

SAMPLE

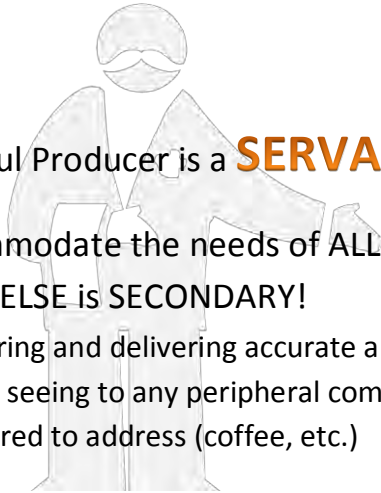
**Producer  
Internship  
Operations  
Notebook**

# Table of Contents

<b>WELCOME TO THE MORNING RIDE .....</b>	<b>3</b>
<b>BEFORE YOU BEGIN .....</b>	<b>4</b>
<b>DAILY TASKS.....</b>	<b>5-6</b>
<b>LEAD WRITING NOTES.....</b>	<b>7-8</b>
<b>FORMATTING NOTES.....</b>	<b>9-12</b>
BASICS.....	9
DAILY RUN SHEET .....	10
AIRFORUM PREP, NEWS ARTICLES, TALKING POINTS.....	11
MEETING AGENDA .....	12
<b>PROMO WRITING NOTES. ....</b>	<b>13</b>
<b>ADDITIONAL DUTIES.....</b>	<b>14-15</b>
<b>TIPS.....</b>	<b>16-21</b>

# BEFORE YOU BEGIN...

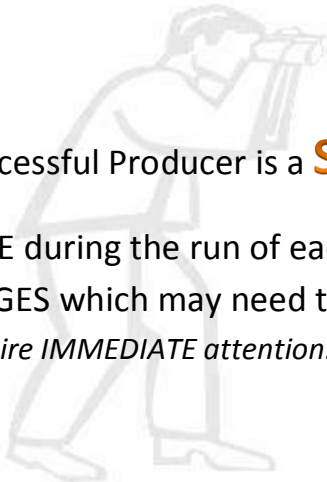
## 3 IMPORTANT PRINCIPLES TO REMEMBER



The Successful Producer is a **SERVANT**

The PRIMARY GOAL is to best accommodate the needs of ALL MEMBERS of YOUR TEAM!  
ALL ELSE is SECONDARY!

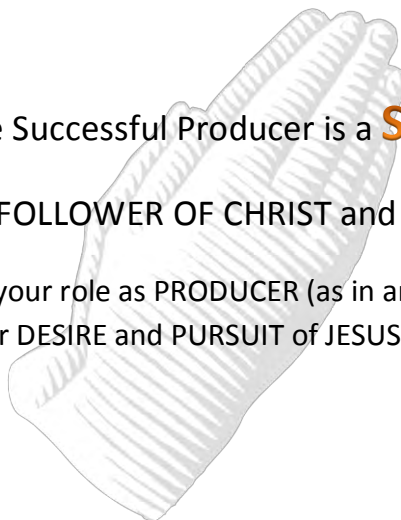
This includes (but is not limited to) preparing and delivering accurate and relevant program items and information in a timely manner, as well as seeing to any peripheral comforts of team members you are empowered to address (coffee, etc.)



The Successful Producer is a **SCOUT**

You are responsible to OBSERVE during the run of each program, and WATCH for any CHANGES which may need to occur

**NOTE:** Some changes will require IMMEDIATE attention. BE PREPARED to act QUICKLY!



The Successful Producer is a **SEEKER**

You are FIRST a FOLLOWER OF CHRIST and a PRODUCER SECOND

The degree of your SUCCESS in your role as PRODUCER (as in any other job pursuit) will ALWAYS be in DIRECT PROPORTION to your DESIRE and PURSUIT of JESUS CHRIST and his desire for your LIFE

# DAILY TASKS

## PRIOR TO 5:00AM

### 1. Take, Sort and Assemble ...

DAY folder

- Music list
  - If missing, see *Mornings* Engineer
- Lead sheets (live and pre-recorded interviews and commentaries)
  - If any leads missing
    - complete live leads at least 1 hour prior to time of interview
      - **See LEAD WRITING NOTES**
    - see engineer ASAP for pre-recorded leads
      - Confirm Breakpoint commentary lead will be printed and delivered to host by AM Assistant
- Any additional notes (move to top of stack in folder)
  - Team absences and/or substitutes
  - Important program changes since yesterday's meeting

### 2. Deliver ...

- To *Mornings* host
  - Completed DAY folder
  - Today's formatted *Airforum Prep* sheet (when available)
    - **See FORMATTING NOTES**
  - Copy of today's Run sheet
- To *Mornings* Engineer
  - Copy of today's Run sheet
- To AM Assistant (Call Screening station)
  - Copy of today's Run sheet
- To *Mornings* Producer
  - Copy of today's Run sheet

### 3. Test ...

Communications to Control Room (when covering for Coordinating Producer)

- Test studio intercom with Engineer

# LEAD WRITING NOTES

For every program element in a show (with the exception of talk segments, news and traffic) there **MUST** be a **FEATURE SHEET**, containing:

- **FEATURE TITLE...**Contains guest name (his/her title and/or recent work) and name of topic\*
- **LEAD...**Occurring at the opening of the interview/piece
- **TEASE...**Occurring some moments prior to scheduled time of interview/piece

Other elements in a **FEATURE SHEET** may include:

- **MORE INFO...**Contact information for listeners (one or two website addresses)
- **BIO...**Containing credentials, history, books, etc.
  - **Brief Version (One short paragraph)**
    - For use as a tag to the **LEAD** (to be read on-air)
  - **Comprehensive Version (Multiple pages)**
    - For use by host as a reference (not necessarily read on-air)

Feature Sheet- Live Interview

Day: Tuesday      Date: 6-21-11      Air Time: 7:13AM

Feature Title: Interview with Ron Hutchcraft on *who the best messenger of Christ is to those your world*

Length:                      Around 10-15 minutes

Tease:      Who's the best messenger for the people around you who need Jesus? We'll find out coming-up in a moment from evangelist Ron Hutchcraft...

Lead:      All of us know some folks who need Jesus but are really hard to reach. Some of these may even be found in our own family. Who's the most qualified to reach them? This is the challenge for all of us, and especially for the families of Native American Christians. Joining us now discuss this is Ron Hutchcraft.

Ron Hutchcraft is a veteran of evangelistic ministry and radio, and is the host of "A Word With You" and "A Life That Matters"...

**"A Word With You" airs weekdays @ 4:55AM on 90.1FM, Moody Radio Chicago**

More Info: [www.hutchcraft.com](http://www.hutchcraft.com)

Bio:

Ron Hutchcraft is committed to communicating the Gospel of Jesus Christ to the lost in their language and to motivating and equipping believers to communicate Christ to the lost in their world. In all he does, he seeks to reach the lost and the young with the life-changing message of Jesus Christ.

Fig. 1 MOODY RADIO WMBI 90.9 LIVE FEATURE SHEET LAYOUT (2011)

- Website/Blog information (all for reference only)
- **TALKING POINTS...**Usually sent by guest (LIVE interview)

## FORMATTING NOTES (cont.)

### DAILY RUN SHEET

The flow of each day's program is dictated by that day's Run sheet. Not to be confused with a program "clock," (The rule of fixed element "slots" in the hour, such as newscasts, news updates, weather and traffic updates, and station IDs), the Run sheet contains the entire show at a glance...

**Daily Run Sheet**  
Friday, June 17th, 2011

**THE MORNING'S TEAM:**

- Joe Lundberg in the Weather Center
- Dave Mitchell in the News Room
- Diana Benjamin at the Traffic Desk
- Brian Dahlen at the Producer's desk
- Alex Bersin Engineering
- Andre Howard - news room assistant
- Tim Mast - Engineering

5:12 Breakfast for the Soul – Mark Elfstrand  
LOCATION: Live in-studio

5:43 Pre-Recorded: Susie Larson interviews Carol Kent on "Between a Rock and a Grace Place"  
LOCATION: RCS

6:08 Janet Parshall Commentary – "I Do... Not!"  
LOCATION: RCS

6:13 Interview / bit

6:13 ~~TALK SEGMENT WITH JULIE ROYS~~

6:43 Top 5 Sports Stories of the week, with Scott Krus, Manager of Network Development at Moody Radio  
LOCATION: in-studio [backup 219-...]

6:50 Plugged In Movie Review – "Mr. Popper's Penguins"  
LOCATION: RCS

7:13 Interview with Mortgage Consultant Dale Vermillion on the latest housing industry news  
**CONNECT WITH HIM VIA SKYPE:** [backup 847-...]

7:43 OPEN SEGMENT: Calls for Dale

8:09 Breakpoint with Chuck Colson  
LOCATION: RCS

8:15 LISTENER MAIL

8:43 Pre-Recorded: Susie Larson interviews Carol Kent on "Between a Rock and a Grace Place"  
LOCATION: RCS

**"Who Are These Famous People?"**

**Annotations:**

- Update with correct date
- Update and copy to 8:43
- Update
- Possible interview slot
- Update
- For every interview (even in-studio) there should be a backup number
- Update
- Inform as to how each interview will be conducted: in-studio, CALL HIM/HER, ISDN, or SKYPE
- A "floating" segment, occurring as time permits (6:13)
- Paste from 5:43
- Strike out, DO NOT DELETE normally recurring segments

## FORMATTING NOTES (cont.)

### MEETING AGENDA

On mornings when the Executive Producer/Host is in studio, a brief meeting is held following the morning show, to recap program elements and invite feedback. The Meeting Agenda helps guide meeting topics and discussion. **Find** the Meeting Agenda in shared files. Then, **adjust spacing/font sizing as needed** to keep the Agenda to one page only...

### Mornings Meeting Agenda

1. Prayer
2. Comments about today's program?
  - 5:43 Pre-recorded – ?
  - 6:07 WORD OF THE DAY CONTEST
  - 6:08 JR Kerr Commentary – ?
  - ~~6:13 TALK SEGMENT WITH JULIE ROYS~~
  - 6:13 Interview / bit
  - 6:43 Money Commentary w/ Jim Paris: ?
  - 7:08 Phil Vischer's "What's in the Bible" Feature [60 seconds]
  - 7:13 Q&A with Dr. Michael Rydelnik
  - 7:43 Rydelnik Continued
  - 8:09 Breakpoint with Chuck Colson
  - 8:13 Interview w/ ?, of, on ?

Brief overview of tomorrow's program

3. Business items
  - **Mornings Team Absences**
    - **Mark:**
      - June 21, 24, 28, 29
      - Monday, July 11<sup>th</sup> – Friday, July 22<sup>nd</sup>
        - July 11<sup>th</sup> – 20<sup>th</sup> : Gauger hosting
        - July 21<sup>st</sup> – 22<sup>nd</sup> : host TBD
    - **Dave:**
      - Monday, June 27<sup>th</sup> – Friday, July 1<sup>st</sup>
    - **Tim Mast:**
      - Monday, June 20<sup>th</sup> – Friday, June 24<sup>th</sup> [Diana and Andre covering phones?]
    - **Diana:**
      - Tues 6/28 Judy fill; Wed 6/29 Abby; Thurs 6/30 Judy; Fri 7/1 Abby; Mon 7/4 no fill needed
    - **Brian:**
      - Friday, August 19<sup>th</sup>
      - Monday, September 26<sup>th</sup> – Friday, September 30<sup>th</sup>
  - **4<sup>th</sup> of July:** Mark hosting?, SRN News, Engineer: Alex, Frank assisting
  - **ICRS:** July 10<sup>th</sup> – 13<sup>th</sup>; Mark and Brian attending
  - **Assignments from Collin:** -
    - if you have things you want to share related to the "next steps summit", email them directly to Collin
    - Collin is asking for "strategic thinkers" to be on a new strategic team. Email Collin your nominations (up to 7) **by 6/17**
  - **Extra custom Morning Ride promos:** Jon Hemmer will be producing new promos

COPY, PASTE and FORMAT from today's final Run Sheet (trim all but topic elements)

Include only 5:43 Pre-recorded, not 8:43 re-run

See Coordinating producer for updated dating, information, etc.

## PROMO WRITING NOTES

Writing promo scripts for recording by the host is more an art than a science. Total time for a Moody Radio Mornings promo is no more than 30-seconds. However, alternate hosts will often differ in verbal pacing with both each other, as well as with the Executive Producer/Host, making it sometimes challenging to include all required promo elements, while remaining within the 30-second time constraint.

A good rule to follow is that with more than 8 lines, the host will be pressed and will either be forced to rush or edit your promo. The **best** rule, when possible, is 7.5 to 7.25 lines (Promo templates are re-saved by day in shared files).

Within the promo is:

1. The day and date of the promo
2. The Billboard...Opening section containing the most alluring piece/interview/topic in tomorrow's line-up (always ending with a thought-provoking question)
3. Second upcoming piece/interview/topic for tomorrow (when applicable)
4. As needed, promote tomorrow's "floating" segment (See Daily Run sheet)
5. End with sentence containing general daily program elements and station ID

For Friday (June 17th, 2011)

Recent storms in the housing market have done their damage. Experts now say things are worse than in the Great Depression. How will this dramatic drop impact you? I'm Mark Elfstrand. Friday morning on Moody Radio Chicago, Mortgage Consultant Dale Vermillion joins us to share his insights and take your calls. Then, Scott Krus shares his top five sports stories of the week, and we'll take a look in this week's listener mailbag. Get the latest news, weather, sports and traffic—Friday 5 to 9 AM on 90.1 FM, Moody Radio, Chicago.

Include when Executive Producer/Host is present

"Floating" segment

General daily program elements and station ID



## TIPS

### ABOUT...

#### Seizing Opportunities...

### *Ask Questions*

Now is the time to get the answers, while learning among a team of seasoned professionals in the field of broadcast communications. Perhaps you'll have future opportunities to do so elsewhere, but then again, maybe not!

### *Intentionally Engage*

You have been invited aboard the flagship station of Moody Radio and given access into the "inner sanctum" of the Morning show. Yes, everything moves fast, but that's what makes it FUN! Make it your goal to **know** and to **be known** while a part of our team. It could mean the difference between a simple credit or credit and a job reference letter.

### ABOUT...

#### Seizing Opportunities...

### *Under-Promise, Over-Deliver*

If you say you plan to start at **5am**, come in at **4:30**; if you have **one** good news story (time-permitting), find **two more**. If the lead you've written looks **good** (time-permitting), write it again and make it **great**. Even if you know you followed directions and brewed coffee correctly for Executive Producer/Mornings Host, Mark Elfstrand, **ask** him later if he liked it. Serving involves taking care of others' desires and needs sometimes before they even realize they have them.

Finally, when you find you have reached your total hours required to complete your internship, yet you are aware of a need or areas of need which you are able/willing to address, **offer to work** a few hours **more**. It can only make your time log look better to the Moody Internship department and you may find even more satisfaction knowing you've truly maximized all possible opportunities to serve.

The inverse rule to this, of course, also applies: if you know you **CAN'T** do it, don't promise you **CAN**!