

SAMPLE

½-HOUR PROGRAM TIME-CLOCK

00:00	Station advertisements/announcements
00:02	Program Sponsorship I.D.
00:02:10	Introduction to show Briefly introduce your program's topic for the day and any guests, talk a little about current events that affect your community, weather, items of public interest, and mention your primary sponsor. Give out station call-in phone numbers and the station's call letters and frequency.
00:03	Music bumper into commercial break Remind listeners to keep listening by highlighting what is coming up after the break. (If you don't have commercials, we can provide PSAs and promos for other programs on the station—other programs will be promoting your program also.)
00:05	Bumper Music back into program
00:07	Program Content Interview guest, discuss the topic of the day, etc. Again give out station call-in phone numbers, station ID, and dial frequency. Before the next break, remind listeners to keep listening by highlighting what's coming up after the break.
00:19	Bumper Music into 2nd commercial break
00:21	Bumper music back into program If you are taking calls, begin by announcing the call-in phone numbers.
00:23	Final segment of program Conclude interview, wrap up program.
00:27	Wrap up Program Promo your next show (topic/guest etc.). Say goodbye and thanks for tuning in.
00:27:50	Outro
00:28:50	Program Sponsorship I.D.

SAMPLE ½-HOUR BROADCAST CLOCK



New World Radio

