

"FRED"

MISSION:

To serve up pure, credible Alternative music that is rarely exposed on terrestrial radio. Provide this early alternative generation a station and platform that finally serves their needs and reflects their lifestyle for music and entertainment.

*As Top 40 aged, Oldies filled the void.
As AOR aged, Classic Rock developed.
Now, as the Alternative music scene ages, Fred moves in.*

There are at least two varying genres of the alternative movement. The more pop sound with a somewhat foreign-lean of the 70's and 80's...and then the 90's, when the scene changed around 1991 with the Seattle sound and the return of the guitar and the new raw, alternative sounds.

As has been the case with terrestrial radio over the past 10 years, because of the differing genres of alternative fans, we need to avoid train wrecks of mixing the two varying degrees of the "alternative" cultures in *regular* rotation. Most wrecks can be avoided by not playing the non-credible bands that somehow found it's way onto Alternative from Top 40 radio...bands like Erasure, Pet Shop Boys, Flock of Seagulls, Bangles. I believe the key to these songs is their placement in feature programming, both in daily and weekly forms.

DEMO:

How old were the fans in what year...

1980...they were	10 years old	15 years old	20 years old	25 years old
1985...	15	20	25	30
1990...	20	25	30	35
1995...	25	30	35	40
2000...	30	35	40	45

FANS:

They were there when MTV signed on. They're largely socially liberal and have anti-establishment roots. There is a high cult potential for this music. These fans sometimes depended on their college station for alternative music, however they now listen less to both college and commercial alternative radio and more to their own CD's. If the radio is on, it could more likely be to NPR here and there. These fans play with the computer and have a few MP3's, but not dependent upon them for their music listening. They hates whiny Top 40...Mariah Carey, Hanson, Brittany Spears are garbage. They're into movies, TV, hanging outdoors, smoking bud and drinking on weekends with their friends. Alternative music fans are keenly aware of bullshit.

SLUG LINES:

(never used a slogan on alternative radio, have hesitations here as well)

Fred Nails The Good Shit
Alternative's Ground Zero
Everything But The Heroin
We've Kicked more Drugs than you've tried
Warning: RetroBuzz contains addictive additives
Un-sweetened, with no Lemons...The Un-radio
Music Banned from Radio...until now
One, big, nonstop Lollapalooza
The Music Matrix...you are on the fRED pill...

MUSIC POSITION:

The alternative era begins with the roots and trailblazers of the movement in the mid-70's, when the "alternative/punk movement" began blossoming, mostly through the nightclubs of NYC and London...there was the first wave of the bad boy and their outrageous images. Then Alternative morphed into something quite different with the massive growth of the raw rock sound and grunge explosion. The guitar was rediscovered.

THE MUSIC MIX:

As listed on the outline, it's Bowie to Bush – with core artists in the mix like Cure, Costello, STP, Nirvana, RHCP, Clash, Police, Sex Pistols, U2, REM, Talking Heads, Jane's Addiction. The importance is to maintain music credibility. For the fans of music like the above, playing Dexy's Midnight Runners, Erasure, Culture Club - and other Top 40 bands that somehow made it onto the early forms of Alternative radio – could harm the credibility. The best play with these bands is to feature them within special programming. Long-form feature shows such as "Saturday Morning Cartoons" and "Sunday Funnies" will allow us to better position this music and have fun with it. We can't take Boy George seriously, but we'll take him as a joke and have fun with it.

MUSIC GENRES: (Categories Through Alternative Eyes)

Mainstream: REM, U2, STP, Bush, Smashing Pumpkins, Live, RHCP

Retro: Smiths, Cure, Simple Minds, Fixx, New Order, Psychedelic Furs

Trailblazers: Police, Bowie, T-Heads, Cars, Pretenders, Eurythmics

Roots: Pixies, Jam, P.I.L., X, Clash, Alarm, Replacements, Jane's Addiction

Syrup: Cranberries, Toad, Gin Blossoms, 10,000 Maniacs,

Space: Roxy Music, Talk Talk, Ultravox, Thomas Dolby, Counting Crows

Flannel: Nirvana, Alice In Chains, Soundgarden, Pearl Jam, Candlebox, Screaming Trees

Spiked: Duran Duran, Erasure, Pet Shop Boys, B52's, Oingo Boingo, Flock of Seagulls

PunkAss: Green Day, Offspring, Weezer, Pavement, Rancid, Cake, 311

Buzz: 9" Nails, Rage, Tool, Primus, Rollins, Korn, Ministry, Beasties, L7, Nitzer Ebb

Orbital: The The, ABC, Haircut 100, Thompson Twins, Tom Tom Club

Yuck: Bangles, GoGo's, Aha, Men without Hats, M, Toni Basil, Cyndi Lauper

These categories can be leveled into three or four basic listings:

Retro-Roots, Mainline-Trailblazers, Buzz-Flannel and Orbital

ATTITUDE & AIRTALENT:

As opposed to just cocky, ultra-sick and holier than thou...cocky was really self-confidence about their views and attitude that what their elders are doing/have done, is the polar opposite of what they were or are going to be. This genre is naturally critical and all too willing to engage in debates and offer their opinions. As was said, they're cynical, likable smart-asses. Radio-wise and musically, there's nothing worse than jive-talking, phony Top40 radio jocks and whiny music...it's an assault on the credibility of all music and their intellect. Through the music and the anti-establishment inner-circle, the movement was often dark in humor, drugs and other experimentation, much like the atmosphere of the late sixties at times.

The airtalent at all times needs to be musically credible. The station should consistently reflect this. The sense of humor of the station is not sophomoric, silly and juvenile. It is intelligent, but not school marmish...confident, but not a prick...musically credible, but not smart ass....not condescending but educational. Old-school MTV-style presentation. Passionate and opinionated. Direct and honest. It should sound like the gang hangs together, by encouraging extra-body studio activity...more voices, hanging-out atmosphere, phones, etc.

LIFESTYLE TRAPPINGS:

Funky restaurants with alternative friends
Smoky nightclubs with sticky floors
Summer Festivals with crowd surfing
Skate/Snowboarding participant or viewer
Piercings and Tattoos
Nationalists vs. World Economy
Anarchy and Anarchists
Corporate Welfare Pigs
Slackers and Hackers
MP3 and Online
Dockers by Day, Flannel by night
Opinionated
Ominous and brooding
Angst driven
Liberal and social leaning
Counter Culture

PRODUCTION STYLE:

Utilizing many of the elements Lee envisions, such as those “official-type” announcements and TV-like cinematic in-your-face promos to retro-campy and tongue-in-cheek promos. With the early alternative music and production leaning synth and then later to the harder edge...I would like to intermingle the two, along with using newer hip-hop sounds and samples, creating a new intense sound with some Moby-ish editing and Dre-ish scratching. Samples of Big Band/Nostalgic sounds whipped with flavors of the format’s music, i.e. Ramones, Art of Noise, Madness...as well as Rage, Primus and grunge. This also works with the outlined utilization of oddities such as marching bands, bagpipes, Swahili, and some insanity of artist comments (some, out of context ☺). Selling: Attitude, Music, Entertainment, Features and Talent. In many production pieces, much like TV, I envision it mostly being *music-driven*, with little more than “FRED” as the vocal identification. Let the product sell the station.

EXTRACURRICULAR ACTIVITIES:

RetroRecall/Replay – Name the band, members, year, lyrical content
Doing A Line – verse from a song, either a clip or spoken word
XM Games –
Free Lighter and Lids – flick your bick with your cap on
Satellite Survival Kits – Radio, subscription, trinkets, binoculars, towel, shirt, sunshield, tote
Retro BuzzChecks – Get into the soundchecks of a concert in your area
Sit in on This – Watch band in recording session.
Mugging – Get your mug on the xmretrobuzz website
Face in the Crowd – get yourself in a music video
If the T-Shirt fits – pick out a t-shirt of yours for a band member to wear on stage
Background singer, Roadie for day/tour, Dinner with...
RetroDisk I
Morning Buzz (java with extra caffeine)

WEBSITE:

Instant Messaging, Email, Studio and other linked cams, artist info, daily music polls and lists, member benefits, downloadables. Very hip retro look and feel.

SPECIAL PROGRAMMING & FEATURES:

Hourly, Daily, Weekly, Monthly, Spontaneous

Each hour should have a feature or one-off element of specialty programming.

SATURDAY MORNING CARTOONS/Sunday Funnies (Long Form)

Unfortunate music that was called alternative or somehow made it onto most alternative stations. If it was bad then, it's worst now! They called this alternative?!? (Go-go's Cyndi Lauper, Tony Basil, Human League, Duran Duran)

GAG REFLEX/Piss On The Posers/Bad After Taste/Bad Trip:

This is a short version of the above long-form features. Daily, spontaneous combustion that we can have fun with and then direct the fans to the long-form programming of this music.

RETRO ANGST:

Early angry young men and women breaking the rules to get noticed and heard while breaking into the scene. (Sex Pistols, NY Dolls, Patti Smith, Sid...)

GROUND ZERO:

Credible Alternative music roots would feature artists like P.I.L., The Jam, Pixies, Joy Division, Clash

TRAILBLAZERS:

Long-Term bands that broke the mode early in their careers and continued on with their cutting-edge, trailblazing direction: David Bowie, The Police, U2, REM, Chrissie Hynde, Peter Gabriel, David Byrne, etc. Icon status.

WAKE & BAKE/Migraine Mindset:

Morning feature for early stoners to veg by, featuring the more earthy side of the alternative sound, including Ultravox, Roxy Music, Counting Crows, etc.

-or- it could be just the opposite...loud alternative set to shake the socks of you out of bed.

PUNK PIERCINGS:

Power punk featured with Green Day, Offspring, Bad Religion, Weezer, Rancid, Cake. (Punk Pleasures)

RETRO BUZZARDS/Abducted By Aliens/A Quick Buzz/One For The Road:

Featuring music from bands that had a short-lived following of one or two releases before their sudden downfall and demise. One hit and they're outta there! (Missing Persons/ Lost Dogs Report). Could even be dead or dying artists...morbid!

RETROBUZZ SMACKDOWN/ RetroRumble:

Pit two bad-ass attitude artists against each other in a body/song slam situation....Courtney Love takes on Trent Reznor.... (Could also be the stage name for a retro concert/show)

LONDON CALLING:

Hot streaks, trends and the alternative scene as it came from the UK.

UNIONJACK-OFF:

A band or British hit that proved nothing much but garbage here in the states.

FADED FLANNEL:

Good old fashion set of Grunge music, history and attitude. (Nirvana, Green River, Temple of the Dog, Alice In Chains, Mother Love Bone...)

AFTERNOON ANARCHY:

Set of depth and spice artists like 999, Art Of Noise, Blow Monkeys...

XM MAYHEM:

The lunatics have taken over the asylum. All-Request show.

CLUB RETRO/Retro Rave:

Saturday night block of remixes and artists that promote a party atmosphere, such as House Of Pain, 808 State, Prodigy, Chemical Brothers, Orbital, Gravity Kills, Lucious Jackson, PM Dawn....

XMtv:

Early, cool MTV music and information from its time. (Martha Quinn as host?) Such as Missing Persons, Buggles, Duran Duran, Aha, Berlin...

STONER CONCERT SERIES:

Replay of concerts that you were at....but were too stoned to remember.

THE BUZZ OF THE MACHINE:

Artists that made music with machines more than the traditional rock band way, such as: Erasure, Depeche Mode, New Order...

HAIR ANGST/Bad Hair Daze:

The wild and crazy wave of alternative featuring Devo, Flock Of Seagulls, Oingo Boingo, B52s, Stray Cats, etc.

RETRO WHINERS:

Label set for a swing into the perpetually whining Alanis Morissette, Gin Blossoms, Morrissey...

BUZZ SAW/Annoy Your Neighbors:

Featuring Nine Inch Nails, Rage, Beasties, Korn, Ministry, Rollins, Nitzer Ebb, Tool, Manson...

LADIES TOUCH:

Women that put their stamp on alternative music....Cranberries, Tori Amos, PJ Harvey, Bjork, Annie Lennox, Debra Harry...

ALTER-EGO:

Experimental, Alternative song/sounds from a non-traditional artists.

DREADS & OTHER STONEHEADS:

Good ol' vibe of reggae music and other great Jamaican, island sounds that make you want to roll one.

MP321/Pirate Files/MP3-in-a-row:

Countdown of the hottest retro downloads of the day/week.

HOMEGROWN BUZZ:

Feature that highlights a different city/region of alternative music.

THE BUZZ BACKSTAGE:

Microphones scattered around the show...front/backstage, audience, roadies, interviews with them all as well...

THE RETRO BUZZER:

Spontaneous buzzer interrupts a bad song that shouldn't be allowed to continue!

AFTERWORK BUZZ - COUNTER-CULTURE – XMBITIONIST - TATTOO TUNES

RETRO RADICALS - BI-POLAR THEATRE – PLUG IN OR GET OUT – FOUR FAVORS

Plus: WWI and BBC Specialty Programming will be used.

NEWS and INFO FEATURES:

ROAD RAGERS/Anti-Social Behavior Sightings:

News of brooding alternative artists caught in their best behavior and attitudes.

SEEKING PROFESSIONAL HELP (still alive) /NAME THAT O.D. (goner)

The latest developments of our fine alternative artists and how they are dealing with their fame, fortune and bad habits and attitudes. Or if they're a goner, hey...how'd they go?

NEWS FROM NEPTUNE/News From Hell:

Outrageous news that could be –or- may not be true.

INTERVIEWS FROM MARS:

Is this news for real?

BUZZ BITS/Retro Ramblings:

Standard Alternative Music News at twice per show.

ALTERNATIVE MAINLINING:

Moments in the history of the Alternative Scene, i.e. Cobain's suicide, Sid & Nancy, Mtv 1981, X Games,

MONDAY MORNING CONFESSIONAL:

Fans call up to spout off their deeds done over the weekend.

HIGH TECH BUZZ:

Testing and reviewing new toys/electronics/software/etc. from our secret mountain testing laboratory.

FLIGHT LOG:

Where are the Retro Radicals going to be/what are we up to/wazzzup?
its, downloadables. Very hip retro look and feel.