

DON MARTIN SCHOOL OF RADIO AND TELEVISION ARTS AND SCIENCES

OPERATIONS DEVELOPMENT

Problem 3b

OBJECT: To present a ten minute segment of broadcasting, including a three minute newscast and a seven minute record show.

INSTRUCTIONS: Obtain from the newsroom, 1½ minutes of Int'l and/or Nat'l and local news, thirty seconds of sports and/or weather.

Select three records one of which must be an instrumental.

Select two transcribed commercial announcements on two SEPARATE discs.

Prepare a 10-15 second news opening and a 10-15 second news closing.

Use "dead roll" on third record to facilitate ending on time.

Do not introduce first record. Go directly from the newscast into the first record and back announce it.

NOTES: This ten minute problem is intended to be a part of a ~~fifty minute~~ continuous segment of broadcasting. Each must take over the controls from the previous student while the final ET is playing. THERE MUST BE NO DEAD AIR!!! Take a ten minute break at ten minutes before the hour and start again.

WATCH THE CLOCK!!!!!!!

WATCH THE LEVELS!!!!!!!

DO NOT HAVE DEAD AIR!!!

ANNCR: Begin newscast

ETSA: Insert between local and sports and/or weather news

ANNCR: Sports and/or weather and close

MUSIC: First selection...complete...then back announce

ANNCR: It's (time) AND STILL TIME TO WATCH THE BONANZA FUNJET TO LAS VEGAS. SEVEN TIMES EACH DAY YOU CAN "JET AWAY" TO LAS VEGAS ON BONANZA. LEAVE AT SIX THIRTY-FIVE, NINE O FIVE, TWELVE FIFTEEN, TWO FORTY-FIVE, FOUR FIFTEEN, FIVE THIRTY OR EIGHT THIRTY. TRAVEL ON LUXURIOUS BONANZA AIR LINES NEW DC NINES. CONTINUE ON TO RENO OR EVEN GRAND CANYON IF YOU LIKE. CALL BONANZA OR YOUR TRAVEL AGENT AND "JET AWAY" FROM IT ALL. FLY BONANZA AIR LINES TO LAS VEGAS. (introduce second selection)

MUSIC: Second selection complete

ANNCR: I GUESS JUST ABOUT EVERY SAVINGS AND LOAN ASSOCIATION SAYS YOUR MONEY IS SAFE WITH THEM. WELL, AT ALLSTATE SAVINGS, SAFETY IS FIRST. NOT ONLY ARE YOUR SAVINGS INSURED TO FIFTEEN THOUSAND DOLLARS; WE PAY A FIRM OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS TO DOUBLE-CHECK OUR OWN BOOKKEEPERS. AND, TO CHECK THEM, WE HAVE ROUTINE CHECKS BY BOTH STATE AND FEDERAL EXAMINERS. OUR RECORDS GET A LITTLE DOG-EARED, BUT, WE FIGURE WE CAN'T BE TOO CAREFUL WITH YOUR MONEY AND OUR GOOD NAME. YOUR IN GOOD HANDS WITH ALLSTATE SAVINGS AND LOAN ASSOCIATION. ALLSTATE SAVINGS - 5077 LANKERSHIM BOULEVARD, NORTH HOLLYWOOD. (introduce third selection which has been dead rolling)

MUSIC: Third selection...complete...make exit before conclusion

ANNCR: Station identification

ETSA: Thirty seconds and out

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Select two transcribed commercial announcements on two SEPARATE discs.

Prepare a 10-15 second news opening and a 10-15 second news closing.

Use "dead roll" on third record to facilitate ending on time.

Do not introduce first record. Go directly from the newscast into the first record and back announce it.

NOTES: This ten minute problem is intended to be a part of a fifty minute continuous segment of broadcasting. Each must take over the controls from the previous student while the final ET is playing. THERE MUST BE NO DEAD AIR!!! Take a ten minute break at ten minutes before the hour and start again.

WATCH THE CLOCK!!!!!!!!!!

WATCH THE LEVELS!!!!!!!!!!

DO NOT HAVE DEAD AIR!!!

ANNCR: Begin newscast

ETSA: Insert between local and sports and/or weather news

ANNCR: Sports and/or weather and close

MUSIC: First selection...complete...then back announce

ANNCR: It's (time) AND STILL TIME TO WATCH THE BONANZA FUNJET TO LAS VEGAS. SEVEN TIMES EACH DAY YOU CAN "JET AWAY" TO LAS VEGAS ON BONANZA. LEAVE AT SIX THIRTY-FIVE, NINE O FIVE, TWELVE FIFTEEN, TWO FORTY-FIVE, FOUR FIFTEEN, FIVE THIRTY OR EIGHT THIRTY. TRAVEL ON LUXURIOUS BONANZA AIR LINES NEW DC NINES. CONTINUE ON TO RENO OR EVEN GRAND CANYON IF YOU LIKE. CALL BONANZA OR YOUR TRAVEL AGENT AND "JET AWAY" FROM IT ALL. FLY BONANZA AIR LINES TO LAS VEGAS. (introduce second selection)

MUSIC: Second selection...complete

ANNCR: I GUESS JUST ABOUT EVERY SAVINGS AND LOAN ASSOCIATION SAYS YOUR MONEY IS SAFE WITH THEM. WELL, AT ALLSTATE SAVINGS, SAFETY IS FIRST. NOT ONLY ARE YOUR SAVINGS INSURED TO FIFTEEN THOUSAND DOLLARS: WE PAY A FIRM OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS TO DOUBLE-CHECK OUR OWN BOOKKEEPERS. AND, TO CHECK THEM, WE HAVE ROUTINE CHECKS BY BOTH STATE AND FEDERAL EXAMINERS. OUR RECORDS GET A LITTLE DOG-EARED, BUT, WE FIGURE WE CAN'T BE TOO CAREFUL WHEN YOUR MONEY DID OUR GOOD NAME. YOUR IN GOOD HANDS WITH ALLSTATE SAVINGS AND LOAN ASSOCIATION. ALLSTATE SAVINGS - 5077 LENOXSHIM BOULEVARD, NORTH HOLLYWOOD. (introduce third selection which has been dead rolling)

MUSIC: Third selection...complete...make exit before conclusion

ANNCR: Station identification

ETSA: Thirty seconds and out

~~PROPT~~ FMA L A 6

DON MARTIN SCHOOL OF RADIO AND TELEVISION ARTS AND SCIENCES

OPERATIONS DEVELOPMENT

Problem 3a

OBJECT: To present a ten minute segment of broadcasting including:
 News headlines, weather report, live
 announcements, transcribed announcements,
 recorded music, system cue, and I.D.

INSTRUCTIONS: Obtain from Newsroom: One Spot Summary, one
 weather forecast.

 Select two instrumental recorded selections.

 Select five different transcribed commercial
 announcements. Four 30 second and one 25
 second. Each spot on a separate disc. ***

NOTES: To be run as a continuous program ending at
 9:30 with system cue, followed by I.D. and
 transcribed commercial. Next student takes
 over controls during final ET spot.

WATCH THE CLOCK !!!

WATCH YOUR LEVELS !!

*** Five 30 sec ETs are O K if 25 sec ET is
not available.

ANNCR: FROM THE M.B.C. NEWSROOM, HERE ARE THE LATE NEWS HEADLINES, PRESENTED BY YOUR DODGE DEALERS OF SOUTHERN CALIFORNIA. SEE YOUR DODGE DEALER AND JOIN THE DODGE REBELLION.

(insert one minute news headlines)

ANNCR: HEAR THE NEWS HEADLINES EVERY HOUR ON THE HOUR PRESENTED BY YOUR SOUTHERN CALIFORNIA DODGE DEALERS. DRIVE YOURSELF HAPPY. YOU MAY BE DODGE MATERIAL. (your name) A.G. REPORTING FOR M.B.C. NEWS.

ETSA: (30 sec. ET spot for: 30 Oct. ET)

ANNCR: IT'S (time) AND STILL TIME TO CATCH THE NEXT BONANZA FUNJET TO LAS VEGAS. SEVEN TIMES, EACH DAY YOU CAN "JET AWAY" TO LAS VEGAS ON BONANZA. THESE ARE MORNING FLIGHTS, AFTERNOON FLIGHTS AND EVENING FLIGHTS, TOO. TRAVEL ON LUXURIOUS BONANZA D.C. NINES. CONTINUE, ON, TO RENO OR EVEN GRAND CANYON, IF YOU LIKE. CALL BONANZA OR YOUR TRAVEL AGENT, AND "JET AWAY" FROM IT ALL. FLY BONANZA AIRLINES TO LAS VEGAS.

ANNCR: CREAM OF WHEAT PRESENTS THE WEATHER FORECAST. START THE DAY RIGHT WITH A QUICK ENERGY BREAKFAST OF DELICIOUS, NUTRITIOUS CREAM OF WHEAT. NOW, HERE IS TODAY'S WEATHER FORECAST.

(insert one minute weather forecast)

ANNCR: THAT'S THE CREAM OF WHEAT WEATHER FORECAST, PRESENTED TEN TIMES DAILY ON (call letters only). TRY CREAM OF WHEAT FOR THAT QUICK ENERGY BREAKFAST.

ETSA: (30 sec. ET spot for: 30 - Feb. E.T.)

- put Record

RECORD: (1st record...establish for a few seconds, then fade for:)

ANNCR: *STARTING THEN* MUSIC TIME AGAIN, AND HERE IS (artist's name)

RECORD Up full to conclusion

ETSA: (30 sec. ET spot for: 30-sec. E.T.)

ANNCR: (2nd record artist) ENTERTAINS RIGHT AFTER THIS.

ETSA: (30 sec. ET spot for: 30-sec. E.T.)

RECORD: (2nd record...play up to 9 minutes, then fade for:)

ANNCR: (Ad Lib - close with your name or name of show.)

A.G. SAYING, GOOD DAY, AND DRIVE CAREFULLY!

RECORD: (Up full to 9:25, then fade out for:)

ANNCR: *DO* THIS IS M.B.C.....THE MARTIN BROADCASTING COMPANY

9:30: (Station Identification - call letters and location) *THIS IS WOLF FITCHBURG, MASS*

ETSA: (25 sec. ET spot for: 25 sec. E.T.)

Total time: 10 minutes exactly. Next student takes over controls during last 25 second announcement.

DON MARTIN SCHOOL OF RADIO AND TELEVISION ARTS AND SCIENCES
OPERATIONS DEVELOPMENT

Problem 2b

OBJECT: To present a five minute segment of broadcasting, including recorded music, live announcements, station identification and recorded commercial announcements.

This problem will utilize precise timing and "dead roll" to facilitate ending exactly on time.

INSTRUCTIONS: This is a TWO man operation.

Board Man: Select an instrumental theme. It should have a definite ending as opposed to a fade. It will be used for the closing theme and should be re-cued after use as the opening theme.

Select a "Tune of the Day". This may be a vocal or an instrumental and should be approximately two minutes and thirty seconds in length.

Select 2 transcribed commercial announcements, one thirty seconds in length, the other sixty seconds.

BE PREPARED!!! Look ahead!!! Work smoothly!!!

Announcer: Have rehearsed and be prepared to present the live commercial announcements on the following pages.

BE PREPARED!!!!

NOTES: This problem will be run exactly as problems 2 and 2a with the exception that the closing theme can not be faded out. It must come to a close at 4:25 and the program must end at 5:00. This will be effected by the use of "back timing" and "dead roll". In back timing you must first determine EXACTLY how long your theme music runs and start it when there is that amount of time left to 4:25. Regardless of whatever is happening at the time. i.e. The "Tune of the Day" is still playing or the announcer is still doing a commercial. The theme is begun with the "pot" turned down and "dead rolled" until the announcer has finished at which time the engineer will bring the theme up to proper broadcast level and let it run out. He then signals the announcer for the station ID.

WATCH THE CLOCK!!!!

WATCH YOUR LEVELS!!!

USE HAND SIGNALS/!!!

Engineer: Establish theme ~~briefly~~, fade under, ~~then~~ segue to ET

ANNOUNCER: Here it is, number one, "The Tune of the Day", chosen by ~~your postcards~~ and telephone calls. Your pick to be number one brought to you by (sponsor) and today you've picked (artists name and record title). We'll hear it in just sixty seconds.....but first.....

Engineer: Segue from theme to ET

ANNOUNCER: Now here's the tune of the day!

Engineer: Tune of the day.....complete.

ANNOUNCER: We'll be ~~back tomorrow~~ with another recorded favorite, presented by another favorite of yours (sponsor). Be listening won't you, and hear the tune as timely as tomorrow....."The Tune of the Day".

Engineer: Theme up to close

ANNOUNCER: Station identification

Engineer: Thirty second transcribed commercial announcement

DON MARTIN SCHOOL OF RADIO AND TELEVISION ARTS AND SCIENCES
OPERATIONS DEVELOPMENT

Problem Two

OBJECT: To present a five minute segment of broadcasting, including recorded music, live announcements, station identification, and transcribed commercial.

INSTRUCTIONS: This is a TWO man operation.

Board Man: Select an instrumental theme. It should be bright and pleasant. It must be re-cued to the beginning for use at the close of program. Select a "Chart-topper". This may be a vocal or instrumental and should be approximately two minutes and ten seconds long. Select a thirty-second transcribed commercial announcement.
BE PREPARED!!! Look ahead - work smoothly

Announcer: Have rehearsed and be prepared to present the live commercial announcements on the following pages.
BE PREPARED!!! The listener hears you, not the engineer.

NOTES: Remember this is a two man operation; if one of you sounds sloppy, you both sound sloppy. Preparation.

Watch the voice and music balance. When speaking over music, begin announcing at the TOP of the fade.

Final theme must be out by 4:26 approx. You may use a slow fade beginning at approximately 4:23.

NO music behind Station Identification.

Station ID consists of call letters and location. All other comments are superfluous.

DO NOT slap the mike switch. Handle it gently.

WATCH THE CLOCK!!!

WATCH YOUR LEVELS!!!

USE HAND SIGNALS!!!

(Opening)

Engineer: Establish theme for approx. 15 seconds, then under.....

ANNOUNCER: Good morning and welcome to "The Record Rack", that bright spot in your day brought to you by Melody City, the world's largest department store of entertainment.

Engineer: Theme out

ANNOUNCER: That's more than just a slogan friends, it's a fact! Melody City has the largest selection of TV's, radios, stereos, musical instruments, records, and pre-recorded tapes. Whatever you want in home entertainment, you'll find more from which to choose at Melody City. And to help you choose, Melody City sales people are the best in the business. They're all experts in their field.... able to answer your questions, and glad to help you. You'll enjoy shopping at Melody City....truly the world's largest department store of entertainment. (slight pause) Now here is Melody City's chart-topper on the Record Rack... (insert artist's name and record title)

Engineer: Chart-topper.....complete

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ANNOUNCER: Do you have a stereo tape cartridge player in your home or car? You'll enjoy it more when you buy safety sealed pre-recorded tapes at Melody City. The Melody City safety seal guarantees that each tape is fresh, dust free, and never before played. In Melody City's huge tape library you'll find more than ten thousand different tape cartridges, including four track, eight track and cassettes. Whatever you're looking for, you'll find it fast at Melody City, the world's largest department of entertainment

Engineer: Establish theme for approx. 15 seconds, then under.....

ANNOUNCER: You've been listening to "The Record Rack" brought to you by Melody City of Southern California. This is (your name) inviting you back for tomorrow's chart-topper.....from the "Record Rack".

Engineer: Theme up to 4:23 (approx.) and fade out

ANNOUNCER: Station Identification (out by 4:30) WJLF Hitchbury MASS

Engineer: Transcribed commercial announcement to 5:00 exactly

DON MARTIN SCHOOL OF RADIO AND TELEVISION ARTS AND SCIENCES

OPERATIONS DEVELOPMENT

Problem 3b

OBJECT: To present a ten minute segment of broadcasting, including a three minute newscast and a seven minute record show.

INSTRUCTIONS: Obtain from the newsroom, 1½ minutes of Int'l and/or Nat'l and local news, thirty seconds of sports and/or weather.

Select three records one of which must be an instrumental.

Select two transcribed commercial announcements on two SEPARATE discs.

Prepare a 10-15 second news opening and a 10-15 second news closing.

Use "dead roll" on third record to facilitate ending on time.

Do not introduce first record. Go directly from the newscast into the first record and back announce it.

NOTES: This ten minute problem is intended to be a part of a fifty minute continuous segment of broadcasting. Each must take over the controls from the previous student while the final ET is playing. THERE MUST BE NO DEAD AIR!!! Take a ten minute break at ten minutes before the hour and start again.

WATCH THE CLOCK!!!!!!!!!!

WATCH THE LEVELS!!!!!!!!!!

DO NOT HAVE DEAD AIR!!!

- ANNCR: Begin newscast
- ETSA: Insert between local and sports and/or weather news
- ANNCR: Sports and/or weather and close
- MUSIC: First selection...complete...then back announce
- ANNCR: It's (time) AND STILL TIME TO CATCH THE BONANZA FUNJET TO LAS VEGAS. SEVEN TIMES EACH DAY YOU CAN "JET AWAY" TO LAS VEGAS ON BONANZA. LEAVE AT SIX THIRTY-FIVE, NINE O FIVE, TWELVE FIFTEEN, TWO FORTY-FIVE, FOUR FIFTEEN, FIVE THIRTY OR EIGHT THIRTY. TRAVEL ON LUXURIOUS BONANZA AIR LINES NEW DC NINES. CONTINUE ON TO RENO OR EVEN GRAND CANYON IF YOU LIKE. CALL BONANZA OR YOUR TRAVEL AGENT AND "JET AWAY" FROM IT ALL. FLY BONANZA AIR LINES TO LAS VEGAS. (introduce second selection)
- MUSIC: Second selection complete
- ANNCR: I GUESS JUST ABOUT EVERY SAVING AND LOAN ASSOCIATION SAYS YOUR MONEY IS SAFE WITH THEM. WELL, AT ALLSTATE SAVINGS, SAFETY IS FIRST. NOT ONLY ARE YOUR SAVINGS INSURED TO FIFTEEN THOUSAND DOLLARS; WE PAY A FIRM OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS TO DOUBLE-CHECK OUR OWN BOOKKEEPERS. AND, TO CHECK THEM, WE HAVE ROUTINE CHECKS BY BOTH STATE AND FEDERAL EXAMINERS. OUR RECORDS GET A LITTLE DOG-EARED, BUT, WE FIGURE WE CAN'T BE TOO CAREFUL WITH YOUR MONEY AND OUR GOOD NAME. YOUR IN GOOD HANDS WITH ALLSTATE SAVINGS AND LOAN ASSOCIATION. ALLSTATE SAVINGS - 5077 LENNERSHIM BOULEVARD, NORTH HOLLYWOOD. (introduce third selection which has been dead rolling)
- MUSIC: Third selection...complete...make exit before conclusion
- ANNCR: THIS IS AMERICAN SAVING 6000
WORK FITCHBURG MASS.
- ETSA: Thirty seconds and out

A. G.

DON MARTIN SCHOOL OF RADIO AND TELEVISION ARTS AND SCIENCES

OPERATIONS DEVELOPMENT

Problem 3

OBJECT: To present a five minute segment of broadcasting, including recorded music, live announcements, station identification and transcribed commercial. This is your first solo problem. You will work as a combo man.

INSTRUCTIONS: Select a theme. This is an instrumental selection. It should be bright and pleasant. Do not use a vocal selection or vocal group. It must be re-cued to the beginning of the selection, for use at the closing of the program.

Select a "chart-topper". This may be a vocal selection, vocal group, or an instrumental. It should be approximately two minutes ten seconds long.

Select a transcribed commercial announcement. This should be approximately thirty seconds long.

NOTES: Watch balance between voice and music. When speaking over music, begin announcing at the top of the fade.

Final theme music must be out by 4:26 approx. (A slow 3 second fade may begin at 4:23.)

No music behind station identification.

Identification must include call letters and location. Other comments are superfluous.

Do not slap your mike switch. Handle gently.

WATCH THE CLOCK !!!

WATCH YOUR LEVELS !!!

THIS IS A ONE MAN OPERATION !!!!!

(Opening)

THEME: Establish for approximately 15 seconds, then under.....

ANNOUNCER: GOOD MORNING, WELCOME TO THE ^{A.G.} (your name) PROGRAM, WHERE YOU HEAR THE "TOPS IN POPS" AND THE "BEST SOUNDS IN TOWN" BROUGHT TO YOU EVERY DAY AT THIS TIME BY SAV-ON DRUGSTORES. EVERY DAY'S A SPECIAL DAY AT SAV-ON.

(Theme out)

IT'S (time) AND ⁴⁵ (temp) OUTSIDE, AND TIME FOR SAV-ON'S BARGAIN OF THE DAY.

ONLY AT SAV-ON

ONLY TODAY

ONLY ONE DOLLAR FOR THREE DECKS OF BICYCLE PLAYING CARDS. SAV-ON'S PLAYING THE GAME YOUR WAY, TO GIVE YOU A PAT HAND ON GREATER SAVINGS ON THIS RADIO BARGAIN! FORMERLY 63 CENTS A DECK - NOW JUST THREE FOR A DOLLAR; WHATEVER YOUR GAME -- BRIDGE, POKER OR PINOCHLE. AND YOU CAN BET ON THIS -- SAV-ON KEEPS THE STAKES LOWER ON EVERY BARGAIN EVERY DAY. TODAY, THREE DECKS OF BICYCLE PLAYING CARDS -- ONLY ONE DOLLAR! DEAL YOURSELF IN ON A GOOD THING.... SHOP AT YOUR NEIGHBORLY SAV-ON DRUG STORE FOR THE BIGGEST SAVINGS, SEVEN DAYS A WEEK. (slight pause) NOW, HERE'S THE BIG ONE FOR TODAY artists name & record title)

MUSIC: complete

(Closing)

ANNOUNCER: EVERYBODY SHOPS.....EVERYBODY SAVES...SEVEN DAYS A WEEK AT SAV-ON DRUG STORES. SAVE ON THE LOWEST EVERYDAY PRICES IN TOWN. FABULOUS SPECIALS LIKE THESE....MAJOR LABEL LONG PLAY ALBUMS, JUST 99 CENTS EACH....TOP RECORDING ARTISTS...LONDON....REPRISE....RCA....MERCURY...WARNER....ROULETTE....SMASH....AUDIO FIDELITY....JUST 99 CENTS EACH NOW AT SAV-ON DRUGSTORES. YOU'D EXPECT TO PAY 3.98...4.98...or 5.98. BUT NOW JUST 99 CENTS AT SAV-ON. REMEMBER EVERY DAY'S A SPECIAL DAY AT SAV-ON DRUG STORES.

THEME: Establish for approximately 15 seconds, then under....

ANNOUNCER: YOU'VE BEEN LISTENING TO THE (your name) PROGRAM, BROUGHT TO YOU BY SAV-ON DRUGSTORES. BE LISTENING TOMORROW WHEN I'LL BE BACK WITH THE "TOPS IN POPS" AND THE "BEST SOUNDS IN TOWN".

THEME: Up to 4:23 approx. and fade out....

ANNOUNCER: STATION IDENTIFICATION WJLF

1380 7 15 - 89426 MASS.

ETSA: Thirty seconds to 5:00 exactly

E.T.

DON MARTIN SCHOOL OF RADIO AND TELEVISION ARTS AND SCIENCES

OPERATIONS DEVELOPMENT

Problem One

- OBJECT:** To practice the fundamentals of the radio segue. To smoothly make a transition from music to a transcribed commercial announcement back to music.
- INSTRUCTIONS:** Have a record and a transcribed commercial announcement cued up before beginning. Start either the record or the ET and bring it up to the proper broadcast level; 85% to 100% peak. When the record or ET has ended, turn on the second turntable, turn up the second "pot", turn down the first "pot", and turn off the first turntable. If there is no "dead air" during the transition, and you have not overlapped the two, you have made a successful segue. Remove the record or ET from the first turntable and cue up another, and you will be ready to continue.
- Notes:** Watch the balance between the record and the ET. All recordings are not made at the same level.
- Do not cross fade and do not allow the recordings to overlap each other. If the record has a slow fade at the end it would be better to allow the ET to come in just slightly before end of the fade, than to let it fade out completely.
- Do not hit the switches hard. It does not make the record come on any faster. Handle the switches gently.
- Turn the "pots" down gently.
- Remember, there is a sequence to the operation. If you start on the left side, when you are ready to segue, you will start from the right. i.e. Right switch on, right "pot" up, left "pot" down, left switch off. It moves right across the board.



5 MIN



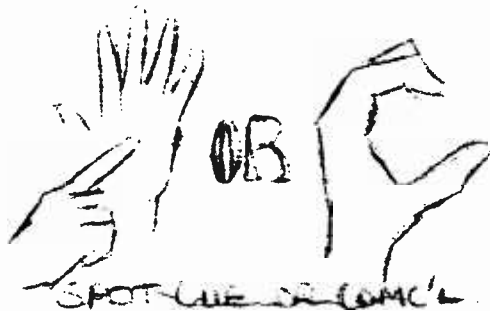
1 MIN



1/2 MIN



15 SEC



SPOT CUE OR COMIC'S



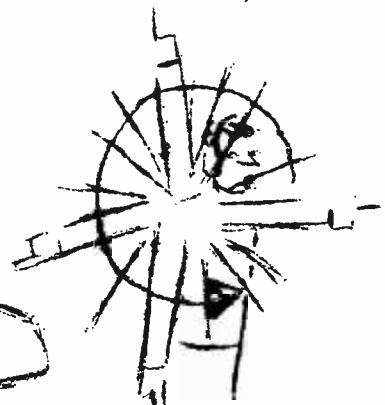
SPEED-UP



STRETCH



CUT



WIND-UP



ON TIME



STAND-BY



CUE

DON MARTIN SCHOOL OF RADIO AND TELEVISION ARTS AND SCIENCES

OPERATIONS DEVELOPMENT

Problem Two

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INSTRUCTIONS: This is a TWO man operation.

Board Man: Select an instrumental theme. It should be bright and pleasant. It must be re-cued to the beginning for use at the close of program. Select a "Chart-topper". This may be a vocal or instrumental and should be approximately two minutes and ten seconds long. Select a thirty-second transcribed commercial announcement.
BE PREPARED!!! Look ahead - work smoothly

Announcer: Have rehearsed and be prepared to present the live commercial announcements on the following pages.
BE PREPARED!!! The listener hears you, not the engineer.

NOTES: Remember this is a two man operation; if one of you sounds sloppy, you both sound sloppy. Preparation.

Watch the voice and music balance. When speaking over music, begin announcing at the TOF of the fade.

Final theme must be out by 4:26 approx. You may use a slow fade beginning at approximately 4:23.

NO music behind Station Identification.

Station ID consists of call letters and location. All other comments are superfluous.

DO NOT slap the mike switch. Handle it gently.

WATCH THE CLOCK!!!

WATCH YOUR LEVELS!!!

USE HAND SIGNALS!!!

(Opening)

Engineer: Establish theme for approx. 15 seconds, then under.....

ANNOUNCER: Good morning and welcome to "The Record Rack", that bright spot in your day brought to you by Melody City, the world's largest department store of entertainment.

Engineer: Theme out

ANNOUNCER: That's more than just a slogan friends, it's a fact! Melody City has the largest selection of TV's, radios, stereos, musical instruments, records, and pre-recorded tapes. Whatever you want in home entertainment, you'll find more from which to choose at Melody City. And to help you choose, Melody City sales people are the best in the business. They're all experts in their field.... able to answer your questions, and glad to help you. You'll enjoy shopping at Melody City....truly the world's largest department store of entertainment. (slight pause) Now here is Melody City's chart-topper on the Record Rack... (insert artist's name and record title)

Engineer: Chart-topper.....complete

*why did you cry
Foundations*

(. . .)

ANNOUNCER: Do you have a stereo tape cartridge player in your home or car? You'll enjoy it more when you buy safety sealed pre-recorded tapes at Melody City. The Melody City safety seal guarantees that each tape is fresh, dust free, and never before played. In Melody City's huge tape library you'll find more than ten thousand different tape cartridges, including four track, eight track and cassettes. Whatever you're looking for, you'll find it fast at Melody City, the world's largest department of entertainment

Engineer: Establish theme for approx. 15 seconds, then under.....

ANNOUNCER: You've been listening to "The Record Rack" brought to you by Melody City of Southern California. This is (your name) inviting you back for tomorrow's chart-topper.....from the "Record Rack".

Engineer: Theme up to 4:23 (approx.) and fade out

ANNOUNCER: Station Identification (out by 4:30)

Engineer: Transcribed commercial announcement to 5:00 exactly

INTRODUCTION

What is news? News is that which is current, in the world, the nation or the community. It is fact, reported as such, or the quotation of statements.

Commentary, is different. Commentary is a discussion of the news in the light of the commentators beliefs and ideas. It is slanted and directed toward a desired impression and end. The commentator is similar to a newspaper editorial writer. Commentators are NOT the same as newscasters.

Analysis is still another thing. It is an interpretation of news in the light of the past, present and future, in which the listener is shown what effects and ramifications the days news may have. The news analyst does NOT take sides.

WHERE DOES NEWS COME FROM?

Basically, news is gathered at its source by reporters. For local news, this means that a station may have a newsman who gathers local news, or that stories will be gathered from the local newspaper. This does not mean that items are clipped from the newspaper and read over the air. It means that the newspaper and the radio station cooperate in local news. NEVER TRY TO READ A NEWSPAPER ITEM OVER THE AIR. In supplementing local news, it is an excellent practice to contact local officials or others who are making news, and get from them a statement. For news that comes from outside, the immediate area of the station, other sources must be used. Such news is gathered by a reporter and sent to the news organization for which he works. This may be a newspaper, a news service or a syndicate. These news agencies send news to subscribers all over the world. In general, all radio stations and newspapers derive all but local news from these news agencies.

In your town, the local newspaper acts as reporter for the various news services for important stories from that area, so that in the case of big stories from that area, so that in the case of big stories, the news services are still a reliable source of news.

Among the most important news services in this country are: The Associated Press, and the United Press International News Service. In many foreign countries, the news services may be government owned, and thus, are merely a mouthpiece for their particular slant of the news.

Radio stations, then, get their news from one or more of the news agencies. (For instance, Our School uses the Associated Press). This news comes to them in the same manner as it does to the newspapers - by teletype. A Teletype machine is an electric typewriter which sends or receives whatever is typed at the source. The news teletype machines are ONLY receiving machines. The sending machines are located at various news centers.

In the past few years there has been a growing realization that the style of writing that is used by the wire services for their newspaper subscribers is not good for radio broadcasting, so several of the services have instituted what is called a "radio wire". This is the same news, but sent only to radio stations, and is written in radio style.

The following is an example straight from a news wire:

NEW YORK, MAR. 9. (AP) VALENTIN A GUBICHEV, RUSSIAN ENGINEER, WAS SENTENCED TO 15 YEARS IN PRISON TODAY FOR ATTEMPTING TO OBTAIN UNITED STATES DEFENCE SECRETS FROM GOVERNMENT GIRL JUDITH COPLAN, BUT THE SENTENCE WILL BE SUSPENDED ON THE DAY HE IS DEPORTED FROM THE UNITED STATES. MISS COPLAN WAS ORDERED TO SPEND 15 YEARS IN FEDERAL PRISON AS A TRAITOR TO HER COUNTRY.

Now, here is how the same item comes over a radio wire:

AP 75

COPLAN-GUBITCHEV

NEW YORK - JUDITH COPLAN WAS SENTENCED TO 15 YEARS IN JAIL TODAY FOR PLOTTING TO SPY FOR SOVIET RUSSIA. VALENTIN GUBITCHEV RECEIVED A 15 YEARS SUSPENDED SENTENCE AND WAS ORDERED DEPORTED TO RUSSIA WITHIN TWO WEEKS.

It is important to have some idea of the code symbols used on the teletype. The examples given are from the Associated Press, since that is probably used on more stations than any other at the present time.

Summaries and separate stories are identified by a number which precedes it. For example:

AP81

SECOND 15 MIN SUMMARY

These numbers start from "one" at midnight, and continue till the next midnight. These numbers may be followed by a code symbol. These show the origin of the item, if it is sent from anywhere other than New York. If the number reads AP 82FX, for example, it was sent by an operator in San Francisco. Other origin points are CX, (Chicago), SE (Seattle), and PD, (Portland). The stories within the summary or feature are not separately numbered, but are identified with a one or two word description of the subject or identified with a one or two word description of the subject for identification. For example:

(REPUBLICANS)

STRATEGY LEADERS IN THE REPUBLICAN CAMP ARE SAID TO BE ----- etc.

Corrections and additions refer to the number, paragraph and line.
For example:

AP 125

C O R R E C T I O N

IN AP 92, BEHIND THE WORLD NEWS, FIFTH GRAF, MAKE IT READ "XXX HEADED
BY ROBERT G. MENZIES, A TALL, DIGNIFIED ATTORNEY WHO SERVED AS PRIME MINISTER,"
(DELETING REFERENCE TO "FORMER RAILROAD ENGINEER")

OR:

AF 126

SPORTS

ADD TO BUDDY YOUNG SECTION OF SPORT WHIRL (AF115)

LATER TODAY BELL REFUSED TO GIVE PERMISSION TO THE BULLDOGS -----etc.

At the end of each individual story, or summary or feature, you will find
a series of letters and numbers. These are of great value in determining
how late a story you have. For example:

JP144PPS10 means that the story was sent by JP (The operator's initials)
and cleared the wire (ended) at 1:44 PM Pacific Standard Time on the tenth
of the month.

Here is another example:

K914AES 14

Translated, this means that the operator was K, and the story cleared
at 9:14 AM Eastern Standard Time on the fourteenth.

The wire services offer many varied types of material. News is the one
with which you will be most concerned, but you should be familiar with
the others if for no other reason than to prevent you from reading a women's
feature as an item on a newscast. Following is a copy of the Associated Press
Radio wire operations timetable:

ASSOCIATED PRESS RADIO
Western Division Operations Timetable
News Summaries, Telescripts
Special Features

For the fall and winter period, effective Sunday, April 16, 1961. Clearance time is Pacific Standard. Times mentioned indicate when specific matter is due to be completed on the circuit. The sending points are FX-San Francisco, NY-New York, CX-Chicago, SE-Seattle, and PD-Portland,

AM (PST)		(Filing Point)
12M-5:15	Listen Ladies	FX
	Stars on the Horizon	FX
	Before the Camera (Sat. only)	FX
	Western Farm Fair	FX
	Western Sportsman	RX
	To Market, To Market	FX
	Between the Lines	FX
	In the Background (Except Sat.)	FX
	Western Sports Special	FX
2:30	Five Minute Summary	FX
3:30	First Fifteen Minute Summary	FX
3:45	Completion of Fifteen Minute Summary With regional news	FX
4:30	Five Minute Summary	FX
5:30-5:50	Regional News	FX
6:30	Five Minute Summary	PD-SE-FX
7:00	Jig-Saw news	NY
8:00	Second Fifteen Minute Summary	NY
8:00-8:15	Completion of Fifteen Minute Summary	PD-SE-FX
8:30	Five Minute Summary	NY
9:00	Morning Farm Prices (Sat. Excepted)	CX
9:30-9:50	Regional News	PD-SE-FX
10:10	Behind the World News	NY
10:30	Five Minute Summary	NY
10:30-10:45	Regional News of California	FX
11:30	Five Minute Summary	NY
11:30012N	Regional News	PB-SE-FX
PM(PST)		
12:30	Five Minute Summary	NY
12:45	Market Summary	NY
1:30	Third Fifteen Minute Summary	NY
1:30-1:45	Completion of Fifteen Minute Summary with Regional News	PD-SE-FX
2:30	Five Minute Summary	NY
2:45	Western Sports Whirl (Except Sat.) (during Baseball Season)	FX
2:50	Sports Oddity and Laugh	FX
2:55	Today in History (Advance)	FX
2:10	The West Today (Except Sat.)	FX
3:30-3:45	Regional News	PD-SE-FX

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ANNOUNCING
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Page 5

5:30	Five Minute Summary	NY
5:45	Fourth Fifteen Minute Summary	NY
5:45-6:05	Completion of Fifteen Minute Summary with regional news	PD-SE-FX
6:30	Five Minute news Summary	NY
7:30	Fifth Fifteen Minute Summary	NY
7:30-7:45	Completion of Fifteen Minute Summary with regional news	SE-FX
8:30	Five Minute Summary	NY
8:45	Flashes of Life	NY
9:15	Sixth Fifteen Minute Summary	FX
9:15-9:30	Completion of Fifteen Minute Summary with regional news	HD-SE-FX
10:00	Sideshow (Except Sat.)	FX
10:30	Five Minute Summary	FX
11:30	Five Minute Summary	FX
12M	Women Today	FX

(Note: Weekday telecripts are transmitted for use Monday through Saturday except as otherwise noted. Special Telecripts for use on Sundays are transmitted during the late hours Saturday night and the early hours of Sunday. Spot summaries by the three-quarter hour.)

WESTERN DIVISION
SUNDAY OPERATIONS TIMETABLE
OF TELESCRIPTS AND SUMMARIES
(Clearance Time is Pacific Standard)

AM (PST)		
12M-7:30A	It happened During the Week	NY
	Preview of Tommorrow	NY
	Sports Special	NY
	Religious News	NY
	Washington Inside Out	NY
	Your Money	NY
1:30	Five Minute Summary	NY
3:30	Five Minute Summary	NY
5:00	First Fifteen Minute Summary	NY
8:15	Second Fifteen Minute Summary	NY
8:40	Five Minute Summary	NY
9:30	The Week's Big Event in History	NY
10:30	Five Minute Summary	NY
11:30	Sunday Morning Quarterback (Football Season)	NY
FM		
1:30	Third Fifteen Minute Summary	NY
2:30	Five Minute Summary	NY
3:30	Five Minute Summary	NY
4:00-4:15	Regional News	FX
5:00	Fourth Fifteen Minute Summary	NY
5:00-5:30	Regional News	SE-FX
7:30	Fifth Fifteen Minute Summary	NY
8:00	Sideshow	NY

8:30	Five Minute Summary	NY
9:15	Sixth Fifteen Minute Summary	FX
9:15-9:30	Completion of Fifteen Minute Summary with regional news	SE-FX
10:00	Flashes of Life	FX
10:30	Five Minute Summary	FX
11:30	Five Minute Summary	FX
12M	Women Today	FX

Associated Press Radio
234 Chronicle Bldg.
San Francisco, Calif.
Phone: Douglas 2-6575

Chief of Bureau: Harold Turnblad
Radio News Editor: Joseph Figney

HOW IS A NEWSCAST PREPARED?

First of all, there are some programming considerations which will determine station policy on their various newscasts. The policy will be set for you, and you will be expected to follow it. Here are some of the things that are taken into consideration: the area in which the station operates - whether it is rural or urban; and the types of industry or business in the area; the time of the newscast; the audience for which it is given, men, women or family; and competition of the programs on competing stations.

Now to the actual building of newscasts. In pulling news off the wire, the first thing to remember is to check it. Material on the teletype sending machines are human, and are just as prone to make errors as you and I. Errors may be in meaning, spelling, grammar or in facts. This human tendency to make errors is exaggerated by the fact that these men are rewriting as they type. They read the material from a newspaper wire, and rewrite it as they type it into radio phrases. If there is any doubt as to the accuracy of the story, CHECK. If there is an unfamiliar word, CHECK. If the sentence structure seems strange, CHECK. If there is any question about the item in any way, CHECK!

Now, here is where to check and what to check: Accuracy of the story: Check earlier or later items on the same subject; check other news wires if your station has any. Call the local newspaper for verification.

Spelling: Check earlier or later stories; newspaper stories; Call the service. They have an office in your town. Pronunciation: Check the dictionary for words, the biographical section for names, and the Gazetteer for place names. The latter two sources are in the back of the Webster Dictionary. In this connection, it should be remembered that the news services send through a pronunciation

guide on all unusual names and places, but it comes through only once; the first time the word is used in the news. This material should be organized into a newsroom pronouncing guide and kept up to date for easy reference.

The next step is to put the news into the language that you want to use. If at all possible, any teletype news should be at least rephrased. Don't be guilty of letting your audience hear you say exactly the same thing that another newscaster an hour before you has said on your station or on another. It makes you sound a little silly not to have any later news, when all that is needed is to rephrase the item. Not only that, but it undermines the confidence of your audience in you and your station as a source of the LATEST news.

The rephrasing need not be extensive. It may consist of merely changing some of the sentences and the leads into phrases easier for you to read, and that sound more immediate.

Here is an example of a rewrite on a news item. The first is exactly as it came over the wire at 9:40 P. M.

FERRY STRIKE

FEDERAL CONCILIATOR OMAR HOSKINS SAYS IN SAN FRANCISCO TONIGHT THAT A PROPOSED SETTLEMENT OF THE SIX-MONTH OLD RICHMOND-SAN RAFAEL FERRY STRIKE HAS BEEN REACHED IN NEGOTIATIONS. THE UNIONS ARE ATTEMPTING TO ARRANGE MEETINGS FOR THURSDAY TO PRESENT THE PROPOSAL TO THEIR MEMBERSHIPS. DETAILS OF THE SETTLEMENT HAVE NOT BEEN DISCLOSED.

HF94OPPS 13

Now, here is what might be put on the air at the midnight news if there is no later story about this strike.

THERE ARE NO DETAILS AT THIS LATE HOUR ON THE TERMS OF SETTLEMENT OF THE SIX-MONTHS OLD FERRY STRIKE OF THE RICHMOND-SAN RAFAEL FERRY COMPANY. EARLIER, FEDERAL CONCILIATOR OMAR HOSKINS ANNOUNCED THAT A PROPOSED SETTLEMENT HAD BEEN REACHED IN NEGOTIATIONS. THE UNIONS WILL PRESENT THE PROPOSAL TO THEIR MEMBERSHIPS AS SOON AS MEETINGS CAN BE ANNOUNCED.

In the rewrite, nothing is new or added. The same material is rephrased to make it sound like a later story.

In general, edit your news to fit your stations policy, the length of your newscast, and your particular style and interpretation. Watch for these things:

LEADS AND SENTENCES: Keep them short; don't start with a dependent clause; use present tense when possible; don't label stories with a tag of "good", "interesting", etc. Don't start a story with a question; keep sentences short and concise.

THE TIME ELEMENT: Tell when it happened (in the lead if possible). Don't overdo "today", vary it with "this morning", etc.; When possible add immediacy with "has just happened", or "at this moment"; try to avoid the use of "yesterday" in the lead.

WORDS AND PHRASES: Use common words and phrases. Don't be over descriptive. Use contractions.

QUOTATIONS: Avoid the words "quote" and "unquote". Long quotes should be broken up and identified; never change the speaker's meaning in a quote. Use neutral words like "says" or "claims", rather than "explains" or "points out."

INEPT LANGUAGE: Do not use details of morbid crimes and sensational stories; avoid the use of disparaging physical defects.

NAMES AND TITLES: Title should precede the mans' name. First names are not always necessary when titles are used. Avoid obscure names (except in local stories). Avoid long lists of names. In case of a disaster, state clearly, whether anyone from your area was involved. Avoid obscure foreign names. Obscure places should be located in reference to a well known place.

NUMBERS: Use them sparingly. Round them off. Rewrite 1,000,000 to one million. Spell out the numbers in place of figures.

ABBREVIATIONS: If not to be read as abbreviations, spell them out. Abbreviate widely known organizations, (CIC, YMCA, etc.) Do not abbreviate place names, titles or address designations.

PUNCTUATION: Keep it to a minimum, and use lots of dashes. Here, by the way, is what dashes do: 1. Set off a dependent clause. 2. Set off an identification. 3. To add interpretation. 4. To interpret a quotation. 5. To explain a word or phrase. 6. To set off a name.

HOW TO BUILD THE PROGRAM:

Here are the general rules which should be followed:

1. Lead with the story that is of most interest to your particular audience at the time of the broadcast.
2. When there is frequent news on the station, change the lead story unless there is one particularly important story.
3. Make your program varied. Use as many different stories as possible.
4. Include a weather report in every newscast unless specifically instructed not to.

5. Usually, the weather is last, and sports scores come just before the weather.
6. Use one human interest or oddity story near the end of the newscast - but it may be used as the lead story, IF there is no really important lead story.

One point that should be mentioned here is this: NEVER JUMP a release date or time. Occasionally stories will be designed to break at a certain time. Speeches, for example, are sent to the press services before they are delivered in many cases. The text, or a summary will be on the wire before the speech is made. These are clearly indicated, and must be adhered to.

(ADVANCE FOR USE AFTER 8 AM, EST)

TAFT

REPUBLICAN SENATOR BARRY GOLDWATER OF ARIZONA HAS BEEN SAMPLING PUBLIC OPINION PERSONALLY IN HIS HOME STATE. AND HE SAYS THE BIG CONCERN OF VOTERS THERE IS THE BIG NATIONAL DEBT AND GOVERNMENT SPENDING. THE REPUBLICAN LEADER IS A CANDIDATE FOR RE-ELECTION. HE COVERED 75 ARIZONA COUNTIES IN THE LAST 13 WEEKS. AND HE SAYS HE FOUND WHAT HE CALLED "NO SLIDE TOWARD SOCIALISM".

SAYS GOLDWATER:

"I DO NOT THINK THAT WORKMEN ARE BY ANY MEANS PERSUADED IN FAVOR OF THE SOCIALISTIC, PLANNED ECONOMY, HAND-OUT STATE PRINCIPLES SUPPORTED BY THE C-I-O and A-F-OF-L LEADERSHIP."

(ABOVE TAFT SECTION FOR USE AFTER 8:AM, EST)

Departmentalize the news. Either by subject or location. Subjects may include: government affairs, foreign affairs, politics, accidents, disasters, courts, crime, weather, sports, labor, etc. Location categories include foreign, Washington, local, state, regional, etc.

Use transitions to make stories flow smoothly from one to another. In writing transitions, remember these points:

1. Keep them short and direct.
2. Avoid the use of the word "front" except in case of an actual war front.
3. Don't over use "meanwhile", "by the way", "well" or "and in". In giving the weather on a newscast, remember that it is merely a service and not a news story. Keep it short. Give the prediction for the next 24 hours, the predicted high and low temperatures, and the present temperature. When the weather is important enough to warrant its inclusion as a news

as a news story, place it in its logical place in your news-
cast, and still give a short forecast at the usual place at
the end.

Sports scores of local interest should be given on newscasts
during and after the game. Don't go overboard listing sports
scores. Include only those of national interest, and those
of particular interest in your area.

In giving scores, watch these points:

1. Use only standard nicknames for the teams, and be sure
that there will be no misunderstanding.
2. List the winner first - except when a local team is the
loser. In that case, the local team should be named
first.
3. Identify tie games as such - in addition to giving the
score.
4. Vary the wording. Use "beat", "trounced", etc. for some,
and for others, just give the scores. Mix up the two
styles to avoid too much repetition.

Each story should not be too long. Stories on a five
minute newscast will be shorter than on a fifteen minute
newscast. In cutting stories for a five minute newscast,
be sure that the parts you cut, do not spoil the meaning
of the story.

Here is an item from a fifteen minute newscast, and following that,
the same story in a five minute newscast:

(CHINA)

IN CHINA MEANWHILE.....

CHINESE COMMUNIST ARMIES HAVE DRIVEN TO WITHIN 23 MILES OF THE
VITAL CITY OF HANGCHOW -- THE LAST MAJOR LINK BETWEEN SHANGHAI
AND THE REST OF CHINA. ONE NEWSPAPER SAYS THAT ALL GOVERNMENT
EMPLOYEES HAVE BEEN ORDERED TO ABANDON HANGCHOW. A REFERENCE TO
THE LOCAL MILITIA TAKING OVER POLICE DUTIES ALSO WAS CONSIDERED
TO INDICATE THAT NATIONALIST TROOPS ALREADY HAVE QUIT THE CITY.

THE SAME NEWSPAPER -- A SHANGHAI PUBLICATION -- SAID THAT

GUNFIRE COULD BE HEARD AT HANGCHOW, BUT THAT CITY ITSELF WAS QUIET, WITH MOST SHOPS CLOSED.

YESTERDAY A COMMUNIST RADIO BROADCAST CLAIMED THAT SEVEN NATIONALIST ARMIES WERE IN THE PROCESS OF BEING HACKED TO PIECES IN THE REGION BETWEEN NANKING AND HANGCHOW. NATIONALIST GOVERNMENT SPOKESMEN HAVE MADE NO COMMENT. BUT AN OFFICIAL COMMUNIQUE SUGGESTS THAT TWO SMALLER CITIES ON THE HANGCHOW APPROACHES -- TECHING AND WUKANG -- HAVE BEEN LOST TO THE ADVANCING REDS. IT WAS STATED DEFINITELY THAT ONE OF THE STRONGHOLDS HAD BEEN SURRENDERED.

Now, here is the same item as used in a five minute newscast:

POWERFUL COLUMNS OF CHINESE COMMUNIST TROOPS HAVE FOUGHT TO WITHIN 23 MILES OF HANGCHOW, THE SO-CALLED "BACK DOOR PORT" OF SHANGHAI. THIS GIVES RISE TO BELIEF THAT THE REDS WILL TRY TO TAKE HANGCHOW BEFORE MOVING INTO SHANGHAI -- ASIA'S LARGEST CITY. AND THE GOVERNMENT ALREADY HAS STARTED MOVING ITS OFFICIALS OUT OF HANGCHOW, LEAVING POLICE DUTIES TO A LOCAL MILITIA.

The next question is, how much news should you use on a newscast. That, of course, will depend on whether it is commercial or sustaining, and on how fast you read. The commercials, by the way, should be simple, clear, and concise, to fit the general mood of the newscast. Avoid transcribed jingles, pitch commercials and the like.

On a five minute newscast, don't use more than two commercials. They should precede and follow the news. Do NOT interrupt a five minute newscast with a commercial. On a fifteen minute newscast, three commercials are often used, but the better stations are eliminating the middle commercial. It's better showmanship.

Always make a definite separation between the news and the commercial. After the opening commercial, say something like this: "Now here's the news." When a middle commercial is used, make the break in a manner similar to one of the following: "I'll be back with more news in just a moment.", "Now, here's Bob Ungar with a message from our sponsor, Etc." After the middle commercial, re-introduce the news: "Now back to the news", or

"Once again, here's Ralph Reynolds". Close the news with a transition into the closing commercials: "And that's the news up to this moment. Etc."

Here is a prime rule. NEVER introduce a news commercial with words that sound like a news story. Do not use such phrases as "Now, here's good news from our sponsor."

The opening and closing of the newscast should be standard. It should not vary from day to day. The opening should identify the program. It should tell where the news is compiled. Usually the station's "newsroom". (By the way, it is not necessary, or particularly desirable, to credit the news agency unless it is an exclusive story.) The opening should include the name of the sponsor if it is commercial. It may also include a greeting, the name of the newscaster, (he is not a commentator, or reporter), the length of the program, or the time of day. Here is an example of a news opening:

"Good morning; it's seven o'clock and time for the World parade, fifteen minutes of the latest news brought to you by the makers of (Name of Sponsor). Now, here is Bob Wilson, KPLA's night news editor (into news).

The closing should include a statement that all the news has been given, the name of the newscaster, a statement reminding the listener when the program will be heard again, and an invitation to stay tuned for the next news broadcast.

The timing of your newscast is important. You should learn your speed. Don't bother about the number of words per minute. No one is going to go through and count words in a newscast. Find your average speed per standard page, and gather your news in terms of the number of pages you need. This will help you in balancing the time you spend on various phases of your news. It will help to keep you from spending too much time on international news when there is important local news to cover. An average newscaster will use between five and eight pages of news, depending on whether it is a commercial or sustaining newscast.

In order to insure that you will properly fill your allotted time, and that you will get off on time without having to cut important items, you must learn to "back time". This is merely a process of counting from the end of the newscast. For example, you know that if you are to be off at 14:30, and your closing is twenty-seconds, you must start your closing at 14:10. If you have a weather forecast preceding that, time it. If it runs 40 seconds you must begin it at 13:30, etc. Carry this back far enough to give you good places to cut or add in filler material. Filler material consists of short, relatively unimportant items that you have TIMED. They should run from ten to thirty seconds. If you discover that you have twenty seconds to go before you must start your commercial, your closing, or whatever is coming up, it would be a little stupid to start reading a long item. Just grab a 20 second item, and you're on time.

The final step in the preparation of a newscast is the actual rehearsal. But first, a word about cold news. Many students have an idea that cold reading is the height of skill, and is the most desirable thing in the world. Have you ever known a top newscaster or announcer, or performer of any kind to advocate doing anything before the public without a rehearsal? Granted, there are times when it's necessary, but the way to learn to read well cold, is not to try to do it on the air -- or in class either. The first time you read a piece of copy, it's cold. Fine. There is your practice. If it takes you twenty times over an item to get it perfect, of what benefit is it to read twenty different items and get none of them right? Do the same item twenty times, and then go in to another one. The next one will only take you nineteen, perhaps - and the result is a good grade, a good newscast, and you'll learn something. Little by little, you will discover that the first time you read an item, it is sounding pretty smooth.

The man who can do an excellent job of cold reading is the man who ALWAYS, thoroughly rehearses his copy, and has been doing it for years.

In preparing news, or any copy, it is essential to make it a practice to MARK IT. This is standard practice among radio people - particularly those who are good. They can't afford to make mistakes, so they take every opportunity to make sure that they do it right. There are many possible marks, and many systems. This is an individual thing. The purpose of marking copy is to remind you of some particular trouble you had in preparing the item. Do not make a mark if it does not guide you. And conversely, do not fail to mark a spot that gives you trouble. The particular marks you use, depend on you. Following is an item marked to show the types of marking and how they are used. If you need a reminder that is not included here, invent your own. Bear in mind that marks do not, and cannot take the place of your own understanding of what is being said and what it means. That, after all, is the basic necessity of any good radio work.

A PREPARED NEWS COPY:

1. Parentheses is to set off phrases requiring special emphasis or to set off explanations.
2. Arrow mark to show that the meaning is carried over from the preceding page.
3. Underline to show emphasis or to remind you of difficult words or phrases.
4. Continuity line to close up a space. Or to indicate that the meaning continues beyond a garbled section.
5. A single slanting line shows that the words have been run together.

THREE MEN -- (CONVICTED OF
TREASON) -- WERE SENTENCED TO
DEATH IN CHICAGO TODAY. AND THEIR
WIVES -- (ALSO CONVICTED TRAITORS)
(Assuming end of page)

THREE MEN -- (CONVICTED OF
TREASON) -- WERE SENTENCED TO DEATH
IN CHICAGO TODAY. AND THEIR WIVES
-- ALSO CONVICTED TRAITORS --

WERE GIVEN 25 YEARS.

THE WOMEN ALSO MUST PAY FINES OF
13 THOUSAND DOLLARS EACH. THE
DEFENDANTS WERE CONVICTED A WEEK
AGC OF AIDING AND SHELTERING
HERBERT HANS HAUPT, ONE OF THE
SABOTEURS WHO LANDED IN AMERICA
LAST SUMMER.

FEDERAL JUDGE WILLIAM CAMPBELL
ORDERED ~~XXXX~~ THE MEN PUT TO DEATH
BY ELECTROCUTION ON ~~XXXXXX~~ JANUARY
22nd IN CHICAGO.

THE CONVICTED TRAITORS ARE HANS AND
ERNA HAUPT, PARENTS OF THE ~~NAZI~~
SABOTEUR: WALTER AND LUCILLE ~~FROEHLING~~
FROEHLING, HIS AUND AND UNCLE, AND
KATE WERGIN, FRIENDS OF THE HAUPT
FAMILY. ~~XXXX~~

6. Cross marks to indicate the end of a story.

7. Print in capital letters and show point of insertion of added matter.

8. Two slanting lines indicate a pause in the copy, or an optional cut if you are pressed for time.

9. Cross out and rewrite a misspelled word.









10. Print special instructions to yourself at the top of the page or at the beginning of the story.

NOW, HERE'S ANOTHER LATE NEWS
LATE TODAY
ITEM ~~**~~ A TRANSPORT PLANE CRASHED

IN LONDON, KILLING 13 PERSON.//
THE LATEST COUNT OF SURVIVORS IN
THE SHIP SINKING OFF BOMBAY
STANDS AT ~~X~~ 70, AT LEAST 700
ARE REPORTED MISSING.//

THE MIAMI, FLORIDA WEATHER
REPORTS
BUREAU ~~REPORTS~~ A DANGEROUS
HURRICANE HEADING TOWARD THE
FLORIDA KEYS.//

Here is another system of marking:

 Double line	- main stress
 Single line	- moderate stress
 Wavy line	- throw away
 Arrow pointed up	- upward inflection
 Diagonal	- short pause
 Two Diagonals	- long pause
 Three Diagonals	- longer pause or end of topic.
 Arrow pointed down	- downward inflection

So much for marking copy. Remember that the marks you use are there to guide you when you are on the air. What may be a long pause for you, may be a short pause for someone else. If you have no difficulty with a downward inflection, there is no need to mark it.

Remember also, that there is no substitute for your understanding of what you are reading. If you don't know what you are talking about, all the marks in the world wont help you.

News material as it comes off the teletype machine, is not edited for you. This is the raw material with which you begin. After you have checked, edited and rehearsed the news, you must deliver it. The best newscasters are those who do it constantly. In addition, it is very important to keep up to date on news. Read several daily papers, and at least one weekly news magazine. Know what is going on in the world. THEN, when you are on the air, EXPLAIN, clearly and concisely what has happened in the last 24 hours.

Presence of mind is necessary in all microphone work, and particularly in newscasting. A newscaster must understand the news and its meaning. He must adhere to high standards of speech, and style. He must deliver his news in a smooth flawless style, and not hesitate. He must sound sincere. He must deliver the news in such a way that his audience knows that it is important. After all, if it is not important, it doesn't belong on a newscast.

Radio listeners are lazy. They will not expend the energy necessary to concentrate on what you are saying. For that reason, you must read slow enough for them to understand what you are saying, and your emphasis must be strong enough to put the meaning across to a man who is driving a car, or a woman who is mixing a cake. In a nutshell, "Say what you mean, mean what you say, and say it correctly".

STATEMENT

pm 70

DON MARTIN SCHOOL of Communications
7080 Hollywood Boulevard • Hollywood, California 90028
(213) 462-3281

December 9, 1974

Amalia Gonzalez

DATE	DESCRIPTION	AMOUNT
Thru 12/31/74	Tuition	\$281.00

THANK YOU