

THE WMT STATIONS

Iowa's Finest Frequencies

K-WMT 540 A STREET, FORT DODGE, IOWA · TELEPHONE 7-2661

6 AUGUST 1961

KWMT STATION IMAGE

1. CONCEPT

2. MUSIC

3. NEWS

4. PUBLIC SERVICE

5. PROMOTIONS

KWMT IS CHANNEL 54, IT WILL BE REFERRED TO AS SUCH.

KWMT HAS PROGRAMMES, THEY WILL BE REFERRED TO AS SUCH.

KWMT IS AN IOWA STATION, IT WILL BE REFERRED TO AS SUCH.

KWMT HAS A FABULOUS FORTY SURVEY, IT WILL BE REFERED TO AS SUCH.

KWMT HAS A WEATHER EYE, IT WILL BE REFERRED TO AS SUCH.

KWMT HAS TIME & TEMP BETWEEN EACH RECORD, THEY WILL BE REFERED TO AS SUCH.

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1. CONCEPT

A) AIR MANNERS;

1. Announcers will protect "dial Zones" You will begin music at :59, :14, :29, :44.
2. All air personnel will wear a double headset at all times for tight production.
3. No one is allowed in the studio except the man on duty.
4. Use only promos cleared by programming.
5. Keep transitions bright...average maximum time 15 seconds.
6. Crossplug d.j.'s during your program. Run down whole day's lineup once a program. Hype upcoming d j twice an hour. Use crosstalk between d j's.
7. Commercial announcements will be 30 and 60 seconds on the nose.
8. The time and temperature will be given between every record, prefixing either on or the other with KWMT OR CHANNEL 54.
9. Announcers continually recap the weather eye. Use it for transitions.

2. REPETITIVE SOUND HOUR

- A) :01 WEATHER REPEAT, FCC ID, PSA. NO COMMERCIAL ANNOUNCEMENT. RECORD
- :09 STATION PROMOTION
- :14 RECORD
- :19 STATION PROMOTION
- :24 SPORTS SCOREBOARD
- :27 REFLECTATORIAL
- :29 FCC ID, RECORD
- :39 STATION PROMOTION
- :44 RECORD
- :49 STATION PROMOTION
- :54 KWMT NEWS.....ON THE NOSE.
- :59 RECORD, MUST BE IN TOP 10.

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2. REPETITIVE SOUND HOUR

- B) IT IS IMPORTANT THAT THE SOUND HOUR BE REPEATED THROUGH OUT THE DAY WITH NO EXCEPTIONS. YOU MUST BE ALERT AND INSURE THAT SPECIFIC TIMES ARE OBSERVED.

3. STATION MUSICAL PROMOTIONS

- A) NEVER TALK OVER OR "SING ALONG" OVER A MUSICAL PROMOTION.
- B) USE SLOW ID FOR TRANSITION BETWEEN FAST OR HARDELL SPOTS. USE FAST ID TO BREAK UP SLOW PATTOR OR SPOTS.
- C) USE MUSICAL PROMOTIONS ONLY AT SPECIFIED TIMES. ID MAY BE USED AT YOUR DISCRETION.

2. MUSIC

- A) THERE WILL BE NO REQUESTS FOR MUSIC TAKEN OR ACKNOWLEDGED BY KWMT.
- B) KWMT MUSIC CONSISTS OF;
 - 1) THE KWMT FABULOUS FORTY
 - 2) KWMT FLASHBACKS
 - 3) KWMT DISCOVERY
 - 4) KWMT DEBUT TUNES.

KWMT FABULOUS FORTY IS AUTHENTICATED BY SURVEY COMPILED EACH WEEK. THE NUMBER ONE TUNE ON THAT SURVEY WILL BE HEARD EVERY OTHER HOUR.

KWMT FLASHBACKS WILL BE FEATURED AT LEAST ONCE A PROGRAMME. FLASHBACKS HAVE SOLD ONE MILLION COPIES AND ARE NO OLDER THAN 10 YEARS OLD.

KWMT DISCOVERY WILL BE PLAYED EVERY HOUR. IT IS TO BE SLECTED BY THE KWMT AIR STAFF EACH WEEK.

KWMT DEBUT TUNES ARE SELECTED BY THE MUSIC DIRECTOR AND APPROVED BY P.D.

- C) YOU MAY HIT KWMT MUSIC COLD BUT USE DISCRETION.
- D) THE TUNE AND ARTIST MUST BE MENTIONED AT LEAST ONCE AND ITS POSITION ON SURVEY IF ITS IN THE TOP TEN OR A FAST RISER.
- E) SINGLE DOT MUSIC WILL BE PLAYED ONLY AFTER 3 P.M. MONDAY - FRIDAY. ALL DAY SATURDAY AND AFTER HIGH NOON ON SUNDAY.
- F) YOU MUST LEAD EACH HOUR WITH A TUNE FROM THE TOP 10.
- G) NEVER PLAY FEMALE VOCALISTS BACK TO BACK.
- H) NEVER PLAY INSTRUMENTALS BACK TO BACK.

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- I) NEVER PLAY DOTTED MUSIC BACK TO BACK.
- J) NEVER PLAY VOCAL GROUPS BACK TO BACK.
- K) NEVER CLOSE PROGRAMM WITH AN INSTRUMENTAL, BACK TIME VOCAL.
- L) FILL OUT MUSIC LISTS ON ALL TAPED PROGRAMMES.
- M) BLANCE TEMPO, BALANCE GENDER, BALANCE, BALANCE, BALANCE.
- N) NEVER PLAY FLIP SIDES OF A DISC UNLESS BOTH ARE LISTED ON KWMT "FABULOUS 40"
- O) KNOW YOUR MUSIC, CHECK NEW LIST EACH FRIDAY.....

3. NEWS

- A) NEWS INTRO WILL BE PRODUCED AT ALL TIMES.
- B) NEWSCAST CONTENT TO BE DECIDED BY THE NEWS DEPARTMENT. MAKE SURE PACE AND COLOR IS IN KEEPING WITH STATION IMAGE.
- C) NEWS MUST START AT 54 AND END AT 59 ON THE NOSE.
- D) TIME CHECKS WILL BE INSERTED INTO ALL NEWSCASTS.
- E) BULLETIN ANY IMPORTANT ITEM, INTERUPPTING ANYTHING.

4. PUBLIC SERVICE

- A) CONTAIN IOWA INTEREST.
- B) GIVEN AFTER FIRST RECORD EACH HOUR, PLUS UNSPONCERED NEWSCASTS.
- C) PROMOTES ONLY ONE CAUSE OR EVENT AT A TIME.

5. PROMOTIONS

- A) CONTESTS CONTAIN SIMPLE ELEMENT.
- B) MONEY TIES IN TO KC 54¢, \$5.40, \$54. OR \$540.
- C) CONTESTS MUST BE DESIGNED TO DRAW MAIL FROM IOWA AREA.
- D) MUST BE TIED IN WITH CROSSTALK, ETC. PLUS PRODUCED PROMO.