



**ALLEGRAVITA**  
北京乐微塔营销咨询有限公司  
PR & STRATEGIC COMMUNICATIONS  
FOR CHINA AND THE WORLD  
公关传媒 · 专注中国 · 服务世界



CASE  
STUDY

JED THE FISH  
RADIO DJ LEGEND

Jed The Fish is arguably the most influential American radio disk jockey of the 1970s, 1980s and 1990s. As the voice of the legendary KROQ (Los Angeles), Jed The Fish reached and influenced tens of millions of music fans, and launched the careers of dozens of rock musicians over his decades-long career.

In 2018, after five decades on syndicated radio including his renowned KROQ Jed The Fish Show, Edwin “Jed” Gould III engaged Allegravita to support his lifelong passion project for mixed media event promotion.

Allegravita leveraged our decades of celebrity PR insights to support an exciting contemporary reboot of the Jed The Fish brand. Utilizing our PR, digital marketing and social media expertise, Allegravita continues to support sharply raised awareness of the singular influencer talent that is Jed The Fish.

In the rock music world of the ‘80s, ‘90s and 2000s, household names such as Adam Ant, Billy Idol, The B52s, Depeche Mode, Devo, INXS, Offspring, Devo, Depeche Mode, Katy Perry, The Police and The Ramones all benefited from the enthusiastic airplay provided by Jed in their early careers. In many such cases, these rock acts were played on radio for the first time by Jed The Fish, and Jed’s in-studio and personal appearance antics with the rockstars of three decades have become legendary.

In recent years, Jed’s own artistic interests have led him to develop his own musical compositions, artworks and event concepts. No longer satisfied to boost only others’ creative achievements, the Jed the Fish of 2018 desired a platform to present his own creative vision to the world.

In short, Jed The Fish was for decades known as the go-to to launch the musical careers of others, but the Jed

The Fish of 2018 was no longer content to have no audience for his own creative output.

Allegravita was engaged by Jed to perform a multi-decade review of his extraordinary legacy and to create a cogent marketing and communications campaign to reposition Jed The Fish as the creator he had become.

Work began on the Allegravita plan in the winter of 2018, with the development of a modern website featuring the singular artistic style of Jed The Fish — every word that appears on the *djthedfish.com* website is displayed in Jed’s actual handwriting (Allegravita created two custom typefaces using hundreds of Jed’s actual written letters). The main attraction and SEO magnet of the site is Jed’s “Legacy” image and video gallery, a meticulously curated online resource of behind-the-scenes photography and ephemera of hundreds of rockstars over decades. Taken entirely from Jed’s personal collection, these hundreds of restored images never before been made available for the cultural legacy they are.

A full PR plan is underway, leveraging vibrant new social media presences in Facebook, Twitter, YouTube, SoundCloud and Snapchat compliment the regular Jed The Fish blog posts, Wikipedia page and IMDB records. A major relaunch event in Los Angeles is planned for the summer of 2019.

The reaction from Jed’s multitude of fans and allies has been spectacular, with Jed being welcomed back as a highly relevant artist and tastemaker for decades to come.