



Programming Memo

Date: 3/5/02
To: Linda Logan
From: Lee Kent
Subject: Air check and comments.

Linda:

Attached below you will find an aircheck from your presentation yesterday, Monday 3/4/02. You will find parts of it direct and to the point.

One major aspect of the aircheck observation was the obvious fowl up of the contesting performed for The Mellow Mushroom where your unauthorized voice tracking during a scheduled live shift resulted in your calling for a listener to win a prize via the telephone followed immediately by the awarding of that prize without a telephone interaction with a real winner.

This radio station does not 'stack' winners and in no way shall it ever award a prize to a winner without taking all appropriate calls and awarding the prize faithfully and appropriately to the true winner through the contesting process.

The contest prize you awarded to a name that did not call the station to win such prize places this station in a precarious position in regards to the proper execution of contesting.

The manner in which that contest was played, outside of the allotted time period for its play and in direct disregard for the manner in which proper contesting should and shall be executed on this radio station is totally unacceptable and shall not in anyway be repeated.

Another issue that arose during the aircheck period was finding out that you left the building to acquire lunch, which I was not aware of happening. It is not a common business practice to leave one's duties especially during an on air presentation. Your job is to present a live radio program during your scheduled hours. A memo was issued last week regarding leaving the control room during live shifts.

If you wish to consume food during your air shift make arrangements for it to be delivered or wait until you are off air.

Another issue in the session air checked is the placement of prizes and execution of contesting billed as part of the 'Cool Café'. You did not award the winner prize during the 'Cool Café' there are comments regarding that issue in the air check as are there comments regarding the handling of client mentions during contesting.

During times that unauthorized voice tracks were running you included the time in the voice track which was far off from the correct time. Since you are not to do voice tracking during a live shift I will not address that issue now.

I will address the other issue of being honest to our listeners. When you voice track on voice track shifts do not give time or temperature data at any time. Our intention of voice tracking is not to deceive our listeners.

Read the air check carefully and address each issue raised.

You have enough experience in the business to adapt to the way we are now doing things here and I expect the issues will be resolved immediately.

Lee Kent, Program Director
Cool 105.5 WCOO-FM

Cc: Charlie Cohn
Don Hallett
Personnel File

Air Check Linda Logan Monday 3/4/02

Started Listening at 12:15..

Two Cool Cafe calls, both ran well but the ending line is "What station is playing YOUR song" NOT "What station plays your song"... Its on the card on the wall in front of you please read it right.

Mellow Mushroom rap before the 20 set which ran at :24 was far too long. It is a prize. Tease the prize coming up and make it sound good but please do not list the menu items and deals. Its a live at 10 seconds NOT a 30 second commercial and it took you 25 seconds to get out of it.

Set running at :24 was ok as the commercial load was low but the point is to make the sets fit the format not the format fit the sets.

(In catching bits and pieces of your shift before this session started I noticed you completely missed a weather jingle which ran totally naked at 10:35 at the end of the set. I then noticed you were not in the control room at that time. Your job while on the air is to be on the air. You will stay in the control room to do your job on the air and not roam the hallways or get involved in conversations outside of the control room.)

Phone call at 12:28pm... it seems the callers today are regulars only. Once again you said "What station plays your song." Not "What station is playing your song". The point of this promotion is to increase participation and get listeners used to taking part. I missed most of the 11am hour so I don't know how often or well you solicited callers but it seems to not be working properly if all the same callers are making the calls. Your job during that hour is to provide incentive to receive calls from those who do not take part all the time. I do not want to hear the overly familiar rap you provide to the regulars. It only tells other listeners that it is a private club. Include others and in cases where the same callers are contacting the station, don't use them. You don't have to use each one that comes in. This is the 'entertainment' business so pick and choose the callers.

12:34 call... "What station plays your song" again... its right

on the wall in front of the operator. "What station is playing your song"... Caller ended it well with passion for "Cool 105-5".

Voice delivery: I need to hear more Linda and less Linda the disk jockey. Your voice is fairly smooth in person but when you get on the phone in the control room or open the mic it seems you tighten up and the result is a rather harsh voice not at all the way you sound when you're being you in normal conversation. Let me hear you be you. Stop "projecting". Let the mic be your friend not a yelling port. Loosen up.

12:38 break (announced as 36 minutes past the hour) Mellow Mushroom again with brands of Beer? tease the song next well.. essentially break was short and to the point... beer?.... but I notice the one aggravating habit you have... Cool 105-5 is NOT Cool 105 or Cool 105-Fiiiiiiiive.... stop elongating words. This is radio for humans. Which reminds me.. I KNOW I KNOW we have three clock times showing in the control room, which clock are you looking at for times?... Use the one on the wall not the DCS or the board neither one is anywhere close to be the right time.

(The contract with The Mellow Mushroom calls for TWO, 10 second mentions in each of the two preceding hours to the awarding of the prize. DO NOT exceed the contract. NO MORE than 10 seconds each and award the prize IN the feature they are buying not later.

Weather Forecast: sponsorship short off the card, good... well delivered forecast.. jingle into request call... suggested a song to the caller .. well done.. "What station plays your song" please... read the card..... What good is a standard slogan if it is not standard?

1:09 Please do not say "we've got" it is not good English ... another Mellow Mushroom tease... I thought this was to happen inside the noon hour only for the Cool Cafe... I did not hear you award a prize for the callers during noon nor did I hear a prize for Mellow Mushroom... This break started at the song out cue instead of the fade so it would appear you are continuing to voice track your breaks. We have talked about live and voice track and you know you are not to voice track a break when you are to be physically in the control room.

1:23 break

Palmetto grand theater winner FINALLY (but not when it was supposed to happen... then the Mellow Mushroom again... knock it off.... no time, no temp, talk about the jingle instead of dropping the jingle so you voice tracked that one too.... Last time: NO VOICE

TRACKS when you are supposed to be working live. I know if you have other work to do a voice track may be necessary but not TWO breaks in order of each other 13 minutes apart. If I wanted you to voice track middays I would not be having a full time person doing it.

The Mellow Mushroom agreement is to promote the giveaway two hours before it happens (10 and 11 am) then award it in the noon hour and you are still promoting it. The prize for Cool Cafe simply HAS to be awarded DURING the Cool Cafe. This is just logical. If you were a listener waiting for the winner of the Cool Cafe you would believe the station lied when it was not awarded during the Cool Cafe. I know I would. The Mellow Mushroom is in the live card promo for the Cool Cafe and it still has not been awarded.

Do you have the feeling your shift is complete when the Cool Cafe ends?

1:35 Finally back live?... no time and temp, no tease of the weather forecast, teased the next song, but no mention of other format elements. talked down the fade and not quite as far in as normal. Good.

Weather Forecast: Service of Mellow Mushroom... it is? Is it on the log? Was that voice tracked? I'm not able to trust the shift now Linda. Are you on the phone making a dance party sale? Perhaps in the hallway talking to Rock staff? How can I tell? Call the station? I didn't expect you had physically left the building without permission.

1:50 (got the right time, this time, musta been different clock)
Mellow Mushroom giveaway is now?.. This is a Cool Cafe contest?... Completely VOICE TRACKED as TWO, count them TWO BACK TO BACK... And Linda this is COMPLETELY unacceptable... OK I'm not in the building BUT... What you did was ask for a caller... to win the Mellow Mushroom contest then IMMEDIATELY THEREAFTER the second voice track ran with the winner (TWICE).

Do you have any idea how untrue that is? Apparently not. A radio station asking to play a game on air, then awarding the prize BEFORE ANY HUMAN BEING COULD MAKE A CALL... it opens the station to license Objections and that cannot happen.

I'm going to stop listening now. You have a great deal of issues to address and repair most of which has to be what you are apparently telling me is a job you are not taking seriously or you have not been trained over the years to understand it requires more attention to detail. How in the world could a caller even get a chance to play an on air game if you IMMEDIATELY AFTER ASKING FOR CALLS before any physical potential to answer a call is accomplished AWARD the prize to a caller. YOU CAN'T! unless you had

FIXED THE CONTEST in which case THIS STATION AND THIS OWNER IS NOT GOING to take a fall for you being either lazy in your job or stacking a contest... that is the worst display of disregard for legal requirements of contests I have ever seen.

I understand you left the building during your "supposed" live air shift to get lunch. You do not leave the building during your shift. I would think that would have been a standard procedure. But it not, it is! You do not leave the control room during your shift without very good reason. We are here to work for the company not ourselves.

Enough for now...

Lee Kent
Program Director
WCOO Cool 105-5