

The Gift of Christmas

“The Gift of Christmas is exactly that for a programmer: seamless, well produced programming for Christmas!”

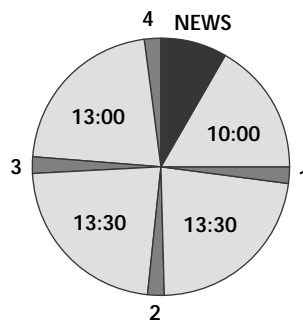
CLOCK DIAGRAMS

The Gift of Christmas is designed for programming versatility. Each “hour” is 50 minutes long, allowing you ten minutes of news, spots, and station IDs per hour.

There are three breaks within the body of each hour, placed at approximately the quarter hour positions of the clock: 15 minutes past, 30 minutes past, and 15 minutes to the hour.

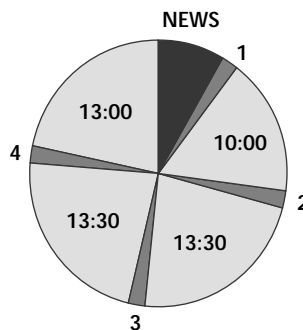
OPTION #1

Use the three internal breaks, plus the optional fourth break at the end of the hour.



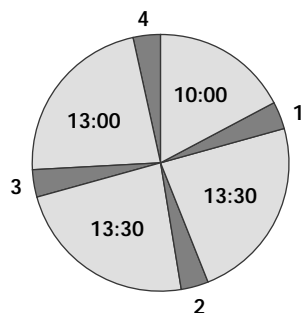
OPTION #2

Use the three internal breaks, but put the “fourth” break at the beginning of each hour.



OPTION #3

Delete your newscast, and run four commercial breaks lasting 2 and a half minutes each.



Track 5 of each CD contains a short piece of optional fill music. An optional fourth break at the end of each hour can be inserted prior to the fill music, if you haven't already used up your allotted commercial/news time.

Might the news go overtime? Might there be last minute commercial additions? No problem. The last song on Segment 2 of each hour (just before Break #2) is an instrumental and can be faded if time constraints require. The first song of Segment 3 of each hour (just after Break #2) is deleteable. Song lengths of fadeable and deleteable songs are provided for your information. Segment times indicated here are approximate.