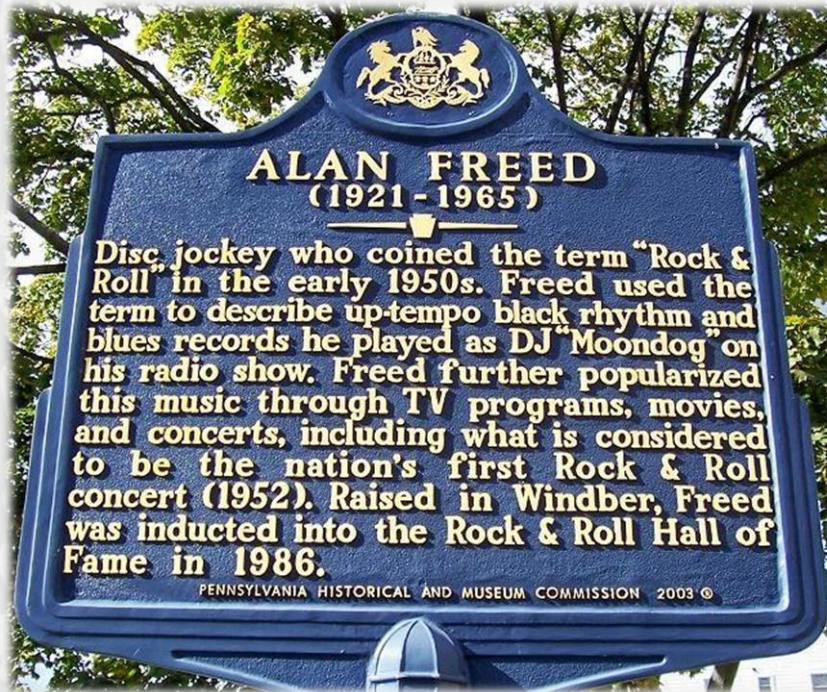
As a disk jockey, he was able to play this favored style (R&B) of his for an audience that was primarily white teenagers

Along with more and more playings of this style, it became more and more popular.

His Influencing Character

"If a few broadcasters hadn't taken a chance on this crazy sound in the early 1950s, a lot of great music might have never been heard," said Ahmet Ertegun

He gives credit to Freed who really helped out many artists



<http://littlebitsofhistory.blogspot.com/2011/07/alan-freed-1921-1965.html>

Freed's Style & Evolution of Rock Music



<http://www.postercentral.com/handbillsandflyers.htm>

In general, it has been stated that Rhythm and Blues has been the style that contributed most and was most important in the evolution of Rock 'n' Roll

Freed with all of his publicity of this style as a disc jockey to the multi-racial audience helped evolution along.

He is the main reason why Cleveland, OH is home to the Rock and Roll Hall of Fame

Not only did he play the music, but he also held concerts and dances featuring the different music

3 Phases in Process of Social Construction of Rock 'n' Roll

1. The innovation of Rock and Roll
 - a. Freed and other disc jockeys brought the rhythm and blues and the unique rhythm, beat, and feeling up in popularity by exposing to new audience
 - b. Put pressure on many radio stations and jukebox distributors
2. The elaboration of Rock and Roll
 - a. Since foundation was laid by people like Freed, they were able to then shape the Rock and Roll into a format of its own
 - b. Many record companies tried to find ways to blend/combine R&B with their own musical traditions
 - c. Example: Bill Haley, combined with Country and Western
3. The rise of Rock and Roll
 - a. Geographical location of American South was vital to this music style emergence.

Early Influences



<http://www.history-of-rock.com/freed.htm>

Around 1949, Leo Mintz, a local record store owner, saw an increasing number of white teenagers buying Rhythm and blues records at his store. Based on these observations Mintz suggested to Freed that he should begin playing these records.

The Treniers were an energetic R&B combo who recorded what we regarded as several of the first rock and roll recordings, including the first version of “Rock-A-Beatin’ Boogie”, which Haley wrote and later claimed inspired Alan Freed to coin the term “rock and roll”.

In 1951 a black vocal group The Dominoes recorded “Sixty Minute Man” which was a (#1 R&B and #17 pop) hit. The lyrics were highly suggestive and used rock and roll in the lyrics. Freed began using the term a month later and most likely was inspired by this song.

Later Influences



<http://www.rockisfifty.com/media/gallery/the-comets-1955.jpg>

Many of the top African-American performers of the first generation of rock and roll salute Alan Freed for his defected pioneering attitude in breaking down racial barriers among the youth of 1950s America.

In October 1951, Johnny Ray, a white man, recorded, “Cry”, a walling ballad that approached the rock and roll sound. The record label called it, “rhythm and blues,” and it became the top selling record of the following year.

Bill Haley became the first white man to intercept the formerly all black musical idiom with his record called “Rock the Joint”. Bill Haley and his Comets made it to the national charts with their record, “ Crazy Man Crazy”.

Out on the west coast, Lloyd Price recorded his rock sounding hit, “Lawdy, Miss Claudy”.

Later Influences

Alan Freed's early interest in the Moonglows gave them a tremendous start to their career. Freed help them to record their first single, "I Just Can't Tell No Lie," at Freed's WJW studio.

This song gave the world the first taste of Bobby Lester's incredibly smooth and soulful lead and a rough introduction to Moonglows harmonies of the future.

With Alan Freed's dynamic boosting behind the record, it became a strong regional hit, reportedly selling almost 10,000 copies.



<http://www.crystalballrecords.com/cd-sets/the-moonglows-most-of-all-the-singles-a-b-s-2cd-set.html>

Later Influences

Chuck Berry was another performer that influenced by Alan Freed.

Being an American guitarist, singer and composer, he was one of the first members of the Rock and Roll Hall of Fame(1986).

His early recording “Maybellene” fully synthesized the rock and roll form, combining blues and country music with teenaged lyrics about girls and cars.

His smooth ballads like “Havana Moon” and blues tunes like “Wee Wee Hours” make his own mastery of the new form of rock and roll won him fame.



<http://www.celebrityrockstarguitars.com/rock/berry.htm>

Other Music



<http://www.audioholicmedia.com/music-history-101/alan-freed-inventor-of-rock-n-roll/>

Alan Freed began to call the R&B records that he played, "Rock 'n' Roll" because of the prejudices in the industry

The Beatles were influenced by black artists such as Little Richard and Chuck Berry, who were promoted by Freed's radio shows

Other performers in Alan Freed's studio included:

- Chuck Berry
- Bo Diddley
- Frankie Lymon and the Teenagers
- Jodie Sands
- La Vern Baker
- The Moonglows

Social & Political Events



http://www.cleveland.com/rockhall/index.ssf/2012/03/2012_rock_and_roll_hall_of_fam_1.html

Freed began to gain many enemies in the industry when he chose to play original tracks by black artists, instead of playing their covers by white artists.

Many Americans were unaware that the music of these black artists existed before listening to the radio shows of Alan Freed

Huge role in civil rights movement, gave hundreds of opportunities to black performers to share talents with the world

Social & Political Events

Freed was a lightning rod for racists and musical conservatives because of his involvement with black artists.

- Helped bridge the gap between young teenage Americans by presenting music by African American artists on his station and having numerous live performances by black artists.
- Late in the 1950's, Freed allowed black singer Lymon to dance with a white girl on his New York TV show, "Big Beat." That broadcast led to the show's cancellation, but was the start of social changes in the United States.



<http://home.comcast.net/~jimmysplace/blacknwhite.htm>

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