

## **FRED – More Production Thoughts**

Audience Target: 28-42 years old, 60% Male.

They've long been fans of Alternative Music from their college station days and earlier commercial Alternative outlets. They've outgrown the constant *sameness* of today's "Alternative" intensity. They are keenly aware of the B.S. factor and are somewhat insulted by goofy, low-end production and bits. They miss the good old days when Alternative meant artist credibility authenticity.

In reviewing the CES demo and several other production pieces over the past couple of months, I'm in agreement with Lee that the production on FRED needs to be:

- LESS Noise, less intense and less "in your face". (As Lee sez, don't "hammer" their head...melt it!)
- MORE Diversity, more cinematic and more "in your head". (Dreamscapes, heady, futuristic at times – retro at others)

FRED needs to continue to develop a "soundtrack" for the between-the-songs magic. To accomplish this, we will need to look beyond the obvious terrestrial trappings of production libraries, filtered voices and old slug lines.

As our boot camps have constantly stressed, we need to create new pictures and a Technicolor pallet of sound, using a variety of attitudes, tempos, character and spirit. This means utilizing the "world of voices" that Lee stresses...man on the street, a cabbie, average Joe in the subway, a cashier...humans, not old clichés.

Instead of lasers and over-used terrestrial tricks, FRED will need to take all of the diversity of sound that is always stressed by Lee...AND BEYOND... Ukulele's, Banjo's, Traffic, Office, Old TV, Strings, Backward, Scratching, Accents, Bagpipes, Harps, Speeches, Big Band, Movie Clips, Wacky, out-of-format Song Bits, Psychedelics, Trippy-Ambience, Scanners, Short waves, Morse Code, Sci-Fi, Cartoons, Nature, Drama, Phone calls, Hidden mics, Newsreels, Old Commercials, Phasing, Echo's, Panning, etc. From the Quirky and Campy to the Mysterious and Sublime.

Using a variety of lengths...short stabs, medium and some short stories (like the Fred Vents). FEEL THE SOUND...SEE THE SOUND...Paint a picture of FRED for the fans that love and miss this music and lifestyle.

## **Fred Production Specific Needs:**

### **Ongoing Projects:**

*Break loose, creatively. Utilize the elements we keep hearing about! Swahili! Accordians! Speech out-takes! Old commercials, newsreels! Quick ear candy!*

Take time and really pour through Dalet's categories in Experimental, Test audio, Spoken word, Phone calls, etc. Nothing real long, just candy!

### **SWEEPERS:**

- \* Use, manipulate guitar riffs, beats, sfx, from Fred's music to generate new images.
- \* Find and use the multitude of songs with "Fred" in them...both as stand-alones and as something that is incorporated into other things.
- \* Your songs! Keep the juices flowing...I really want more of this stuff that you seem to be creatively strong at.

### **Specifically:**

- Continue manipulation of our slogans. With our "Audio History", search for great distinguishable riffs and hooks to put inside them, along with a quirkiness.
- Try playing with Dead Milkmen's "Instant Club Hit" for a promo fodder, i.e.:  
"You'll dance to anything by Public Image Limited" (Quick clip), "You'll dance to anything by The Smiths", by Depeche Mode", etc in the song.
- We need updates to begin on the following show opens/sweepers/closes first:  
Examination Table; Club Retro; Road Rage; Hangover Medicine.  
The name of the feature, Fred, quick description is paramount in the open.