

## WUST BROADCAST GUIDELINES

### BROADCAST MEDIA

- ◆ **BACK-UP.** Whether your program is live or pre-recorded, WE NEED AN “EVERGREEN” BACK-UP OF YOUR PROGRAM—that is, a version that can run on any date—in case there are broadcast difficulties. This back-up will be aired if you are delayed or unable to broadcast at the scheduled time.
- ◆ **PRE-RECORDED.** Supply us with your program on a **CD** or **USB** drive, or send us the program via **eMail** using **MP3** formatted files to our “*Send This File*” **FTP** Service. Clearly note your file with: **(1) PROGRAM TITLE** and **(2) LENGTH OF PROGRAM**. We can’t guarantee your program will air as scheduled unless the program title, date, and time are clearly marked on the broadcast material.
- ◆ **OLD MEDIA.** We cannot air your program from cassettes, reel-to-reel tapes, or other magnetic media, since the audio quality of these older-style media are unacceptable for broadcast.
- ◆ **TIMING.** Ensure that your media are broadcast ready and timed out to match our broadcast clock—28 minutes for a ½-hour program and 54 minutes for a 1-hour program.
- ◆ **BROADCAST RIGHTS.** New World Radio reserves the right to make copies of each pre-recorded program, record each live program, or not air a program that it finds unacceptable.
- ◆ **PROGRAM RETENTION.** If New World Radio records your program for archival purposes, your last, most recent program will be stored on our servers accessible through our website [wust1120.com] and can be downloaded to any playback device. We only record and retain the **LAST** program; when you air another program, the previously recorded program is deleted. If you would like your show recorded onto CDs, you must inform the studio technician at or prior to the time of broadcast so the proper recording device can be configured. **NO MORE THAN 2 COPIES**, please.

### SCHEDULE

- ◆ Please prepare in advance for your time in the studio.
- ◆ As the measurement by which we start and end programs, our studio clocks follow the official U.S. Government time clock ([www.time.gov](http://www.time.gov)) as determined by the National Institute of Standards and Technology for the Eastern U. S. time zone, coordinated Universal Time -4 hours Daylight Saving Time or -5 hours Standard Time. If you are sending your audio to us from a remote location, you will need to synchronize to this clock.

- ◆ All **pre-recorded broadcast** materials (other than via Internet) should be delivered to the studio technician on-duty
  - at least 24 hours in advance of its scheduled time for programs airing **Tuesday through Friday**, and
  - no later than 5:00 p.m. Friday for programs airing **Saturday, Sunday, or Monday**.
  
- ◆ **Internet-delivered programs** (via **eMail** or **MP3** formatted file using “*Send This File*” FTP Service) must be sent at least 2 hours prior to broadcast and the studio technician on duty **MUST** be notified by PHONE by calling **703-532-0400** when the audio is ready.
  
- ◆ If your program **airs via call-in telephone**, Skype™ or digital codec unit, contact the studio technician by telephone at least 10 minutes before broadcast. If they are not contacted in time, studio technicians are instructed to play the designated back-up recording or, if none has been furnished, to broadcast another program or music.
  
- ◆ If your program is scheduled to **broadcast live**, please arrive at least 15 minutes before your on-air time.
  
- ◆ If you need **studio technician assistance** with your program, please provide the studio technician with a written log (see sample) indicating the order of events in your program, showing when you wish to break, whom you would like the studio technician to contact as guests, and any specific directions. Make your instructions as clear as possible.
  
- ◆ **Rehearse your cues** with the studio technician before your broadcast. If there is any on-air confusion or if a technical error is made, be professional and be prepared to continue immediately with other material. Remember.... the show must go on!!! Live radio is subject to unforeseen circumstances that are sometimes unavoidable. You are ultimately responsible for producing your broadcast and must accept this as a condition for broadcasting from our studios.
  
- ◆ **NO FOOD** or **DRINKS** are permitted in our studios. Producers are responsible for damage caused by food and **ALL** drinks (including water). Producers are also responsible for damage to, or defacement of, equipment that is not reported to the studio technician prior to commencement of studio use.
  
- ◆ No children under 16 are permitted in the studios unless they are appearing on a live program.
  
- ◆ Please vacate the studio quickly after your broadcast and leave it clean. The transition time between shows may be as little as two or three minutes.