

M E M O R A N D U M

TO: WKJJ Air Talent

FROM: E. Alvin Davis

DATE: June 6, 1979

SUBJECT: Basics

- 1.) Call letters need to be SOLD with pride and gusto. Proper call letter employment is vital. The calls should be the first element of a backsell going into a stop set and the last element coming out. In sweeping music to music, the call letters should be layed over the intro of the new song, unless it's a cold open, in which case a very brief sell over the ending song is the appropriate action ("The New KJ-100 and Elton"). Keep in mind that it is difficult, if not impossible, to have too many call letter impressions, but the calls should never be said near a commercial package. Remember, from now on when we refer to call letters we mean "THE NEW KJ-100".
- 2.) For consistency, let's eliminate any call letter variation, let's make it strictly "THE NEW KJ-100". Remember, it's not "THE NEW.... KJ-100" but (all one element) "THE NEW KJ-100".
- 3.) Brevity is a key ingredient in any successful radio station. It is an area that we dramatically need to improve upon. Content is important, but forethought and efficient execution can maximize the impact substantially.
- 4.) Our weather's need brevity. Concentrate on the "now" aspect. Use "people" terms, it's not percipitation, it's rain. Rewrite your weather. Concentrate on today and tonite', tonite and tomorrow, etc. What's important to the listener is the "present". An example might be "looks like a great day today and more of the same tonite, highs today in the 90's low's in the 70's. Right now it's sunny and 86 degrees at "The New KJ-100". Convey this information in a one-to-one conversational delivery. Also lay the weather over music following the commercial package, ending with "... At "The New KJ-100".
- 5.) Please use caution in cutting off the endings of songs. Strive for a two or three second maximum talkover.
- 6.) When going from a commercial package to a cold open record, the appropriate action is to vocally lay out just (only) the call letters between the spot and the record. Do not cold roll from spot to music without the cause.

Re-capping basics

- 7.) We have far too much excess verbiage. The year the song was released is not vital information; the time you go off the air and who is coming on isn't relevant, except perhaps once in your last half hour; the words "show" and "Program" are excess, as is the state designation on Louisville and other non-ambiguous areas.
- 8.) Strive for "common denominators", the everyday relatables. It's not the "hitline", "requestline", etc. it is "the telephone".
- 9.) Think and speak in one-to-one terms. The listener is not "Louisville", "everybody" or "folks". The vast majority of radio listening is between one person and their radio, it's a very personal experience. Honor that relationship.
- 10.) When sweeping, the rap should be moving forward. It isn't the proper course of action to backsell or acknowledge the previous song.
- 11.) We can probably safely assume that everyone who is interested in sports scores has heard them by noon of the following day, consequently, they are unnecessary beyond that point in time. Also, be highly selective in giving any sports scores, ... and final scores only, please.
- 12.) Musically, keep in mind balance, variety and contrast. Watch playing too similar sounding records back to back. Also avoid two black, disco, country or female songs back to back. Artist separation, either singularly or in a group, should be at least 45 minutes, preferably an hour.
- 13.) In many instances, board work can be improved. The mix between the talent and music should be a close one, with the music H-O-T. You should be talking through the music, blending your voice with it, pacing with the tempo of the music.
- 14.) PSA's should go before the stop set.
- 15.) The weather is logged for :22 and :52. These are not locked in positions. If the next song doesn't allow enough time, move it to the next set that does.
- 16.) While doing production a "hit" song should never open a commercial. Psychologically the listener is keying for music, only to find out that it isn't his favorite song but a concert spot. Open with something less familiar, then the hit.

Thanks.

ead