

INDIANA CHRISTMAS  
MINI 2023

*It All Starts  
With A Song*





# ABOUT ME

- Worked in radio station since 1976
- **Currently** CEO of Virtual News Center
- **Worked in**
  - Knoxville                      Wilmington
  - South Bend                      San Antonio
  - Chattanooga                      Roanoke - Lynchburg
  - Appleton/Oshkosh Green Bay
- **Designed music formats for**
  - Contemporary Hit Radio (Top 40)      Country
  - Adult Contemporary (soft rock)
  - Classic Country      Smooth Jazz
  - Contemporary Christian
  - AND Christmas

# RADIO PROGRAMMING CONCEPTS CAN APPLY TO YOUR DISPLAY

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- Song selection



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- Song selection
- Song placement





# RADIO PROGRAMMING CONCEPTS CAN APPLY TO YOUR DISPLAY

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- Song selection
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- What is between the songs?



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- Song selection
- Song placement
- What is between the songs?
- Multiple songs in a sequence?



# RADIO PROGRAMMING CONCEPTS CAN APPLY TO YOUR DISPLAY

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- Song selection
- Song placement
- What is between the songs?
- Multiple songs in a sequence?
- A word on copyright



# SONG SELECTION

- Hits





# SONG SELECTION

- Hits
- Novelties



# SONG SELECTION

- Hits
- Novelties
- Theme nights



## SONG SELECTION

- Hits
- Novelties
- Theme nights
- Formatics

The background of the slide features a close-up, slightly blurred view of a sheet of music. Several staves with musical notes and clefs are visible, creating a sense of depth and artistic context. The lighting is soft, highlighting the texture of the paper and the ink of the notes.

## SONG SELECTION

- Hits
- Novelties
- Theme nights
- Formatics

The Goal Increase TSL



# SONG CODING

- All about balance

- Tempo

Slow

Medium Fast



# SONG CODING

- All about balance

- Tempo

Slow      Medium    Fast

- Gender

Male      Female    Group



# SONG CODING

- All about balance

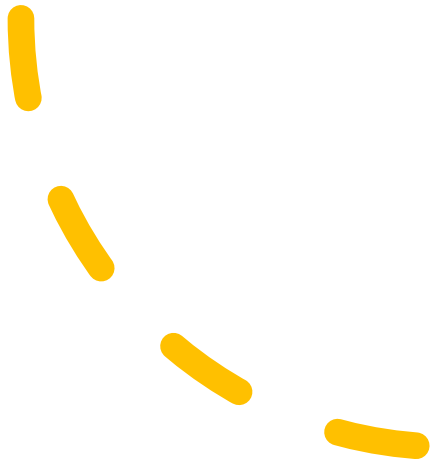
- Tempo                      Slow      Medium    Fast
- Gender                    Male     Female    Group
- Energy                    Low      Medium    Hot



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- Format                     Pop        Country    Oldies    Faith Based    Standards





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- Era                         About every ten years



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- Era                        About every ten years
- Mood                     Up      Down



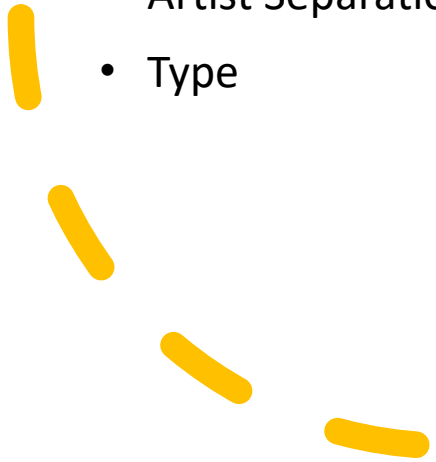
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- Artist Separation        What you want it to be



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- Type                         What you want it to be
- Theme                      Jesus      Santa      Love      Family

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- Style                        Country rock        Soft pop    Novelty

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- BPM                         120        150

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- BPM                        120        150
- Key                         C#        Db

# POTENTIAL SONG LIST FOR A SHOW

- Rockin' Around The Christmas Tree / Brenda Lee
- Jingle Bell Rock / Bobby Helms
- Christmas In Dixie / Alabama
- Light Of Christmas / Toby Mac & Owl City
- Wizards In Winter / TSO
- All I Want For Christmas Is You / Maria Carey
- The Elf Song / Crowder
- The Christmas Song / Nat King Cole
- White Winter Hymnal / Pentatonix
- Christmas Eve / Kelly Clarkson



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- **SORT BY**

- Tempo            Era
- Gender            Format
- Theme

# WE HAVE

# B A L A N C E

	<b>Tempo</b>	<b>Era</b>	<b>Format</b>	<b>Gender</b>	<b>Theme</b>
• <b>Wizards in Winter</b>	<b>555</b>	<b>2000s</b>	<b>Pop Rock</b>	<b>Inst</b>	<b>Santa</b>
• <b>Jingle Bell Rock</b>	<b>555</b>	<b>1960s</b>	<b>Oldies</b>	<b>Male</b>	<b>Santa</b>
• <b>All I Want For Christmas is You</b>	<b>355</b>	<b>1990s</b>	<b>Pop</b>	<b>Female</b>	<b>Love</b>
• <b>The Elf Song</b>	<b>333</b>	<b>2020s</b>	<b>Faith Based</b>	<b>Male</b>	<b>Santa</b>
• <b>Christmas Eve</b>	<b>555</b>	<b>2020s</b>	<b>Pop</b>	<b>Female</b>	<b>Family</b>
• <b>Christmas In Dixie</b>	<b>333</b>	<b>1980s</b>	<b>Country</b>	<b>Group/Male</b>	<b>Geography</b>
• <b>Rockin Around The Christmas Tree</b>	<b>555</b>	<b>1960s</b>	<b>Oldies</b>	<b>Female</b>	<b>Santa</b>
• <b>Light Of Christmas</b>	<b>555</b>	<b>2010s</b>	<b>Faith Based</b>	<b>Duet Male</b>	<b>Jesus</b>
• <b>The Christmas Song</b>	<b>111</b>	<b>1940s</b>	<b>Standards</b>	<b>Male</b>	<b>Family</b>

# WE HAVE

# B A L A N C E

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• <b>Jingle Bell Rock</b>	555	1960s	Oldies	Male	Santa
• <b>All I Want For Christmas is You</b>	355	1990s	Pop	Female	Love
• <b>The Elf Song</b>	333	2020s	Faith Based	Male	Santa
• <b>Christmas Eve</b>	555	2020s	Pop	Female	Family
• <b>Christmas In Dixie</b>	333	1980s	Country	Group/Male	Geography
• <b>Rockin Around The Christmas Tree</b>	555	1960s	Oldies	Female	Santa
• <b>Light Of Christmas</b>	555	2010s	Faith Based	Duet Male	Jesus
• <b>The Christmas Song</b>	111	1940s	Standards	Male	Family
• <b>*Did not play White Winter Hymnal because of lyric content</b>					



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• \*Did not play White Winter Hymnal because of lyric content

• TO YOUR EAR

- How does it flow?
- How does it sound?
- How does it sound from song nine to song one?

# BETWEEN THE SONGS



Welcome announcements

- Thank you

# BETWEEN THE SONGS



Welcome announcements

- Thank you
- Be nice, show respect to our neighbors

# BETWEEN THE SONGS



Welcome announcements

- Thank you
- Be nice, show respect to our neighbors
- Don't make me come out there.

# BETWEEN THE SONGS



Welcome announcements

- Thank you
- Be nice, show respect to our neighbors
- Don't make me come out there.
- Also, Drop Ins

# BETWEEN THE SONGS



## Welcome announcements

- Thank you
- Be nice, show respect to our neighbors
- Don't make me come out there.
- Also, Drop Ins



# HOW TO FIND DROP INS

- Your or your children's DVD collection
- Youtube\*
- Record Holiday specials, themed blocks on MeTV, and others\*
-

# HOW TO FIND DROP INS

- Your or your children's DVD collection
- Youtube\*
- Record Holiday specials, themed blocks on MeTV, and others\*
  - Cartoon audio works best



# HOW TO FIND DROP INS

- Your or your children's DVD collection
- Youtube\*
- Record Holiday specials, themed blocks on MeTV, and others\*
  - Cartoon audio works best
  - Less than 10 words

# HOW TO FIND DROP INS

- Your or your children's DVD collection
- Youtube\*
- Record Holiday specials, themed blocks on MeTV, and others\*
  - Cartoon audio works best
  - Less than 10 words
  - Audio is dry

# HOW TO HARVEST WHAT YOU COLLECT

- Record & Edit in Audacity

# HOW TO HARVEST WHAT YOU COLLECT

- Record & Edit in Audacity
- Normalize audio



# HOW TO HARVEST WHAT YOU COLLECT

- Record & Edit in Audacity
- Normalize audio
- Use fade in and fade out where needed

# HOW TO HARVEST WHAT YOU COLLECT

- Record & Edit in Audacity
- Normalize audio
- Use fade in and fade out where needed
- Listen, don't watch



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- Record & Edit in Audacity
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- Listen, don't watch
- Listen to the background

# HOW TO HARVEST WHAT YOU COLLECT

- Record & Edit in Audacity
- Normalize audio
- Use fade in and fade out where needed
- Listen, don't watch
- Listen to the background
- Can it be edited? Lurch?





## SOMETHING ELSE TO CONSIDER WITH YOUR SHOW

---

- What time do you start your show?
- Consider staggered start times





## SOMETHING ELSE TO CONSIDER WITH YOUR SHOW

---

- What time do you start your show?
- Consider staggered start times
- **Two songs in a sequence**
- Pros





## SOMETHING ELSE TO CONSIDER WITH YOURSHOW

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- What time do you start your show?
- Consider staggered start times
- **Two songs in a sequence**
- Pros
- Cons







# A WORD ON COPYRIGHT\*

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- Disclaimer

- Fine Print

**?s**

