



Over lunch at The Grill in Hollywood, Alan Freed's son and Murray the K's son reminisced. "My father may have given birth to rock 'n roll," Lance Freed said, "but your father raised the kid."

That's pretty accurate. From doo wop to Wembley, R&B to Dylan, live concerts to the seeds of MTV, Murray helped make rock more appealing. On talk shows (David Suskind, William F. Buckley, Alan Burke...) to books ("Murray the K Tells It Like It Is") to interviews, Murray helped win over parents and pundits. He'd already won over kids.

His show on WINS rose right to the top of the Arbitrons. When he moved to WOR-FM, he brought the audience with him. And when he staged shows at the Brooklyn Fox, the crowds overflowed onto Flatbush and backed up the traffic for blocks.

"B" sides became "A" sides and went to the top of the charts. Songs he suggested to struggling groups helped them crack Billboard's Top 10. Bandleaders turned into singers when he gave them a break. And he mentored kids with talent to be better performers.

Approaching what would be his 100th birthday in 2022, Murray needs a mentor himself: someone who knows people on the Rock 'n' Roll Hall of Fame's nominating committee and can drop a hint that there's a non-performer who needs a nomination. What a fitting 100th birthday gift that would be.



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