

# The Encyclopedia of FRED

## OVERVIEW

**Fred**, the place on XM that plays Alternative Music that is rarely heard on any terrestrial station. In our new spectrum of niches...we have a large one that we're filling with Fred. Fred is the soundtrack for the birth and growth of Alternative Music. Fred is an audio history for the Alternative music scene. Our fans grew up with this music. They miss it. With hard work, Fred will become one of the first presets on those shiny new radios. I have no doubts about that.

## RELATING TO FRED FANS

We must sound as mature as our fans are, targeting 28-42 year olds. VISUALIZE these fans and embrace their *point of view and attitude* with a little warped, eccentric swagger, entertainment and information. Treat our listeners like FANS. These folks are tired of the rudeness that they encountered and displayed themselves earlier with this format and their lives.

Clear our heads of lower-end Alternative slang like "dude". These are no longer crowd surfing folks, although they had their day at it. They rarely do anything more than a bowl of smoke at night, although they certainly recall some interesting experimentations. We are more whacked in the head, as opposed to outward anger and intensity. We're tongue-in-cheek like good old Saturday Night Live with attitude and humor. We will become uniquely, Fred.

During our many long-form features we must strive to match the genre and attitude that we are presenting...a bizarre soundtrack for "*Abducted by Aliens* and *Sunday Funnies*" with jingles and drops...to the more relatable and artist-intense when examining artists on the *Examination Table*, or the *Trailblazers of the 20<sup>th</sup> Century*. We must know the fan we are relating to.

## ATTITUDE

There is NO station in America that plays the music Fred will become famous for. Even though we may tire of some of the hits we rotate more frequently, there's tons of reasons we play it. We'll get to dig deeper into the depths of Alternative music in our many feature programs, Fred Box-sets and one-offs.

## WHEN WE TALK

Great breaks are not necessarily long breaks, nor are they always short. We have to think ahead...what will it take to get the point across without having to repeat ourselves. We're all smart enough to come across as such. Even when we're joking around, we don't want to come across as juvenile...we're cooler than that.

Bottom line, what is the "PAYOFF" (*to quote Bruce*) for the Fred Fan in our breaks? Information, Entertainment, Humor? Each break should have a payoff of some importance. I know that starting breaks is easier than ending them. Let's avoid ending up in a corner...plan how we intend to END our breaks as much as the start and the meat of them. We can't trail off without a plan, or they'll lose the payoff in the confusion.

All in all...balance our personality...Artist/Music Info, XM Cross-Promotion, Warped bits...utilize them all in your show! When we get up and running with subscribers, we'll get to the phones. We'll work up to a phoner an hour...with 99.9% of them NOT being LIVE calls. It'll be much easier, focused and controllable to record calls into Team News and edit them in Surfer, as well as grab calls off Fred's voice mail. This will come!

## FREDSPEAK

- Drop-in our names in at least twice per hour.
- Promote that FRED is **COMMERCIAL-FREE**, gently and matter-of-fact, *not hyped or oversold*. Just make it part of our rap. It's a fact.
- Keep in mind the TIME DIFFERENCES. It may be lunchtime in New York, but they're just getting to work in L.A.
- Fred doesn't have time and temp mentions.
- Watch the clichés of "before that", "coming up", "with ya", "I was reading..." and everything else we hear on every other station.

## **FRED HOT BUTTONS & SELLING POINTS**

- **FRED IS COMMERCIAL FREE!!!**  
Let's find ways to sell this HUGE point regularly...doing it EACH BREAK might not be bad to begin with, as they'll come to recognize that when we start talking, it's NOT going to be an introduction for commercials, it's for entertainment. This is a BIG advantage for us.
- **FRED TALENT:** Smoke, a.jaxx, Mark Parenteau, and that Lambert guy.
- **FRED FEATURES:** Tons of long-form programs and features within shows. Promote the programming lineup of the day, if it's early in the day. Promote tomorrow's awesome lineup if you're on later. Promote the weekend on late Thursday and Friday.  
*(Line-up of Feature Programming is attached)*

When promoting Features and Shows that are coming up on Fred, let's be fairly consistent with the wording on the time factor. Let's use EAST/WEST for now.  
*Example: ".explore the first album from Nirvana, part of this week's Faded Flannel on Fred44, Lambert does it this Thursday --- 4 EAST, 1pm WEST."*  
Or if it is coming up rather shortly, *"coming up in two hours...next hour"...etc.*

We are NATIONWIDE and PROUD OF IT! We'll have maps and info in the control room to help relate to our big world...whether we're talking with someone from Great Falls, Montana, or Chicago. Pollstar magazine can help us relate to which artists are playing where within our *XM Nation*, as well as checking newspapers online to touch Fred's Fan's lives as we talk with them.

## **FEATURES**

The features you are in charge of, includes any research, writing, producing and voice tracking. You are also enlisted to:

- Get with Ed to produce a promo for that week's feature.
- Put in a bullet point sheet in the programming binder in the Fredroom, for cross-plug ops. (Faded Flannel would be put under "F")

When we are putting together your features, we must not only keep in mind when the show is having it's first-run, but also when it will be repeated as well. Are the VT breaks going to be evergreen for the entire week it runs? We must plan for this reality.

## **MUSIC**

Avoid moving, adding and deleting music. The crime is not capital punishment, however. IF we see something that is totally whacked and out of place that somehow slipped through the censors, then yes, fix the problem with the best judgment and note the event on the log. I'll reprimand myself severely.

## Structure Points

### IDENTIFICATIONS

- XM44 FRED
- FRED on 44
- FRED!

Let's utilize these a minimum of ONCE PER BREAK. Vary their placement within the breaks. Vary the delivery of them. We shouldn't get into a habit of always starting the talk breaks the same way.

*Never "XM44" alone, unless there is a produced "FRED" next to it)  
Avoid generic ID's such as XM Satellite Radio and XM as stand-alones.*

### SLOGANS

I'm not a big supporter of slogans for Alternative Radio. With that said, we'll rotate the following phrases, *mostly* through our produced elements:

- An Audio History of Alternative Music
- The Ultimate Music Collection
- From The Early Days through The New Wave
- From Beginning to End...As Deep as it Goes
- Music Banished From FM Radio...
- Various produced *Commercial-Free*

*If we're coming out of some artist information, maybe "An audio history..." will sound most appropriate. Coming out of a track that's obviously been avoided forever on terrestrial, it'd be and "Music Banished from FM Radio. Deeper tracks would be sold as part of "The Ultimate Music Collection" of Fred.*

### TALK BREAKS

<u>EVEN HOURS</u>	-----	<u>ODD HOURS</u>
:12		:18
:25		:38
:38		:58
:58		

Try using a produced "FRED" at the beginning of the BED going into the LIVE break -or- at the end of the talk break...before going into another music set. Utilize music beds for all talk breaks...choosing the most appropriate for the bit and surrounding songs.

During these talk breaks, backsell artists in a BULLET fashion, with the last artist played being backsold first, as a *general* rule of thumb.

*There are many theories on which way is best, mine being they definitely heard the last song you played, so start with that and push back...making them regret what they missed beforehand.*

We can provide music/artist information on any of those backsold artists, not necessarily just the first or last mentioned. However, ONE bit of artist info per break is usually plenty...we want the information, but not the overkill of it.

## **FREDLINES**

These are the latest Fredlines...*as in Headlines*...music news and information that matters to Fred's Fans. These fall at the :58 break and will follow our normal break procedure as the last element in the break. In some cases, we will use this as the final element prior to launching an automated VT feature.

7:58 AM  
10:58 AM  
2:58 PM  
5:58 PM  
10:58 PM

## **AIR TRAFFIC CONTROL**

This feature presents the "Flight Log" of interesting events, features and programming of other XM Channels that the Fred Fans may like to know about. Utilized the same way as Fredlines. There are intro's for both of these features to use.

6:58 AM (VT) [Mon-Sat]  
9:58 AM [Mon-Sat]  
12:58 PM [Mon-Sat]  
3:58 PM [Mon-Sat]  
6:58 PM [Mon-Sat]  
9:58 PM [Mon-Sat]  
1:58 AM (VT) [Tues-Sat]  
4:58 AM (VT) [Tues-Sat]

*CHANNELS to cross-plug include:* XMU, The 70-80-90s decade channels, The Move, BPM, XM Comedy Channels with Mark, Special X, Music Lab, XM Café, XM News, The Joint, Liquid Metal, Unsigned, Deep Tracks, Boneyard, and Cinemagic.

## **PRODUCTION USE**

*Mandatory Promos/Sweepers/Produced elements will be scheduled or written on the music log. ALWAYS play them as scheduled.*

Other sweepers are *not* scheduled. While we are LIVE, we know first hand what sweeper is going to fit between two songs at that time. Use the sweepers to help with moving between two differing genres and tempos of music that might not sound good if they were segued together.

## **SEGUES**

Each ODD hour should contain a segment of TWO continuous segues (ie, song-seg-song-seg-song). And one more segue within the hour, *without produced elements in between*

Each EVEN hour must contain at least THREE two-song segues *with no production between them. (ie, song-seg-song).*

## **DEADLINES**

- Our music logs will be completed **FOUR WEEKS IN ADVANCE**. This will give us a chance to look them over, prep breaks, research artists, etc.
- Our Voice Tracked feature programming must be completed **TWO WEEKS IN ADVANCE OF AIRING**. (In other words, on Monday, you'll be producing a special for two-weeks from Tuesday)

[Attached is a log of your deadlines]

This is it; the time of our lives is here. Let's enjoy it and make some heads spin.

**Lambert**

Personal goal for Fred: The most preset channel in the XM Nation!