

Top Ten Reasons (More or Less) To Put The Four Freshmen into The DownBeat Hall Of Fame!

by Don Boland, Northeast Reg. Dir.

1. I have been advocating their election to The DownBeat Hall Of Fame for about nine years now and we continue to miss by oh so few votes.
2. IVI (the management company) sees fit to use DownBeat Poll winners in all of their Four Freshmen advertising. Hey, they are in the business and know what they are doing, so it must have a lot of value.
3. That aforementioned advertising states that The Four Freshmen won The DownBeat Poll in 2000 and again in 2001. Do the math, that is five and six years ago. That is getting pretty "old hat." Wouldn't those ads look great next time around if they also included "ELECTED TO THE DOWNBEAT HALL OF FAME IN 2006"?
4. The winner of The DownBeat Hall of Fame poll usually gets his/her picture on the cover of the magazine. Publicity, exposure, their faces looking ut at you on the newstands of the world.
5. The winner of The DownBeat Hall of Fame poll usually gets a five or six page feature article within the magazine. Publicity, exposure, their story, the wonderful 58 years of their existence being told to jazz fans the world over. Gee, a national magazine has not had a story of The Four Freshmen since Jazz Times was nice enough to write that wonderful article back in November of 2003. Wow, that is 3 years without national exposure. Do we need the publicity? Try to exist without it. Incidentally, if you did not see the JazzTimes article, write me and I will e-mail a copy to you.
6. Trying to sell a promoter a Four Freshmen Concert becomes a lot easier when you can say "They were elected to The DownBeat Hall of Fame in 2006."
7. Let the youth of America (the world?) meet The Four Freshmen through some national publicity. I attended a concert on Friday July 7, 2006. That audience consisted of 450 people. Of that number I would bet there were not a dozen who were under 40. Have you any idea what that says of the future of The Four Freshmen?
8. DownBeat Magazine is relatively easy to acquire. You can usually find it at any of the national book stores such as Barnes & Noble, Border's or Walden Books. I was told that the local Barnes & Noble was out of stock, so I took a ride and there were 27 copies on the rack. It is there, just look in the music section. Convince yourself that there may be a \$100 bill inside the magazine.
9. If #8 doesn't work for you, go to your local library and look for DownBeat. The ballot appears 3 times annually, once in the July issue, in the August issue and finally a third time in the September issue. The results are published in the December issue.
10. DownBeat Magazine I believe is an honorable publication. Some folks have asked me if they are counting all of our votes. I think they count all the votes they deem legitimate. Perhaps they eliminate some ballots that have only one line with The Four Freshmen name written upon that line. I don't know what determines elimination. But let's fill in all the lines. With some thought, I am sure each one will be able to think of a favorite in each category. I do it annually as do other music fans within my family. I am including my choices for this years ballot with this note: **The first name is my first choice and the second and third are my second and third choices in that category.**
11. Remember, I started out saying "more or less." None of us, me included, are getting any younger. I have led this campaign for nine years. Who knows, this may be my last appeal or God forbid your last chance to vote. Whatever, we want to leave the guys in better shape than we found them. Please vote and drop me a line when you do. In fact, if you have scanning access, scan me a copy of your ballot and I will keep track. We are trying to keep count.

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