

Hi, I'm Fred.

I'm an aging alternative music fan and I'm fed up with stations like The Edge

- *My* musical roots are ignored.
- I *rarely* hear anything older than 4 or 5 years.
- It's all the *same* sounding Limp Bizkit and Creed crap.

Where's the stuff I loved in college and music from "the good old days of MTV"?

I'm supposed to *embrace* a station that plays my music for one hour a day...*at lunch*?

The DJ's insult my intelligence with their phony one-liners and endless babble about shit I don't care about anymore.

- I mean, I hit a nightclub show now and then with my buddies, but I don't crowd surf anymore.
- My piercing is in my ear...not my tongue.
- I'm pretty damn liberal but I didn't vote for Nader.

I'm through experimenting with drugs and music...I just want my weekend bowl to light up and some good music that I haven't heard in a decade.

Yea, I'm a cynical, but usually likeable, smart-ass.

I once got excited when an 80's station signed on, but they only wanted to play John Mellencamp and Huey Lewis... They wouldn't touch The Cure or REM. What's up with that?

It's like a whole generation of music, forgotten...

*THAT'S* why there's FRED on XM.

**FRED** is like the history of alternative music...we'll cover it in all its forms, including a heavy degree of programming features.

One person may view the world of "Alternative Music" as something the complete opposite of another: Fred will embrace it all...in one way or another.

### **CONSIDER THE ULTIMATE SPECTRUM OF WHAT TWO DIFFERENT INDIVIDUALS MIGHT CONSIDER ALTERNATIVE:**

The more **aggressive side** with NIN, Rage, Korn, Beasties, Tool, Primus...  
The more **pop/new wave side** with Flock of Seagulls, Adam Ant, Haircut 100

And ALL the various genres in between...

- **Trailblazers** like Bowie & Talking Heads
- **MTV Pop-Alternative** Depeche Mode, Duran Duran, Midnight Oil
- And **longtime favorites** REM, The Cure, Smiths and Clash.
- **Grunge, Punk**...it's all there.

With the multitude of genres in Alternative music, Fred will frequently highlight each of them through programming features...

- Examining the **artists and their influences**
- Highlighting **regional scenes** and **individual years**
- Archived **concerts and interviews**

**FADED FLANNEL** is a weekly hour that delves into the Northwest Grunge...the music and the scene that it was.

**TRAILBLAZERS of the 20<sup>th</sup> Century** will feature those early cutting edgers that broke the rock scene with something different...David Bowie, Talking Heads.

The **conceptual soundtrack for FRED** is more "in your head" with ideas, meanderings and thoughts, rather than "in your face" intensity.

The soundtrack will retain the feel of the show...

- If it's a feature called **ABUCTED BY ALIENS**, it'll be accompanied by whacked out jingles and sounds.
- If it's **ONE REVOLUTION** featuring an individual year, you could hear soundclips of speeches and retro commercials.

The ambience will vary with the genre of music, but the overall presentation will definitely say FRED.

**THIS IS ALTERNATIVE'S GROUND ZERO** from the beginning through Grunge.

## **That's Fred**

60's and 70's Top 40 music is now heard on Oldies stations.

70's and 80's Rock is now heard on Classic Rock stations.

Each little niche within them has been exploited to varying degrees, except one.

FRED zeroes in on that massive, oft-ignored element of rock and roll...

Alternative Music that's older than four or five years.

The closest terrestrial has come is the eighties format, but they're much more likely to play John Mellencamp or Huey Lewis than they are The Cure or REM.

So, where is this music that they liked in college, or that they grew up with watching the good ol days of Mtv or even that used to be heard on commercial alternative stations? It's missing and if it's heard at all, it's an hour at lunch.

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Trailblazers, the early artists that cut through the scene...Talking Heads, David Bowie, Police, Pretenders, Joe Jackson, Elvis Costello

Pop-Alternative and Mtv crossover from the eighties: New Order, Depeche Mode, Midnight Oil, INXS, Duran Duran, Simple Minds, Siouxsie & Banshees.

Other early Alternative Core Artists would include The Cure, Clash, Smiths and featuring some roots from The Jam, Pixies, Public Image Ltd, Boomtown Rats...

Then there's the Grunge scene with Nirvana, Alice in Chains and Soundgarden that woke up commercial alternative radio.

Mainstream Alternative...that's my phrase for terrestrials format since the mid 90's or so....Smashing Pumpkins, Live, STP, Bush, Sponge, Collective Soul.

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The more cartoon side with Flock of Seagulls, Adam Ant, Haircut 100 and even the GO-GO's.

Fred's fans are largely socially liberal. They're not afraid to give you they're opinion and are keenly aware of the BS factor...especially with radio and corporate America.