

Production Policies – CRISTA Media/Austin

1. Production Order & Copy Deadlines

Pre-Produced:

- Monday - Thursday: 2pm for orders and EPO's next day start).
Friday: 12pm for orders and EPO's (for Sat, Mon or Holiday start).
- MP3 files are preferred. 320 kb bit rate

Written and Produced In-House:

- 48 hours before start (excluding weekends)

Exceptions:

- Late arriving MP3's will be accepted late if notice is provided to production **before** the deadline and the spot title is sent to continuity.
- Allow more time for concert spots and high-concept spots with music clips, multi-voice and sound effects.
- Allow 48 hours or more for EPO's with multiple spots that all need to be produced (for same day start).

2. Orders and Copy:

- All orders go to Traffic first. EPO's and copy are to be put in the KFMK Traffic folder on the J Drive. EPO and Copy may also be emailed to kfmk.traffic@gmail.com. Julie or Heidi will process all paperwork and assign numbers, then pass paperwork and copy to Production.

3. Copy Changes:

- Same deadlines as above. Anything after deadline gets moved to the 2nd day.

4. Client Approval:

- 48-hour notice on spots requiring approval before airing (otherwise spots cannot be approved by client prior to airing)

5. Holiday Changes:

- Please allow additional production time due to high volume.

6. Emergencies:

- Spots will be changed for that day manually as soon as possible if they fall into one of the following categories:
- We made a mistake (wrong phone number, web address, etc.)
- Legal issues (questionable claim/content)
- Mortgage rate change
- Airplane crash (have to pull airline spots, etc.)

*All other copy changes will be dealt with on a case by case basis with decisions based on production and continuity workload, access to studio, etc.

**General Sales Manager may need to make final decision

***Dub-overs will only be done in the case of an **extreme** emergency

7. Talent Pool

- If copy requires talent that we cannot provide in-house (children, impersonations, special voices), it is the responsibility of the AE to provide such talent and arrange compensation for the outside talent. Production requiring high concept and impersonation-type copy to be cleared for feasibility before we agree to produce.

8. Copy templates / length

- Please use the copy template for copy length. When in doubt about copy length read aloud and time.

9. Crista Broadcasting Production Rates:

- When a CRISTA Media produced spot runs on a non-CRISTA station, a charge applies. Rates are based on spot length. When a client requests to use a spot, please write up a non-spot order with the correct amount listed.

60 second spot = \$100 / 30 second spot = \$75. These prices are per spot, buyout

- When a CRISTA Media produced spot with Steve, Amy, Lisa, Sam or Sarah runs on a non-CRISTA station, a charge applies.

60 second spot = \$225 per spot / 30 second spot = \$200 per spot

Production Fee is \$75.00 per hour

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