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Radio

1460

CHerry 3-0571 1910 Ingersoll Avenue Des Moines, Iowa 50309

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TO: THE STAFF
FROM: PETER CAVENTAUGH

THE TARGET - What KSO, as a Whitehall Broadcasting Station should be:

"An exciting, well developed, fast paced contemporary form at operation designed to obtain and maintain the largest available segment of potential area listenership in an enthusiastic, informative, and entertaining manner, functioning at all times within the framework of quality and integrity".

This is the established standard by which we will be measured and judged, and only upon the absolute satisfaction of its demands can success be attained.

METHOD

To serve as a very basic beginning and give us something of a practical nature to work with, herein are presented what might be called "Whitehall's Top Twenty Tips" on good programming. You are currently familiar with most of them to some extent, but let's make certain everybody's hip on what's expected, in order to avoid future pleas of ignorance while under fire. These "rules", when taken collectively, provide the very foundation upon which we will build. It is because of this that strict adherence is an absolute necessity, and deviation under any circumstances will not be permitted in the least.

"Whitehall's Twenty Tips on Good Programming"

1. On the air delivery must be exciting, warm, friendly and filled with lots of punch---not necessarily "screaming" but lively and enthusiastic---you're havin' fun---let'em know it!
2. Production must be tight, tight, tight!!! No dead air ever---overlap---blend---combine---make it smooth as silk. The total sound of the station must be completely integrated with every single component of music and talk a part of the whole program.
3. Time and Temperature must be given between every record---no exceptions.
4. Jingles and production aids must be utilized as much as possible. Separate all spots with a jingle or identifying logo. All sustaining features (i.e.--news, emergency message, sports, editorials, etc.) must be preceded by a swingin' upbeat jingle. Other times be "artistic"---you've been given these tools for a reason, so use'em! Tie everything together in one great big bouncy package *on the go with music - news - sports . . .*

5. All sustaining features must begin and end at their designated times and at no other period. Timing "on the nose" is a must. This is extremely important.
6. No talk (i.e.---personal comments, thoughts, or other observations) without a purpose. Unless there's a reason for it--- don't's say it--- and if there is a reason for it---make it brief and to the point.
7. We must "get the music in". At least 15 uninterrupted hits per hour. This is established company policy. If you can't get at least 15 in an hour---let me know why---and I'll show you how to swing it.
8. We must completely avoid any material of a questionable nature. No "blue remarks", no "double meanings". Not only is this White-hall policy, but the Federal Communications Commission is extremely watchful on this point. No more need be said.
9. We must never "knock" commercials. No matter how amusing an intro or exit line may seem---cool it. And never, repeat never insert comments into the body of a spot. This is where we make our living, and National accounts spending big money for air time are especially noted for having little sense of humor in this respect.
10. ~~Push~~ ^{Promotions} station ~~promotions~~ and cross plug other jocks as much as you can. Let everybody know the whole KSO story. Constantly preview features, bets, contests, or what have you that are coming up on your show. Get those plugs in with brevity, but with frequency. Use Teasers.
11. Adhere strictly to the music sheet - Its around for a reason- at certain times, when given a choice (A newic or a Diamond Disc etc.) - make sure it balances with the record before and after. No deviations will be tolerated.
12. Hit the call letters at every given opportunity. Let everybody know who we are - You can't say KSO too much! ! !
13. Give the complete weather forecast only at allocated times - other times- just a few words when the occasion presents itself.
14. No music to music or voice to voice- ~~connect~~ ^{separate one} with the other, even if its just a few bars of the intro to a record or a quick time check.
15. Whenever possible- no straight voice on the air- do it over music- Eventually, all produced spots will be self-contained- 'till then- use those pads underneath. Also, don't switch spots around - follow the log exactly as it is presented.
16. Do not use a pad before any sustaining feature---go into it with a hit sound. A little planning will make it simple. Also, when going into news, don't mention the fact that its newstime, just go into it. News is part of our overall sound and must be presented accordingly.

17. Stress the continuity of the station. Everything's a part of everything else. Don't isolate yourself. Don't give the length of your particular show or its time off (i.e.---We'll be here five hours 'till twelve) KSO is a fulltime operation and the show doesn't stop when one jock makes his exit.

18. Preparation is the key to successful execution. Have everything set for your next "bit" as soon as you can after completing your last one. Line up those cartridges, get those records cued, be ready at all times---concentrate on what's coming up next.

19. Identify with the listener. On the morning show, program with people getting up and out to work in mind, in mid-morning, think of the housewives. Let the listener know you know what the scene is---be part of his life.

20. While doing a jock show, no personal phone calls outside of emergency situations. Your job demands your complete, undivided attention. Tell'em to call back later!!

---MUCH MORE LATER---