



WNBC TIME MACHINE FORMAT

1. News Intro cart should be hit cold, out of the record, with no talk before the intro. Listen to the Network Intro in cue and fade up the Network after newscaster gives his/her name. Fade out our sounder gradually. If Network newscaster goes to an actuality at the top of the newscast, fade the sounder after about five seconds.
2. We cutaway from all Network Newscasts at the :03:30 point into the cast, on the Newscaster's cue, "...This is the NBC Radio Network." Cut off the Network quickly as they are sometimes very fast in hitting their spot. If you should miss the cue, wait until they have completed their :60 spot break before killing the Network fader.
3. News Close cart is played out of all Network Newscasts, except:
Saturdays from 12:03:30AM-6:03:30PM, play the Bartley ID, followed by the News Close

AND

Sundays from 12:03:30AM-5:03:30PM, play the Norm N. Nite ID, followed by the News Close.

Following the News Close, segue into your first record, with no talk over the intro.

4. Play your Jock ID between the first and second records. Always talk up the intro of the second record. You may also talk over the fade of the first record, before you hit the Jock ID.
5. Commercial breaks run at the following times:
BREAK #1 - Out of the second record, at approximately :09:00.
BREAK #2 - At approximately :21:00.
BREAK #3 - At approximately :30:00.
BREAK #4 - At approximately :37:00.
BREAK #5 - At approximately :49:00.



Commercial breaks are a maximum length of three minutes or three units. If a break exceeds this limit, you may move the excess to another break in the hour. If all other breaks are filled to the maximum, air the break as it is logged and write a note on the Discrepancy Sheet that is attached to the Program Log.

Commercial breaks should be filled according to the following priority:

- Fill BREAK #2, first
- Fill BREAK #4, second
- Fill BREAK #5, third
- Fill BREAK #1, fourth
- Fill BREAK #3, third

The Program Log should reflect this, however, if this isn't the case, please make the changes yourself.

When moving spots, please be aware of product and client separation. Competitive products should have not less than five minutes separation. Clients should have their spots separated by thirty minutes (i.e., two Coke spots in the same hour, should be separated by thirty minutes).

Live spots should always run first in a break. All live spots must be accompanied by a Time Machine Music Bed. Be careful to ensure that the level of the bed does not overpower your read.

6. The CHIME jingle is to be used only in the positions indicated on the attached Format Clock (into commercial breaks). If there are no commercials scheduled in the position indicated, play the CHIME jingle, give the time and temperature, play another jingle and go into the next record...talking up the intro.

Time and temp are always given out of the CHIME jingle, in the following manner:

"WNBC Time is _____ and it's _____ WNBC Degrees."

You may vary this with "WNBC Chime Time..." or "WNBC Music Time..."



7. Requests should be played three times per hour, in the positions designated on the attached Format Clock. On the Overnight Show, you may add a fourth request at around :54:00. Do not play requests out of commercial breaks. If you are running light on requests, you may drop the one scheduled near the bottom of the hour.

All requests must be played over the bed of either of two HOT LINE jingles or the PARTY jingle. Please rotate these jingles equally.

Start the record after the caller gives the name of the song. Do not play another jingle out of the request. However, it is OK to play a sono or shout following the request.

8. The VEHICLE SWEEPER and PLAYS HERE carts should be used between the requested record and the record following it at around :18:00 and :46:00. These should be played cold with no talk before or after. Ensure that these are properly rotated. Note that when you play the VEHICLE SWEEPER, the records around it must be from the 1960's, as this sweeper promotes "The Classic Hits of the Sixties."
9. Weather should always air at the end of the :21:00 and :37:00 commercial breaks. The weather format is:

WEATHER JINGLE

FORECAST

JINGLE

RECORD + TALK UP INTRO

Equally rotate the two weather jingles.

10. Jingles should be played between all records, except where a Sweeper, Request Solicit or Request is scheduled on the clock. Do not play jingles cold between records. You should always talk up the intro of the song following the jingle and/or the fade of the record preceding the jingle.

Use the attached Jingle Guide to ensure that the proper era jingle precedes the proper era record.



11. The REQUEST SOLICIT cart should be played in the position indicated on the Format Clock. There should be no talk before or after the solicit. Solicit carts should be equally rotated.
12. Additional production aids should not be overused. Jock ID's (sono, shout or jingle) should be used not more than once per quarter-hour. Other sono or shout material should be used not more than once per quarter-hour.
13. Grunts, groans and "Ooh Baby's" are fine on the intro and outros of records, however, you should leave the "meat" of the record alone. Occasionally, it's fine to play something in dead spots of records (like a "Time Machine" sono in the "hole" in "Keep On Dancing" by The Gentrys), but please be sure not to overdo this.
14. You may separate spots with a jingle only in the following instance:

Out of a Live spot, into a
recorded commercial.

Keep this to not more than once per half-hour...and use a
short jingle for this purpose.

15. In those hours in which Beach Reports are scheduled, air report in the first position of the cluster...following the CHIME and before your commercials (either Live or Recorded).
16. On the Overnight Show, do a quick Sports Update in the first position of your :37:00 commercial break. This update should be about thirty seconds long. Use the SPORTS jingle to intro this report.
17. The announcement of contest winners should always be followed by one of the WINNER jingles.
18. Extra records should be used to fill empty commercial break positions or for timing purposes at the top of the hour. Use not more than one 1970-1975 record per hour for fill. Be sure to write in the fill records on your music sheets. Include the cart number, title and artist.