

SIGN ON (YOU SHOULD BEGIN THIS 15 MINUTES BEFORE AIR TIME)

1. Return your keys to the hook inside the left cabinet.
2. Turn on the lights, cart machines and engage the turntables.
3. Check that channel 4 has turntable 1 switched in, channel ~~five~~ has turntable two switched in, channel six has carts 1 and three switched in and that channel seven has carts 2 and 4 switched in.
4. Check that the two switches at the far right-upper corner are in the down position.
5. Open your mike and blow gently into it. Watch the air meters above. They should ~~move~~.
- ~~6. If they do not move, this indicates that there was a power failure last night and the switcher has dropped out. Go to the AM equipment rack and set the first two controls at the top to position one. Next push the button next to the headphone jack by the console. Return the two switches to off.~~
7. Turn on the transmitters by depressing for two seconds the "X-mitters On" switch to the right of the console. ~~ONE~~ red lights should come on. If either of these lights are on you are still transmitting.
8. Fill in the Operations Log. (Instructions are on the log)
9. Fill in the Program Log.
10. When the transmitters have been on for 2-3 minutes begin your program with the sign-on cart or with the continuity script.

How To Change Control Rooms

1. If possible put on-the-air a two or three minute record or tape cartridge. Switch your monitor to air signal input. If this is impossible due to a technical problem in the console, reach under the table below the console and unplug it's power cable (wrapped in electrical tape.) Do not attempt to make any kind of announcements over the air.
2. Go to the equipment rack in the back of the AM MCR.
3. Set the first and second knobs at the top of the rack to the control room your wish to switch to. Position one is for the AM MCR and position three is for the production room. (News Prod. is number two but there is no delegate control for this room)
4. Go to the control room you will switch to.
5. Switch the monitor to air signal.
6. Cue up your next record or tape.
7. When the record or tape ends that you left playing in the other control room (if it was possible to do this.) Push the button on the switcher control in the box under the table top. (The light next to the switch should be lite) and at the same time start the record or tape that you've cued up. (Don't forget to pot up) This should be on the air.
8. Check the air meters.
9. Go back to the equipment rack in the AM MCR and return both controls to off.
10. Return to the new on-the-air board and continue your show.

Enter details in the Operations Log. If there was a technical problem that caused you to change control rooms, write down what happened and leave the note in the Engineering mailbox. If it is between 7:00 AM and 12 Midnight call one of the emergency numbers given elsewhere. If it is after 12 Midnight, leave a note for the morning man.

RLH (9/72)

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527 MADISON AVENUE, NEW YORK, N. Y. 10022 (212) 688-6520

Client: NEWSWEEK
MAGAZINE

Time Signals - #73-1

TIME SIGNAL COPY FOR NEWSWEEK

THE FOLLOWING ANNOUNCEMENTS ARE TO BE ROTATED THROUGHOUT THE SCHEDULE

NOTE FOR ANNOUNCERS: Please pause one beat between "From now on" and "read NEWSWEEK."

1. ANNCR: It's 5 o'clock. From now on -- read NEWSWEEK. You don't have to be at a loss for words during any conversation if you read NEWSWEEK regularly.
2. ANNCR: It's 6 o'clock. From now on -- read NEWSWEEK. NEWSWEEK lets you know what there is to think about -- not what to think.
3. ANNCR: It's 7 o'clock. From now on -- read NEWSWEEK. NEWSWEEK keeps you informed on everything you want to know and talk about.
4. ANNCR: It's 8 o'clock. From now on -- read NEWSWEEK. If you like to make up your own mind, you should be reading NEWSWEEK.
5. ANNCR: It's 9 o'clock. From now on -- read NEWSWEEK. NEWSWEEK offers the one sure way of keeping up with everything that goes on in the world.
6. ANNCR: It's 10 o'clock. From now on -- read NEWSWEEK. Discover for yourself why NEWSWEEK is the world's most quoted newsweekly.

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527 MADISON AVENUE, NEW YORK, N. Y. 10022 (212) MURRAY HILL 8-6520

CLIENT: Newsweek Magazine

PRODUCT:

College Radio

COMMERCIAL C

ANNCR: When you come right down to it, there are only two reasons you quote anybody. Either what he says is memorable, or he has a memorable way of saying it. People quote NEWSWEEK MAGAZINE for just those reasons. Professional people, radio and TV commentators, editors of newspapers, wire service chiefs quote NEWSWEEK far more than any other newsweekly. See for yourself why NEWSWEEK is the world's most quoted newsweekly. Pick up a copy of the current issue. And every week, from now on -- read NEWSWEEK, the world's most quoted newsweekly.

THE ADVERTISING COUNCIL, INC.

National Safety Council

30-SECOND RADIO SPOT #2

ANNOUNCER

I'd like to talk to all of the shy people in _____.

Do you have trouble telling someone you love them or care about them? Have you ever sent flowers and signed the card "Good Luck?" On Valentine's Day do you hide in the closet? Forget all that! Just tell whoever you love to fasten their safety belt. It shows you really care. Safety belts save lives and prevent injuries. Never again will you have to worry about your face clashing with your shirt when you say those three scary words. Now you have four very friendly words, "Fasten your safety belt."

When you think about it, it's a nice way to say I love you.

March 28, 1973

FRE-225a

Freehold Raceway

CONAHAY & LYON, INC.

30: Radio

Copy

College Radio

It's Spring at Freehold. Come on out you'll love it.
Grab a date, Bring a crowd. Empty out the dorms and come
out to Freehold Raceway.

You'll love the excitement. 11 harness races. A day in
the country. Dynamite restaurants. Fantastic people.

And don't forget the horses.

Give your life a little more life this weekend and come
out to Freehold.

And to help you love it a little bit more...

the price. Saturdays it's only 50¢. All you have to do
is show your ID card.

So, come out to Freehold Raceway for an unforgettable day
in the country. Freehold Raceway. Where route 9 meets
33. Post time 1:30.

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Client: NEWSWEEK
MAGAZINE

Time Signals - #73-2

7. ANNCR: It's 11 o'clock. From now on -- read NEWSWEEK. The most interesting people you know are the kind of people who read NEWSWEEK regularly.
8. ANNCR: It's 12 o'clock. From now on -- read NEWSWEEK. NEWSWEEK is lively, alert and aware. Constantly changing to help you keep up with the changing world.
9. ANNCR: It's 1 o'clock. From now on -- read NEWSWEEK. Every week NEWSWEEK reports on everything of significance that's happening at home and abroad.
10. ANNCR: It's 2 o'clock. From now on -- read NEWSWEEK. NEWSWEEK is the modern newsweekly to help you keep up with the modern world.