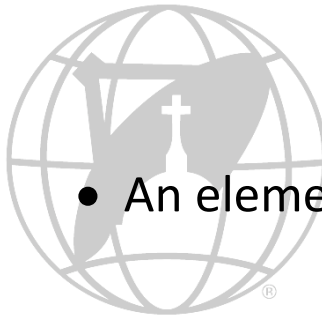


Improving Local Programming & Short-Form Production

Short-Form Production DEFINED

Stop Set (Break)

- The place where messages are played during a typical broadcast hour
- There may be several placed throughout a typical :60 minute period
 - Stop Set lengths vary



Bumper

- An element that acts as a transition OUT of a Program INTO a Stop Set
 - :15-:30 seconds

Promo

- An element that promotes a Program
 - :15-:30 seconds

Utility

- An element that promotes an asset: Newsletter, Website
 - :15-:30 seconds

Spiritual

- Inspiring, encouraging, informative, teaching message
 - :30-:60 seconds

Positioner

- Conveys: Who You Are & What You Do
 - :05-:15 seconds

Rejoin

- An element that acts as a transition OUT of a Stop Set INTO a Program
 - :15-:30 seconds



EWTN

Global
Catholic
Radio

REFRESH[®] Promo, Utility, Spiritual QUARTERLY

Long-Form Show Production

- Show Prep
- Production
- Airchecking