

WWOD AM - FORMAT AND MUSIC
GUIDELINES

REVISED 10-72

PURPOSE:

1. The purpose of this guideline is to set down the basic rules, guidelines and format of WWOD. To be number one and achieve a consistent sound...the format MUST be followed exactly!
2. The format is set up to a) Eliminate excessive jock "chatter"
b) to "push out" as much musical entertainment as possible per hour.
3. The contents of this guideline and/or other station material will be kept to yourself. The format is not public knowledge.

MUSIC:

1. All records and tapes arriving to WWOD become the property of the company. If records do arrive at the station in your name, advise the sender to mail them to your home address in the future.
2. ALL music to be aired MUST first be cleared through the Music Director.
3. WWOD uses a music rotation system for the playing of records. DO NOT DEVIATE use, unless:
 - a) There are two (2) female artists back to back
 - b) There are two (2) "drinking" or "truck driving" songs back to back.
4. Oldies to be aired are in one box (to be played) in the studio. The choice is yours. Once played...place it in the box marked, have been played. Do Not replay that record. All oldies are rotated every week.
5. Do not refer to an artist as Mister or Misses.
6. Do not refer to any "rock" groups that have performed a country song...and visa-versa.
7. Do not refer to a song as an "extra".
8. Oldies are divided into three (3) groups:
 - a) Country Memory - a recent hit...familiar artist
 - b) Country Gold - a BIG hit...at least one year old
 - c) Country Classic - a "million selling" hit
9. With oldie selection...attempt to play a song that matches your time slot:
Morning - Up tempo but not too fast
Mid-day - Emphasize love songs...no truck songs...slower paced
Afternoon - Heavy...fast paced...play truck driving songs
Night - About the same as mornings...play love songs...but not too slow.

10. Announce the position of a song...via the "country wide music guide". Songs are number announced from one (1) to eleven(11) only.
11. Hitbounds or Pics are called "Country Gentlemen Pics".
12. If a song is off the "OD request line"...say it is. Also, check off all requests on the control room playlist.
13. Play at least one (1) album cut per two (2) hours...AT LEAST.

FORMAT:

1. To define the air sound of WWOD... "We are a contemporary country music station, using a rock format and delivery.
2. Never play more than two (2) records without talking.
3. Attempt to work all vocals...watch your pacing and KEEP THE MUSIC UP UNDER YOUR VOICE. THE INTRO MUSIC MUST BE HEARD!!!!
4. The "Hot Clocks" are designed as a counter programming measure... meaning we should be playing music when our competition is into news, a music sweep, etc.
5. We are using a "Music Sweep", i.e. non-stop music, separated only by the jocks voice, a jingle, I.D., etc.
6. Music will always be UNDER YOUR VOICE. The excepting factor is of course when into a spot cluster or news.
7. Utilize record intros and fades. AGAIN...THE GOLDEN RULE IS, ALWAYS HAVE MUSIC UNDER YOUR VOICE!!!
8. THE TITLE AND/OR ARTIST of a record is given only on one side of the record, not both.
9. When to (not to) TALK:
 - a) No talk between a top of hour record-I.D.-record
 - b) No talk adjacent to news (both sides)
 - c) You may talk during a normal music sweep
 - d) You may talk ONLY on one side of a spot cluster...not both
 - e) No talk inside a spot cluster...except for a service feature, (swap shop), live spot, tag, or weather.
10. Always cross-plug the other jocks...and ALWAYS mention either or both WWOD and "the country Giant" in your patter between records.
11. Speed read the time...no exceptions. (there may be certain time tags to read after the time...these will be posted)
12. Use the promo cards at least one per hour. You may ad lib around these...but sound natural.
13. Bulletin Board, Lost and Found and Listening Post are given ONLY

during music sweeps...i.e. during record fades and intros.

14. Never play similar elements to a spot back to back. Always, music to voice to music or voice to music to voice.
15. Use station promos (where logged, if available) as spot breakers. You may also use the music beds, or "Big Country" jingle to break up like elements.
16. The "Hot Clocks" described on the following pages are divided into heavy or light spot loads. Consult the top of each log page to see what clock to use.
17. Simply follow the clock around per minute. Two (2) minutes plus or minus is allowed. There are cases where one record is played between spots or two or more records are played. Again, follow the clock around...the process is simple!!!
18. Do not count minutes of music. You may say (during a sweep) "WWOD Playing Non-Spot Music".
19. A music sweep must begin no later than 57, 16 or 47 minutes after the hour. Likewise (during a heavy load), the sweep must end no later than 9, 24 or 53 minutes after the hour.
20. In some spot clusters, weather is given as a tag. After the weather jingle, read weather, then (or under part of the weather, start up the music, using no jingle. (for sponsored weather, play the sponsored commercial last, hit the weather jingle, read the intro and forecast.) Always give the weather just for the near future... i.e., today and tonight, tonight and tomorrow...whatever fits your slot.
21. During the morning show, check time on every record. During the rest of the day, check time at least every third record.

JINGLES

1. Jingles are broken into three groups:

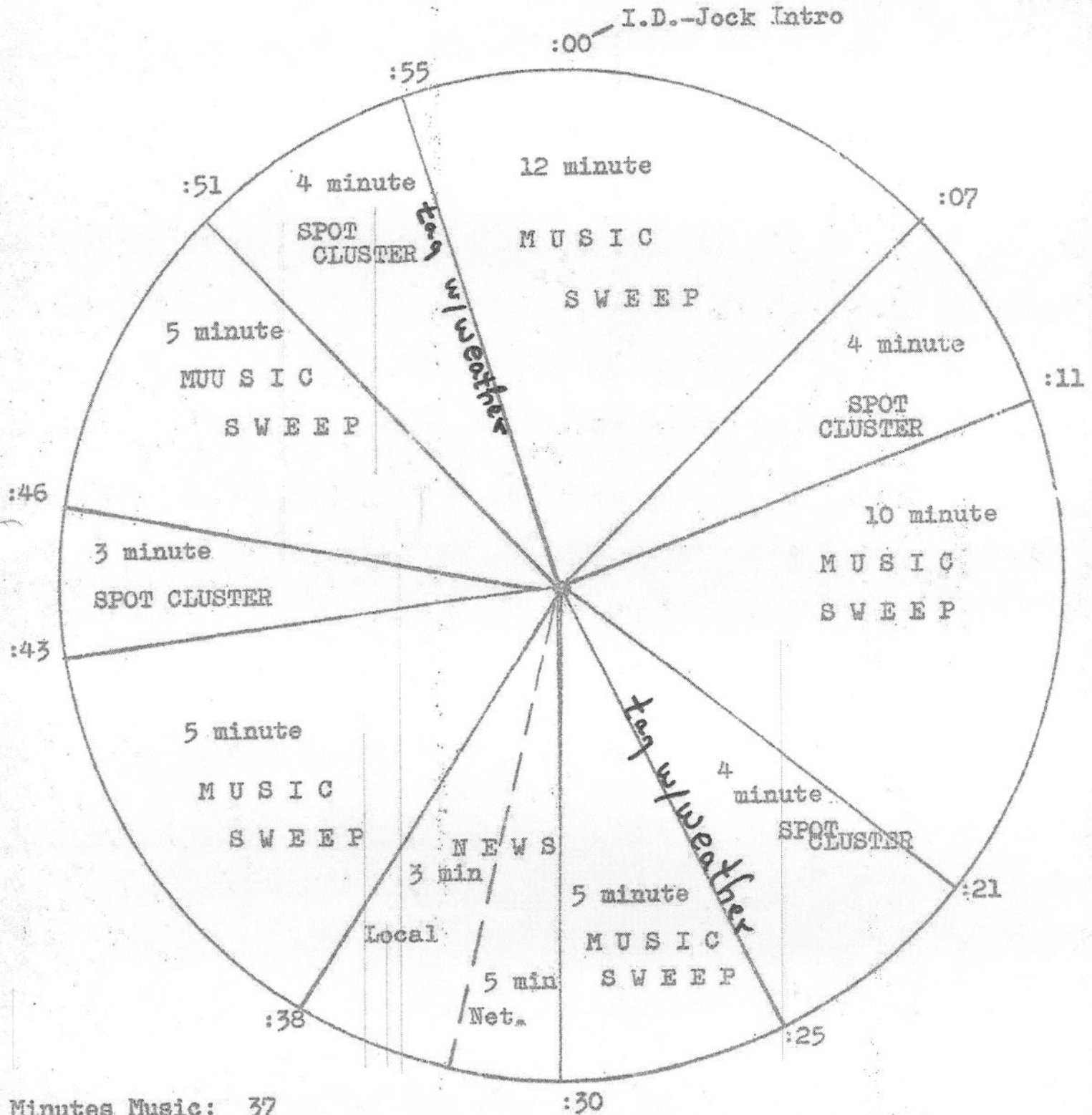
Clusters
use coming out of
spot clusters only

Sweeps
use only during
music sweeps

Intros
news, I.D.'s, beds,
breakers, etc.

2. Each cart will have the continuity, type and time of jingle on front.
3. Some spot clusters require a jingle to be played coming out of the cluster.
4. You may talk on both sides of the jingle, but be tight with music to jingle to music, or spot to jingle to music.

"HOT CLOCK" FOR HEAVY SPOT LOAD

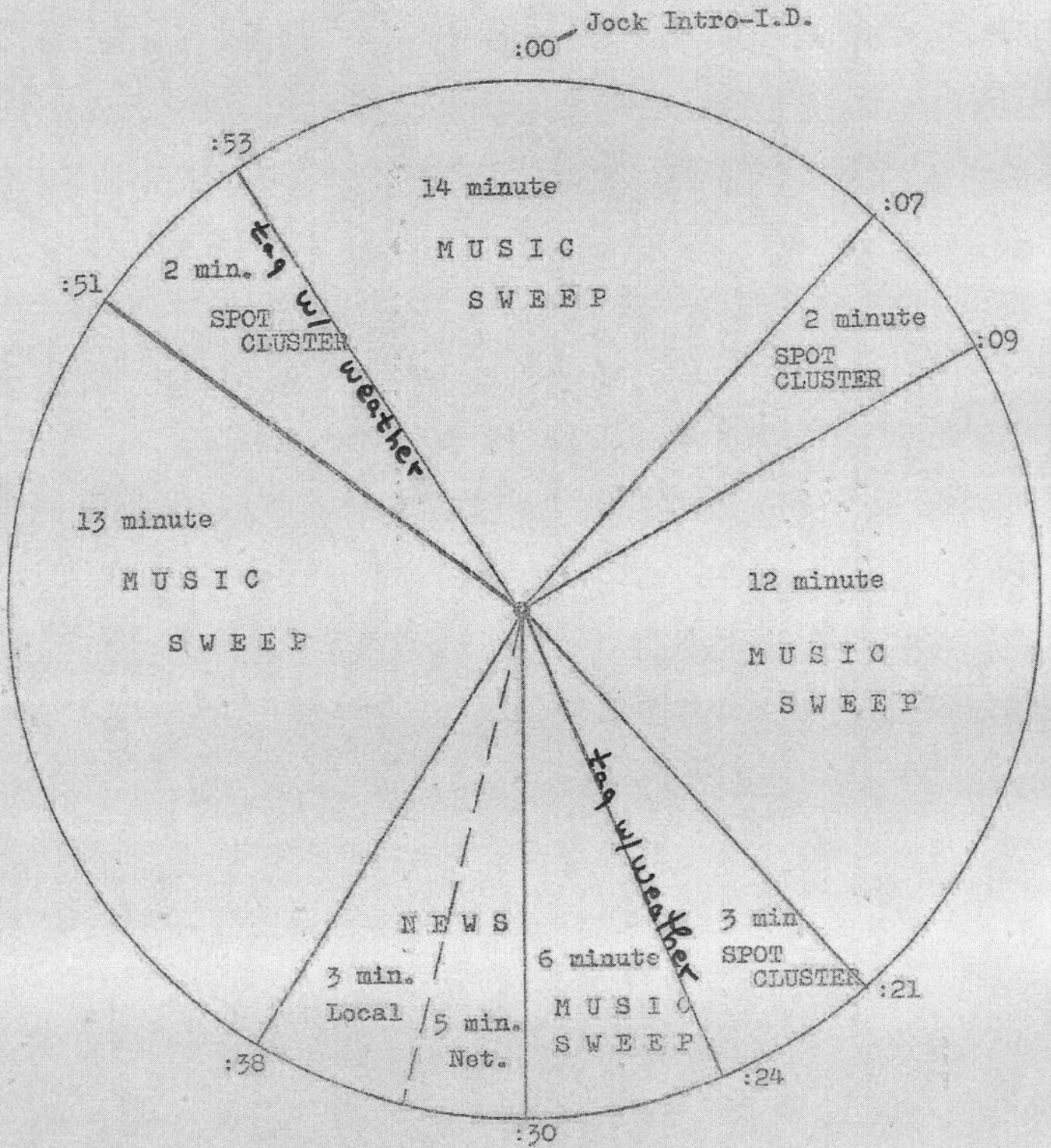


Minutes Music: 37
 Minutes News: 8
 Minutes Comm.: 15
 Total: 60 minutes

TWO MINUTES PLUS MINUS IS ALLOWED!!!!

5-5-5-5-5

"HOT CLOCK FOR LIGHT SPOT LOAD



Minutes Music: 45
 Minutes News: 8
 Minutes Comm.: 7
 +
 Total: 60 minutes

TWO MINUTES PLUS OR MINUS IS ALLOWED!!!!!!

ON AIR PRESENTATION:

1. The radio station and the music comes first...the personality second.
2. Your voice should sound real, alive and excited about the station and the music. Be natural...words should FLOW out of your mouth. We don't really care for big booming voices, ~~just~~ ^{just} someone who can TALK TO PEOPLE.
3. You don't have to be a comic...but have something the listener can identify with.
4. Use the one to one approach....like you are presenting a show to one-person, but together with this...don't get mushey.
5. Remember...WE ARE THE COUNTRY GIANT and THE NUMBER ONE STATION IN LYNCHBURG...OR THE WORLD FOR THAT MATTER!!!!
6. Prepare before you go on the air. Pull all oldies, have an idea of what you're going to say...and how you will say it. It's a good idea to have a little notebook handy to refer to anything you may want to say.
7. DO NOT REPEAT YOURSELF. The worst rut to get into is saying the same thing in the same manner. Don't always say the time and temp. Mix it up...be clever...CREATIVE!!!
8. Watch your pacing when doing intro's and outro's to records.
9. When someone wins a contest and you announce it...make that person sound like they are the luckest in the world.
10. Use inflection...you were given a voice...use a variety of pitches. Put emphaissis on certain words...don't sing-song though. When doing the news...sound authoritative!
11. TO SUM UP THIS WHOLE THING REMEMBER: IF YOU HAVE NOTHING IMPORTANT TO SAY...DON'T SAY ANYTHING. DON'T TALK TO HEAR YOURSELF!!!!

GENERAL:

1. A Standard Operating Proceedure will be found in the control room. This contains information on changing power, sign-on-off, EBS Tests what to do if the power goes off, who to call, how to perk coffee, etc.
2. Phone numbers of station employees are NOT to be given out to non-station employees.
3. Before or after station business hours, the front and back doors to the station are to be locked. NO ONE IS TO ENTER!!!!
4. During your show...YOU are in charge of the control room, the

equipment and the people inside the studio. If someone is bugging you...you have the right, (in a nice way), of telling them to knock it off and/or leave. Remember...it's your show, be proud of it!

5. Be a nice guy on the phone. If someone calls during non-station business hours on station business, tell them to call back (during week-days) between 8:30 AM and 5 PM. If someone starts yaking on the phone, bow out politely. And if someone calls and says: "where's the record I called for and requested?" If it's not coming up on the playlist soon, you say: "I'll get to it as soon as possible."
6. Keep all the lights ON in the studio when a show is in progress. You need all the proper light that's available.
7. Keep the studio clean. File all records...(in the proper place), throw away old news, put carts where they belong, dump ash trays, remove old pop bottles, coffee cups, etc. In other words, keep the studio in a general set of order, you and the next guy will appreciate it!
8. Handle all equipment with care. Treat it like it belonged to you.
9. If you have any questions, ideas, suggestions, gripes, etc., talk them over at regular staff meetings. If something annoys you, bring it out in the open...see if it can be settled.

PRODUCTION:

1. When not on the air...your first duty is production. Check the copy sheets to see what work is to be done.
2. Keep the production room clean. File all production aids after use, turn off all equipment, and lights when finished.
3. Don't tie up the production room if not recording or dubbing.
4. Be as creative as you can in spots. Again...you have a voice, use it. Find, hunt, dig for music that fits the spot. Put stingers at the end, blend music, use sound effects, light reverb, or just dry. But mix it up. Don't always do spots in the same way. Mix up your out cues.
5. YOU are selling the product in each spot and YOU must make the listener believe in it. Each spot will be perfect before airing.
6. Never record over a splice. Watch the times of spots.

60 sec.	spots not to exceed	62 sec.
30 sec.	" " " "	32 sec.
10 sec.	" " " "	12 sec.
7. A new cart number system will be in use. Each cart is assigned a number. The master list is with the copy information sheets, along

8-8-8-8-8

with the start and stop dates. Carts will be filed by NUMBER NOT ALPHABET.

All information will be typed on white labels on the front of carts. On the front will be:

- a) A PRE-assigned cart number (far left side in dymo ta
- b) last spoken word...out cue (middle center)
- c) transistion, music, voice, sound effect (lower cente
- d) length and producer (far right)

It looks like this:

25	"At Sears" :30 BJ
	V-M

Report any defective equipment in either on air of production studio to engineering.

THE FACTS

WJOD ISLYNCHBURG, VIRGINIA'S ONLY FULL TIME
COUNTRY MUSIC STATION

WJOD IS5,000 WATTS OF REAL COUNTRY MUSIC POWER

WJOD ISLYNCHBURG'S ONLY A.M. STATION SIGNING ON
AND STAYING ON LATER THAN ANY OTHER STATION

WJOD ISCENTRAL VIRGINIA'S COUNTRY MUSIC AUTHORITY

WJOD ISLYNCHBURG'S ONLY OUTLET FOR COMPLETE AND
ACCURATE WEATHER, EXCLUSIVELY FROM THE
U.S. WEATHER SERVICE AT THE LYNCHBURG
AIRPORT

WJOD ISA MUTUAL BROADCASTING SYSTEM NETWORK OUTLET

WJOD ISPLAYING THE MUSIC AMERICA LOVES BEST

WJOD ISTHE COUNTRY MUSIC GIANT!

WWOD A.M. IS LYNCHBURG, VIRGINIA'S ONLY AND MOST POWERFUL FULL-TIME COUNTRY MUSIC OUTLET. PUMPING 5,000 WATTS ON THE REGIONAL 1390 FREQUENCY, WWOD PROGRAMS "CONTEMPORARY AND MIDDLE OF THE ROAD RADIO FORMATS. THE RESULT A VERY LISTENABLE AND MODERN COUNTRY SOUND.

THE MARKET

LYNCHBURG IS LOCATED IN THE UPPER PIEDMONT SECTION OF CENTRAL VIRGINIA. 1970 CENSUS FIGURES SHOW THE LYNCHBURG CITY POPULATION AT 54,083. THE TOTAL METRO POPULATION IS ESTIMATED AT OVER 250,000 THIS IS WWOD COUNTRY! LYNCHBURG, KNOWN AS THE "HILL CITY", IS THE HOME OF A VARIETY OF INDUSTRIES. MANUFACTURING ACCOUNTS FOR OVER 40 PERCENT OF THE TOTAL EMPLOYMENT IN THE CITY. LYNCHBURG IS ALSO AN IMPORTANT TOBACCO CENTER AND ALSO THE CENTER FOR RETAIL AND WHOLESALE TRADE FOR THE SURROUNDING AREA AND THIS IS WWOD COUNTRY!

THE MUSIC

THE MUSIC AT WWOD IS RIGIDLY CONTROLLED, A CAREFUL BLENDING OF THE POPULAR "NASHVILLE" SOUND ALONG WITH MODERN COUNTRY MUSIC. ADD TO THIS A SELECTION OF "SOLID GOLD" COUNTRY HITS AND ALBUM CUTS AND YOU HAVE AN UNDUPLICATED AND UNIQUE SOUND OF CONTEMPORARY COUNTRY. WWOD IS ALSO THE SOURCE OF MORE MUSIC AND OUR LISTENERS KNOW THIS!

THE FORMAT

THE WWOD FORMAT IS CRISP AND TIGHT, LEANING TO MORE MUSIC WITH JUST THE RIGHT AMOUNT OF PERSONALITY. A CAREFULLY CONTROLLED SELECTION OF 84 ROTATED COUNTRY HIT SINGLES PLUS ALBUMS, ENHANCED BY A CUSTOM-MADE JINGLE PACKAGE, MAKE A BRIGHT, "RADIO-ACTIVE" SOUND FOR WWOD THE COUNTRY GIANT!

THE PERSONALITIES

THE WWOD PERSONALITIES KNOW THEIR JOB AND THEIR MUSIC. EACH IS A PROFESSIONAL MATCHED FOR HIS TIME SLOT. ALL THE WWOD "COUNTRY GENTLEMEN" PARTICIPATE IN STATION EVENTS, SUCH AS REMOTE BROADCASTS AND EACH SHOW HAS SOMETHING THE LISTENER CAN IDENTIFY WITH. HOWEVER THE STATION SOUND IS CONSISTANT AND FLOWING.

THE NEWS

FOR WORLD AND NATIONAL NEWS, LYNCHBURG RELIES ON THE WORLD WIDE FACILITIES OF THE MUTUAL BROADCASTING SYSTEM, HEARD EVERY HOUR ON THE HALF ON WWOD. OFTEN MUTUAL HAS THE STORY BEFORE IT EVEN BREAKS. OTHER FEATURES PROVIDED BY MBS AND HEARD OVER WWOD ARE THE WALL STREET REPORT AND MUTUAL SPORTS, ALONG WITH SPECIAL EVENT NEWS REPORTS. LOCAL AND VIRGINIA STATE NEWS IS REPORTED AS BEST AS POSSIBLE OVER WWOD, WITH REPORTS HEARD AT THE TOP OF THE HOUR. THE SERVICES OF THE ASSOCIATED PRESS ARE JUST ANOTHER SOURCE USED BY WWOD TO PROVIDE THE LISTENER WITH COMPLETE, FACTUAL AND UP TO DATE INFORMATION... BE IT AROUND THE WORLD OR DOWN THE STREET.

THE PUBLIC AFFAIRS

WWOD IS MORE THAN JUST A RADIO STATION. IT IS A MEMBER OF THE COMMUNITY. ON A DAILY BASIS, WWOD AIRS PROGRAMS OF PUBLIC INTEREST TO LYNCHBURG. WWOD ALSO LETS ITS LISTENERS KNOW WHAT IS HAPPENING BY ANNOUNCING VARIOUS LOCAL EVENTS VIA THE COMMUNITY BULLETIN BOARD. WWOD HAS WON A NUMBER OF AWARDS FROM THE MARCH OF DIMES, CHAMBER OF COMMERCE OF THE UNITED STATES, U.S. MARINES, JUST TO MENTION A FEW. WWOD IS A MEMBER OF THE GREATER LYNCHBURG CHAMBER OF COMMERCE AND THE VIRGINIA ASSOCIATION OF BROADCASTERS.

THE PROMOTION

WWOD PARTICIPATES IN A NUMBER OF REMOTE BROADCASTS, SUCH AS FROM SHOPPING CENTERS AND AREA STORES. WWOD ALSO DISTRIBUTES A WEEKLY RECORD SURVEY TO LOCAL MERCHANTS, AND CONDUCTS ITS OWN STATION CONTESTS ON A REGULAR BASIS. CROSS PROMOTION IS ALSO HEARD ON BOTH A.M. AND F.M. OF COURSE THE GREATEST PROMOTION IS BY WORD OF MOUTH AND EVERYONE IS TALKING ABOUT WWOD, BECAUSE WE ARE THE COUNTRY MUSIC GIANT!

THE F.M.

WWOD A.M. SISTER STATION IS KNOWN AS THE "GOSPEL TRUTH" AT 100.1 ON THE F.M. DIAL. THE STATION IS PROGRAMMED WITH RELIGIOUS AND GOSPEL MUSIC, AND LIVE AND RECORDED RELIGIOUS PROGRAMS, BOTH LOCALLY AND NATIONALLY PRODUCED. WWOD F.M. IS LYNCHBURG'S ONLY STEREO STATION, BROADCASTING WITH 3,000 WATTS, WHICH EASILY BLANKETS THE AREA.

WWOD A.M. PROGRAM LINE-UP

BILL WATTS

5:00AM - 10:00AM

BILL WAS FORMER MUSIC DIRECTOR OF WMVA AM-FM IN MARTINSVILLE, VIRGINIA. BEFORE THAT HE WORKED FOR SEVERAL STATIONS IN NORTH CAROLINA. BILL WAKES LYNCHBURG WITH HIS MORNING CHIME AND ALSO SERVES AS PRODUCTION DIRECTOR AT WWOD.

JAY DOUGLAS

10:00AM - 2:00PM

JAY DOUBLES AS PROGRAM DIRECTOR OF THE COUNTRY GIANT. AREA HOUSEWIVES REALLY DO ENJOY THEIR SECOND CUP OF COFFEE WITH JAY, AS HE PLAYS MORE OF THE MUSIC AMERICA LOVES BEST. PREVIOUS TO COMING TO WWOD, JAY WAS THE AFTERNOON AIR PERSONALITY AT WNOW, YORK, PA., NUMBER ONE IN COUNTRY IN CENTRAL PENNSYLVANIA.

RICK MASON

2:00PM - 7:00PM

RICK WAS THE NUMBER ONE NIGHT PERSONALITY AT KTCR, MINNEAPOLIS, MINNESOTA BEFORE ARRIVING AT WWOD. MASON MAKES MUSIC IN THE AFTERNOON AS HE ACTUALLY DRIVES HOME WITH THOUSANDS OF LYNCHBURGERS. RICK KEEPS TABS ON THE AIR SOUND OF THE GIANT AS WWOD'S MUSIC DIRECTOR.

DAVE KAYE

7:00PM - 1:00AM

DAVE IS FROM THE MID-WEST AND ALSO HANGS HIS HAT IN HIS HOMETOWN OF MINNEAPOLIS. HE ATTENDED BROWN INSTITUTE AND IS AN ELECTRONICS BUFF. DAVE IS PUBLIC SERVICE DIRECTOR AT WWOD, AND PLAYS MORE MUSIC ON ONE OF CENTRAL VIRGINIA'S ONLY COUNTRY MUSIC STATIONS ON AFTER SUNDOWN.

LYNN NASH

WEEK-ENDS

LYNN HOLDS DOWN THE FORT ON WEEK-ENDS AND ACTS AS SWING MAN AT WWOD. LYNN IS FROM THE AREA AND KNOWS WHAT LYNCHBURG WANTS TO HEAR ON THE 'OD WEEK-END REQUEST LINE!

<u>LAST WEEK</u>	<u>THIS WEEK</u>	<u>TITLE/ARTIST</u>	<u>LABEL</u>
3	1	COUNTRY SUNSHINE-----DOTTIE WEST	RCA
1	2	WE'RE GONNA HOLD ON-----GEORGE JONES AND TAMMY WYNETTE	EPIC
4	3	THE MOST BEAUTIFUL GIRL-----CHARLIE RICH	EPIC
6	4	LITTLE GIRL GONE-----DONNA FARGO	DOT
2	5	ALL IN THE NAME OF LOVE-----MARVEL FELTS	CINN
10	6	IF YOU CAN'T FEEL IT-----FREDDIE HART	CAP
9	7	MY LOVE IS DEEP, MY LOVE IS WIDE-----PAT DAISY	RCA
14	8	AMAZING LOVE-----CHARLIE PRIDE	RCA
5	9	SING ABOUT LOVE-----LYNN ANDERSON	COL
16	10	ATTA WAY TO GO-----DON WILLIAMS	JMI
8	11	PAPER ROSES-----MARIE OSMOND	MGM
18	12	IF WE MAKE IT THROUGH DECEMBER-----MERLE HAGGARD	CAP
7	13	TILL THE WATER STOPS RUNNING-----BILLY "CRASH" CRADDOCK	ABC
11	14	JOLENE-----DOLLY PARTON	RCA
20	15	LOVIN' ON BORROWED TIME-----MEL STREET	MM
12	16	TOO MANY MEMORIES-----BILLY WALKER	MGM
21	27	I LOVE-----TOM T HALL	MERC
22	18	SONG AND DANCE MEN-----JOHNNY PAYCHECK	EPIC
13	19	I'LL NEVER BREAK THESE CHAINS-----TOMMY OVERSTREET	DOT
24	20	HEY LORETTA-----LORETTA LYNN	MCA
26	21	FOR BETTER OR FOR WORSE-----GEORGE JONES	RCA
30	22	ROLLIN' IN MY SWEET BABY'S ARMS-----HANK WILSON	CAP
15	23	THE MIDNIGHT OIL-----BARBARA MANDRELL	COL
27	24	ANOTHER FOOTBALL YEAR-----JEANNIE C RILEY	MGM
PIC	25	BIG GAME HUNTER-----BUCK OWENS	CAP
29	26	SOMEWHERE BETWEEN LOVE AND TOMORROW-----ROY CLARK	DOT
17	27	GREEN SNAKES ON THE CEILING-----JOHNNY BUSH	CAP
32	28	BAD, BAD, COWBOY-----TOMPALL	MGM
36	29	ALLEGHENY-----JOHNNY CASH AND JUNE CARTER	66L
NW	30	LET'S GO ALL THE WAY TONIGHT-----MEL TILLIS & SHERRY BRICE	MGM
33	31	I DON'T WANT YOUR MEMORIES-----CONNIE SMITH	RCA
PIC	32	SOMETIME SUNSHINE-----JIM ED BROWN	RCA
19	33	RIDIN' MY THUMB TO MEXICO-----JOHNNY RODRIGUEZ	MERC
31	34	WHEREFORE AND WHY-----GLEN CAMPBELL	CAP
NW	35	STAY ALL NIGHT-----WILLIE NELSON	ATL
PIC	36	COME ON PHONE-----JEAN SHEPARD	UA
35	37	SUNSHINE FEELING-----LAWANDA LINDSEY	CAP
34	38	LILA-----DOYLE HOLLY	BAEN
30	39	LOVE (DON'T LET ME DOWN)-----BOBBY LEE TRAMMELL	CAP
39	40	I WANNA LIVE HERE IN YOUR LOVE-----THE KENDALLS	DOT

COUNTRY GENTLEMEN PIC HITS:

I BELIEVE IN THE SUNSHINE-----ROGER MILLER	COL
THE HOUSE OF THE RISING SUN-----JODY MILLER	EPIC
JUST ONE MORE SONG-----JACK BLANCHARD & MISTY MORGAN	EPIC
SURPRISE, SURPRISE!!!-----SONNY JAMES	CAP

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