



Programming Memo

Date: 3/5/02
To: Skip St. John
From: Lee Kent
Subject: Air check and comments.

Skip:

I have done everything I can think of to bend over backward to accommodate your return on less than initially agreed to hours for medical purposes. Your actions have made this very difficult.

As we discussed in a meeting earlier last week I need the PM drive position to be far more actual work time and function than you can provide given your situation and I mentioned other options.

I am beginning to wonder about that now, Skip.

Saturday, you had the audacity to call to inform me , not ask for time off, but to tell me that you had made arrangements to do another task during the period you are scheduled to work on air when you have a full day before that to take care of such business.

You made that statement to Tom Bolt who was using the Cool control room to voice track Sunday morning tracks, not to me. You never asked for time off or asked for arrangements to be made simply taking it upon yourself to set your own schedule and schedule Linda's air shift to cover for your unexcused absence.

When I took over the phone conversation, having overheard the first part, you did not skip a beat in complaining about the length of the remote time which you said should be 90 seconds when I told you the log called for 60 seconds.

You also objected to my comment that remotes in the future would be more involved with more breaks per hour demanding a higher rate for remotes and saying we would "have to talk" about it. This is the same problem encountered last week regarding your telling Linda that you would be handling the remotes for awhile where I had to step in to make it clear who runs this department.

You told Tom Bolt that you had made arrangements with Linda to voice track yet ANOTHER hour of air shift in order for you to cut your shift down to two hours.

You did this without permission, without justification and it would not NOT have been approved.

Today I am told by Linda that you contacted her and told her to work for you until perhaps FIVE o'clock which would be TWO more hours of her already 6 hour long shift due to your inability to start the shift on time. She even referred to the potential of your even being later than anticipated due to "lawyer meetings" running late.

Today Linda announced on the air that she was filling in for you as you would return tomorrow. In my asking her what that meant she said she was not sure if you were coming in today after all or if you would return tomorrow.

Due to my inability to lose a client's remote and possible involvement in the station (from your Saturday statements) I expect you to be on air during the beginning of the 4 PM hour today.

You put me in a very bad position by informing me (partly through Tom Bolt) of your shift change and hour adjustment and unauthorized assignment of talent just before you started a live remote broadcast where I could not interrupt your task without potentially losing a sold event or even a client of the radio station. Your attitude regarding remote broadcast rules and pay rates is unprofessional and unacceptable.

I absolutely will not put up with this form of attitude.

Your official position at this moment is a part time air talent scheduled only because of medical advice to be three hours per day. Your medical note listed two and a half hours a day yet you chose to be on air for three. The position requires far more involvement and far less attitude. My consideration of other potential shift possibilities was based on standard business practices of decorum and professionalism on your part which you have not and continue to not display.

According to the company you are not permitted to drive the station van and given your attitude regarding remotes you will not perform another remote with this radio station.

You are telling me that even with a doctor's note changing your hours you still want more special consideration and only on your terms. That is not agreeable.

Attached you will find the air check document developed from my listening live to your on air presentation from this past Friday.

You have a great deal of work to do to reach any level of acceptance to this radio station's on air needs that has nothing to do with your medical condition.

Lee Kent, Program Director
Cool 105.5 WCOO-FM

Cc: Charlie Cohn
Don Hallett
Personnel File

Air Check

Taken live from on air presentation.

Skip St. John

3:40 Friday

The weather is for the weather NOT for your remote promo.

There is not one soul listening to this radio station who knows, nor cares who Martha is and whether or not she will be with you at a remote broadcast. You're doing the low to high rise delivery still dragging words out and on.

Your voice delivery is up as it should be but your starting to go into the 'disk jockeyism' realm with delivery.

3:50 -----

Opening: still sing song delivery. Up and down and up and down...

"Coming up next" should NOT be an octave higher than the rest of the rap.

Went into traffic well.

Volume NOT loud enough on traffic report.

She ran long and you caught it. Nice.

You did not follow the log instructions. No tease of upcoming songs in the next hour, no kick off song in the sweep.

4:09

Break in music, weekend is not pronounced weeeeeeekeeeend

Jessica Micky is not pronounced jessssica miiiiicky....

other than that it went fairly well..

Your breaks are short. That is good.

4:20 -----

"I'm" low then rising up to the name...

"hear from Jessica Mickey", no music tease, no content.

Her volume is still too low. Music too loud... let the processor handle it. Crank her up.

Straight into spots with no format content. You've missed an important opportunity.

Forecast.. read the forecast... then back at the Martha and I routine and talked over the jingle when missing the tounge twister Mitsubishi word...

you tried to force in a reference to your wife being on the remote with you and totally destroyed an otherwise acceptable forecast.. It is fine to refer to your significant other in relation to a show prep function but NOT in acting like there is some reason for a listener to care.

4:36

lead in to :36 set was short and to the point. Once again Martha made it in... stop it dang it... I don't care who you're with.. neither does the listener...

music is still far too loud for Micky's traffic. You ran it without an intro this time, as we talked but she missed her cue... you were late in getting the promo to run on her cue FROM THE COMPUTER.

4:50

Opening... kicking off the 'official weekend' FRISKY FRIDAY??? What the hell is that?

Who promoted Frisky Friday? Who approved Frisky Friday? It sure wasn't me. In this

break you once again did not tease the next hour's music, you did not billboard the

kick off song, you did not tease content.

Weather forecast went through Sun...

'its party time'? what happened to the temp? And are you talking to 'folks' or one person at a time. It sounds to me like you're still talking to a crowd who will never relate to a person yacking at them. You need to keep up the enthusiastic feeling to your voice (you've gotten that down well) but then you have to drop the dick jockeyisms and fake delivery. And you have to be much quicker on the equipment

ie: playing back a Traffic report in the phone computer HAS to occur like it would be live, not with the four second bed dead roll before it starts... when you do that (which you have each time) you wind up with an ended bed long before she stops talking

then the spots have to start IMMEDIATELY... not when you find the button... let's get the board work up to speed... now...

5:09

Getting really REALLY sing song and almost drunk sounding...

Man.,... this break was bad... really bad.. opened with the station but did not close with the station, did not read the lines for this break... talking about the weekend and party time, not the content of the format guidelines and the entire rap was a sine wave, up and down and up and down...

5:21

finally giving the time and temp... teased the weather and the song... nice but Annnnnnnnd like a snake climbing a pole... introing Jessica Mickey... then NOTHING ... DEAD AIR for four seconds... got her on the air with the bed.. report ran short... but that's ok... started off well but fell apart when you got to Annnnnnnnnnd... no more elongated words Skip... knock it off.. you don't talk that way... why do you do it on the radio?... spots started properly after the traffic bed...

WEATHER FORECAST: starting well.. currrrrrrently... again.. elongated... but you got out of the forecast well with the temp.. at the jingle post...

5:35

OK it worked this time... you covered the format content and went to the traffic well... got out of it well ... still sing song but execution was there...

5:50

Up and down... up and down... "Happy weekend for you and yours?" teased weather then into traffic... volume was not up on her feed which was live this time... still far too low in volume... music volume is drowning her out...

let the processor work... talking over the phone LIVE ON THE AIR OVER A COMMERCIAL THANKING HER FOR DOING TRAFFIC... sloppy man.. very sloppy...

CAME BACK IN AFTER THE SET... NOT PERMITTED... PUSHING YOUR REMOTE

"SKIP.. SHOW ME THE PRIZES"... then you started the forecast jingle...

your job is to follow the format, not make it up as you go along..

forecast was missing... in order to sign off... do the sign off BEFORE the set... do the forecast like it is a forecast...

COMMENTS:

You have a great deal to improve on. I did not critique your first day back on the air and you did improve in presentation on the air after our discussion this afternoon but you are just about now back to the SKIPPY we put a stop to before you went on medical leave... You seem to have two complete opposite delivery possibilities... what you did yesterday and what you did today... essentially the only difference I heard today from what you did before the changes were instituted was less talk today than before... yet in talking less you managed to say things not approved, include a non employee as a suspected draw for a remote, created a brand you are not authorized to use and you managed to break the format to fit what you did before.