

FORMAT ARCHITECTURE: XM 44 – “FRED”

GROUP	Rock
FORMAT	Classic Alternative
CHANNEL #	44
COMMERCIALS	No
KEY SLOGAN	An Audio History Of Alternative Music
<p><u>SECONDARY SLOGANS:</u></p> <p>Alternative's Ground Zero Music Banished From FM Radio</p> <p><i>Fred Likes... / Fred Don't Like...</i></p> <p><i>(FRED will utilize many various one-liners)</i></p>	
<p><u>MUSIC CATEGORIES/DEFINITION:</u></p> <p>A <u>ROOTS</u>- Credible Alternative Bands (Clash, Cure, Smiths) B <u>RETRO</u>- 80's Pop Alternative (Depeche Mode, New Order, INXS) C <u>TRAILBLAZERS</u>- 70's Early Cutting Edgers (David Bowie, Talking Heads) D <u>MODERN MAINSTREAM</u>- 90's Style (RHCP, Smashing Pumpkins, STP) E <u>GRUNGE ATTITUDE</u>- NW Bands/Aggressive (Nirvana, 9" Nails, Beastie Boys) F <u>WIMPS & WHINERS</u>- Lighter Side (10,000 Maniacs, Cranberries) G <u>OUTER LIMITS</u>- One-Hitters <i>(Will be added later with future activation)</i> H <u>FEATURE ONLY</u>- Depth Titles usable on Features only.</p> <p>PERCENT OF MUSIC IN SYSTEM: 75%</p> <p>ESTIMATED DATE OF 100%: 8.15.01</p> <p>ROTATION: A E A B C D A C E A B D C E A F B A E C A B D E A C B A E D B</p>	

FEATURES		
TIME	AIR DATES	LENGTH
Abducted By Aliens	Tue,Thur, Sat	One Hour
Anarchy Rules	Wed, Fri, Sun	Two Hours
BBC Concerts	Wed, Fri, Sun	One Hour
Club Retro	Saturday Night	Three Hours
Examination Table	Fri, Sun, Tues	One Hour
Faded Flannel	Thur, Sat, Tues	One Hour
44 on Fred	Saturdays	Three Hours
HomeGrown Fred	Mon, Wed, Sun	One Hour
Hangover Medicine	Sun, Mon	Two Hours
UK Exports	Tue, Thur, Sat	One Hour
90 Minutes of Mayhem	Weekdays	90 Minutes
One Revolution	Twice Daily & Sun	One Hour
Punks Next Door	Thur, Sat, Mon	One Hour
Road Rage	Fri, Sun, Tue	One Hour
Sunday Funnies	Sundays	Three Hours
Trailblazers	Wed, Fri, Sun	One Hour
Uncharted Territory	Mon, Wed	One Hour
Air Traffic Control	5x Daily	One Minute
The Latest FredLines	8x Daily	One Minute
ALSO: Boxsets, Fredlocks, Name That O.D., XMTV & more...		

ARE OPEN/CLOSES PRODUCED? (yes or no)	Yes
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PRODUCTION LOADED/APPROX #	116
SHORT	12
LONG	10
VIGNETTE	8
QUICKIES	43
OTHER	Beds, drops

INCIDENTAL PRODUCTION (*DESCRIBE*)

(*Example: propak, shouts, tv themes...various ear candy to be used spontaneously*)
Sci-Fi, Mind Trips, Yaks, Tiny Tim, Funky, Bizarre, various voices, Movies, TV drops, old jingles, propak, old sound bites and speeches...

WHERE S-L-V-Q PRODUCTION IS SCHEDULED TO OCCUR

All major imaging for Fred is run between songs. Extremely short (and various) "FREDS" will open and/or close our live Nervous Breakdowns (Stops without the *commercial* set)

BASIC STOPSET STRUCTURE

Talk Breaks...places in the hour where we begin/end features, relate information and entertainment and become part of the lifestyle, generally over a bed of music and production and other atmosphere.

<u>DRIVES & EVEN HOURS</u>	<u>MID-DAYS & ODD HOURS</u>
:12	:18
:25	:38
:38	:58
:58	

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.

WHERE DO YOU PLAY YOUR FORMAT AUDIO SIGNATURE?

Underneath the beginning of each Air Talent show and feature program opens and some beds.

WHAT DO YOUR LINERS SPECIFICALLY PROMOTE? (list each liner or liner category):

- The quantity, quality and content of the multitude of features and special programming on Fred. They highlight each genre of alternative music...touching upon their passions.
- Fred is Commercial-Free
- The Air Talent of Fred (A.Jaxx, Lambert, Parenteau, Marty, Ed)
- Other Attributes of XM and other Channel Events.
- The Music and Lifestyle of Fred Fans.

TEN CORE ARTISTS

Nirvana, Police, Depeche Mode, REM, Pearl Jam, Clash, Talking Heads, The Cure, Smashing Pumpkins, The Smiths

BASIC FORMAT DEFINITION:

Fred is like a 24/7 history of Alternative Music! Fred embraces all the various Alternative genres, rarely exposed on the radio from Trailblazers, Punk Rockers, Grunge, Retro, Old Mtv favorites and 90's Breakouts. From the credible to the incredible! Fred provides the early Alternative Music fan a home and platform that finally serves their needs and reflects their lifestyle for music and entertainment...not their kids.

DIFFERERENCE FROM TERRESTRIAL (real stuff...not cute stuff)

There are no terrestrial equivalents of Fred and it's format. The music, any Alternative music older than five years or so, is largely ignored today or at most relegated to one hour a day as a lunch special.

JOCK STYLE

Not cocky, juvenile, or dude! Fred is more about relating to the Alternative music fan that has been through it all. Fred's approach is intelligent, confident, passionate and opinionated - like it's fans. Somewhat cynical, certainly credible, honest and direct.

PRODUCTION STYLE

The conceptual soundtrack for Fred is more "in your head" with ideas, meanderings, thoughts and flashbacks - rather than an "in your face" intensity. The soundtrack will retain the feel of any particular show for that genre by tweaking the ambience to match the mood.

DEMOGRAPHIC TARGET

28-42 year old; 55% Male

PSYCHOGRAPHIC DEFINER

Socially liberal, opinionated, cynical, keenly aware of the commercial B.S. factor and is fed up with FM radio's version of "Alternative".

MUSIC FOCUS

Alternative Music older than four years.
A balance of all genres balanced in categories like Grunge, Trailblazers, Retro, Roots, Modern Mainstream.

YEARS SPANNED

Concentrating on Late 70's through Mid 90's...1977-97.