Here are a few tips and reminders = 15 minutes reading required.

ENDING AN HOUR WITH MORE IMPACT

We're asking you to change the way an hour ends to give it a bit more impact. There's no need to go back to re-do hours you've already voice tracked but have yet to be broadcast. This only works for voice tracked shows, not fully recorded programmes.

Instead of letting the final track of the hour flop into the news ID, I'd like you to record a voice track **between** the final song and the news ID.

This link should highlight what's coming up in the next hour or show, in an attempt to retain a listener.

Examples could be:
"After the news, I'll be speaking to someone who has set a new world record after eating 340 hot dogs in 20 minutes on a bus in Radlett"
or
"That's Breakfast for this morning; have a great day whatever you're up to. Next, Iain has Mix Mornings – are you ready for our lyric quiz?"
or
"Mix Morning with Nick is next, and he's talking to Angela Sneeze about a new campaign to raise awareness of town centre trip hazards, and he's lined up some great music from music from X, Y and Z"

When voice tracking, it will look a bit like this:

20:54:07	👤 Script: Preview later/ next hour			
20:54:07	🎙 Voice Link	Andy Waterfield		0:04
20:54:11	🎵 Natalie Don't	Raye	(:03)	2:40E
20:51:13	📡 MIX - 08 (DRY)			0:03E
20:56:51	🎵 Head And Heart <Radio Ed... Joel Corry Featuring Mnek		(:07)	2:43E*
20:59:33	🎙 Voice Link	Andy Waterfield		0:12
20:59:45	📡 NEWS IN	TSA PLACENAMES 03		0:15

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Or it could look like this:

18:53:25	♫ Stay	Sash		3:26E*	🟢
18:56:50	🎤 Voice Link	Andy Waterfield		0:02	➕
18:56:52	♫ Keep On Jumpin'	Todd Terry	(:14)	2:48F*	🟢
18:59:40	👤 Script: Preview later/ next hour				
18:59:40	🎤 Voice Link	Andy Waterfield		0:10	➕
18:59:49	📡 NEWS IN	TSA PLACENAMES 01		0:15	🟢

THREE REMINDERS:

ONE:

Please always record a link into the ad breaks; give the listener something to hang around for. An example could be:

"Coming up, we look at the local listings for the weekend, hear from local artist Jen Smith about her new exhibition, and we'll have music from Rita Ora, Robbie Williams, and we go throwback to the 80s, next"

[Note the rule of three – three 'things' to promote (listings, artist, music) and the music list features three elements. Three makes a good structured sentence that flows and is easy to say.]

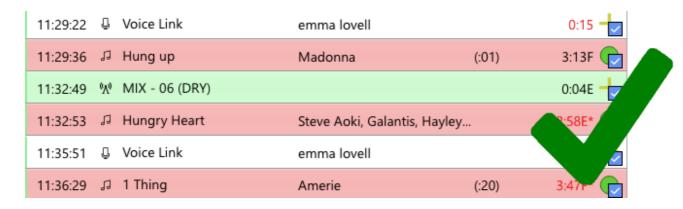This is what it should look like:

11:17:01	♫ I wrote a song	Mae Muller	2:38*	☑️
11:19:38	👤 Script: XX20 AD BREAK Throw ahead and delete sweeper			
11:19:38	🎤 Voice Link	Steve Simpson	0:27	☑️
11:20:05	💷 AD7 Northwood Lettings		0:30	☑️

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TWO:

Check that when songs are scheduled to play after one another, there is always a DRY ID in between them. Songs should never play one after the other with no sweeper. On occasion you may have to insert them manually (available in carts 39285 – 39292).

This is correct:

But this is wrong:

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THREE:

Overruns need to be only 30 seconds (approx.). If you have a huge overrun of 90 seconds, then Myriad will do some brutal cutting and fading of songs. It doesn't sound great if you really talk up a song ("This is a great track, one of my favourites of the moment, it's new from XXX) if Myriad then plays only 45 seconds of it before binning it off!

You can check timing by looking at the bottom of the log window in Myriad – it shows you the broadcast time/hour and the overrun (the + number)

In the above example there is an overrun of 41 seconds.
This is fine.

In the example below, the overrun is 2'23, which is far too much and will result in Myriad making some very brutal decisions.