

night call

A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES

NELSON PRICE, Executive Producer
BEN LOGAN, Producer
EDWARD M. JONES, Director of Programming
DEL SHIELDS, Host

475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

S T A T I O N R E L A T I O N S H I P S

- Origination:** NIGHT CALL originates in New York at 11:30 p.m. Eastern Time. The program is brought to your community by broadcast lines. Cost of broadcast lines to your telephone company test board is borne by the producer. The loop and bridging costs from the telephone company to station are borne by the station.
- Charges:** There are no program charges. Production costs are the responsibility of the producer.
- Station Cutaways:** There will be three 70 second breaks--one each quarter hour-- during the one-hour broadcast: a 10 second station ID and 60 seconds for local commercials. Revenue from commercials is the station's. The choice and responsibility for such advertising rests with the station.
- Public Service Spots:** Public service spots will be fed down the network line for the stations which want a completely packaged program.
- 7 Second Delay:** NIGHT CALL will be fed live to the stations with no delay. There are two reasons why the show is not delayed nationally:
- a. The producer cannot assume this responsibility legally for the station; therefore, no attempt to do so is made.
 - b. Acceptable air expression changes from market to market. What is acceptable in Chicago may be unacceptable in Sioux City.

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Producer
Precautions: The producer does have several precautions against abuse on the air:

a. The calls are screened before being placed on the air.

b. The host has override capability over both telephone lines. When the host speaks, the gain automatically lowers on the audience and guest lines.

c. NIGHT CALL permits any point of view to be expressed. Ideas are attacked but persons are not. This basic respect for persons has effectively negated the bigot in the past.

d. The audience caller can be taken off the air at the flip of the switch by the host.

Station
Identification
on the Network: Participating stations are identified on the air when a listener calls in from that station's listening audience.

Audience
Callers: NIGHT CALL accepts calls collect from listeners anywhere in the country. This cost is the responsibility of the producer.

Test Signal: A program test signal with time checks will be sent down the line 15 minutes prior to starting time each night.

Emergency
Number: To contact the producer during or near show time, call:

212/ 749-5400.

In case of a line problem, call your local telephone company.

Regular Phone
Number: The producer may be reached during office hours at:

212/ 663-8900.