

M E M O R A N D U M

TO: WKJJ Air Talent
FROM: E. Alvin Davis
DATE: June 6, 1979
SUBJECT: Music Pre-programming

To allow you more time to concentrate while on the air and to insure a high level of quality and consistency, we will begin pre-programming our music. This will begin immediately.

The first step is to log the number of commercial or news minutes in each quarter hour (non-music time). The programming is done by quarter hours.

The current hits (A,B,C and D) are programmed in strict order. It's your responsibility to make sure the cards are in sequence (A1, A2, A3, etc.) and are played that way. The order of fill is: A, B, C, D, SILVER, E, YELLOW AND BLUE. The categories in parenthesis are the ones to be dropped, if necessary. The drop priority is: 4th, 2nd, 3rd and 1st quarter hour.

The music sheet with the currents filled-in offers the basic structure. Through the E's (re-currents) and other gold categories (SILVER, YELLOW and BLUE) the proper balance and pace can be maintained. Avoid: two female or group with a female lead; two blacks, two instrumentals or any two similar sounds back to back. The key is variety, balance and contrast. Artist separation (either singularly or in a group) should be forty-five minutes to an hour. With the currents pre-programmed in strict order you could find a separation problem (with Elton now, for instance). If this occurs, move the letter furthest from the front of the alphabet either ahead or back to avoid a problem. This move is on the music sheet only, not in the card order.

In addition to the title, also list the cart number and the time (to the closest half minute). Remember, there are many songs by Elton, but there is only one "your Song".

Keep in mind that each quarter hour segment is approximately fifteen minutes. You may not always be able to play all the categories, sometimes you may be able to play more. If you need to add, alternate from Yellow to Blue. It is important that the categories on the music sheet actually do cross the quarter hours. The songs inside the quarter hours (the 2nd and 3rd songs) are the lower priorities. Don't forget to log the times of each quarter hour segment. It's ok to make one quarter hour sixteen minutes, but the next one needs to be fourteen minutes to balance out.

The music cards don't need to be filled out for the currents (A,B,C,and D), as they stagger at set times and won't be played in the same positions. Log the playing of the other categories by placing the date in the proper hour designation. Note that each hour of the day has it's own row, make sure

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sure you date the proper hour.

The non-currents require careful monitoring by you to assure proper separation of the individual titles. Don't play the same song twice in a row in the same hour, vary the hours. Also, you shouldn't play the same title without proper time separation. That would be: Silver ... every three days; E... every four days; Yellow/Blue... every seven days. Constantly strive to avoid playing favorites or a title merely because it's at the front of the category. Be on the lookout for something you haven't played in a while. Obviously, with a small list of old product, it is imperative that we fully rotate everything possible.

If a song is "X'd" out in your time slot, that means it is restricted out of that segment. Leave the card at the front and choose another selection. Use Pencil Only, when the cards get full just erase from the top down.

It is also wise to pre-program your "Free Money" contesting (both the amount and the call itself), as well as your "Call In & Win's" (making sure you come out of both with UP songs). Leave your completed music sheets in the control room. We'll have a folder soon. I'll be reviewing them and going over any discrepancies with you.

The pre-programming will serve you in many useful and effective ways. Your prudent use of this method should greatly facilitate your efforts on behalf of "The New KJ-100".

Thanks.

EAD