***Copy/Production User Manual***

**REVISED JULY 3, 2014**

**Turn-Around Times**

*-24 hour turn-around on writing assignments*:

-This means if you submit copy-points for a script to be written on Monday, the earliest you can request the script back is Tuesday.

-Your script will be delivered to you by the end of the day on the date you have indicated as your “WRITE BY DATE”.

-If you need a script turned around on the same day, please contact Sean Anderson ([sean.anderson@myfmradio.ca](mailto:sean.anderson@myfmradio.ca)) to determine if the request can be accommodated. Same day turnaround is always the EXCEPTION, please avoid if possible.

*-24 hour turn-around on production assignments:*

-This means if you submit and approved script for production on Monday, the earliest you can request the audio back is Tuesday.

-Your audio will be delivered to you by the end of the day on the date you have indicated as your “PRODUCE BY DATE”.

-If you need a commercial turned around on the same day, please contact Sean Anderson ([sean.anderson@myfmradio.ca](mailto:sean.anderson@myfmradio.ca)) to determine if the request can be accommodated. Same day turnaround is always the EXCEPTION, please avoid if possible.

-If your commercial requires special voices, accents, very involved production, etc., it is highly recommended that you provide more than 24 hours for turn-around.

**“Write By:” & “Produce By:” Dates**

-It is crucial that you input correct WRITE BY and PRODUCE BY dates on your P.O.’s. They provide the guideline for the path your P.O. will take to final production.

-If your P.O. has gone past the original WRITE BY or PRODUCE BY dates you have input due to changes, client delays, etc., please do your best to adjust the dates before you submit for final production. Submitting a P.O. that has a PRODUCE BY date of 2 days previous creates confusion.

**Work Flow Through MAD DOG**

-P.O.’s that need a SCRIPT WRITTEN are submitted to “COPYWRITER”

-P.O’s that have an APPROVED SCRIPT and require production are submitted to “SEND TO BE PRODUCED”

-P.O.’s containing a SCRIPT THAT NEEDS CHANGES should be sent back to “COPYWRITER” as a PROBLEM with appropriate instructions.

-P.O.’s representing a PRODUCED COMMERCIAL THAT NEEDS CHANGES should be sent back to “SEND TO BE PRODUCED” as a PROBLEM with appropriate instructions.

**Pre-Produced Audio & Tags**

If the client has pre-produced audio from an agency or another source you need to submit a P.O. representing this audio to PD with appropriate instructions and TAG COPY if applicable.

THEN send an mp3 copy of the audio to [copy@myfmradio.ca](mailto:copy@myfmradio.ca)

EXAMPLE:

(Your P.O. would contain the following)

“Please add the noted TAG to the supplied pre-produced audio”

TAG: See your local ABC dealer TODAY at 123 3rd Avenue West

\*\*Audio has been sent to [copy@myfmradio.ca](mailto:copy@myfmradio.ca)

**Mad Dog TIME COUNTER**

-The counter on MAD DOG is NOT ACCURATE.

-A 30 second script will show between 25 and 28 seconds on the counter

-The BEST way to properly time a radio script is using a stop-watch and *reading the script out loud in the manner in which it’s to be produced.*

-If you are writing your own scripts and they are excessively long, they will be returned to you for further editing.

**Multiple Scripts & Updates**

-If your client requires more than 1 script-----you must submit a P.O. for each script required containing the appropriate copy-points for each script.

-If your script just requires a SIMPLE UPDATE such as “LAST DAY TODAY”, this can usually be accommodated on 1 P.O..

-If you are un-sure about how to make a multiple script submission, do not hesitate to contact Sean for further guidance.

**Additional Copy Information**

-If you have a FLYER, POSTER, BROCHURE, etc. that applies to your P.O. and the script that needs to be written, please forward an electronic copy of it to [copy@myfmradio.ca](mailto:copy@myfmradio.ca) and ensure that you mention it in your P.O. (ie: “Please see poster sent to “Copy” for further information)

**“Talent” section of Mad Dog**

-This is where you can indicate whether you want a MALE or FEMALE read, or specify a myFM voice for your produced commercial.

-If you have no special request it can be left as “No Special Request”

**The Copy/Production Team**

**Sean Anderson** (Group Copy/Production Manager)

[sean.anderson@myfmradio.ca](mailto:sean.anderson@myfmradio.ca)

**Kelsey Monahan** (Writer/Producer)

Simcoe Studios [kelsey.monahan@myfmradio.ca](mailto:kelsey.monahan@myfmradio.ca)

**Jessica Bilson** (Writer/Producer)

Renfrew Studios [jessica.bilson@myfmradio.ca](mailto:jessica.bilson@myfmradio.ca)

**Additional Production Services**

-The myFM Copy/Production Team utilizes three outside production services in addition to our own staff members.

These include:

**baf Sound Works** operated by Andrew Frame in Lehigh Acres Florida

**Lawson Productions** operated by Randy Lawson in Frankfort Indiana

**JC Voiceover & Production** operated by Jennifer Carr in Stratford Ontario

-Sean Anderson typically acts as the liaison to these services-----please refrain from contacting them directly with questions or concerns, contact Sean first, it’s much less confusing for Andrew, Randy, & Jennifer!

**SUBMITTING A PRODUCTION ORDER (P.O.) QUICK STEP GUIDE**

|  |  |
| --- | --- |
| **NEW PRODUCTION** | click new production - New Production Form |
| **SELECT CUSTOMER** | scroll down to find client |
| **COPY TITLE** | name commercial |
| **WRITTEN BY/PRODUCED BY** | when you need script back.  when commercial if to be produced (after approval) |
| **STYLE** | hard/medium/soft sell |
| **VOICES** | does your commercial have more than one voice. |
| **CO-OP** | click if the client is for co-op |
| **TALENT** | what type of voice (male, female, client, specific person) you would like to read commercial.  If your client is voicing, note clients name. |
| **NEEDS** | jingle, music bed, tag, others - click what you need in the commercial |
| **INSTRUCTIONS** | if there are any special instruction writer needs to know about |
| **PRONUNCIATIONS** | write out how the name should be said.  DELHI - Dell - High  CARADOC - Care - Ah - Dock |
| **COPY POINTS** | include 4-5 main points that should be covered in the script. |

**Submitting a COPY CHANGE or PROBLEM**

|  |  |
| --- | --- |
| **PRODUCTION SYSTEM PAGE** | start on main page |
| **SELECT CUSTOMER** | scroll down to find client |
| **SCRIPT** | Find the correct script of the client that has a copy change or problem. |
| **PROBLEM** | Click the RED problem button {screen will change to RETURN AS PROBLEM} |
| **PRODUCTION PROBLEM** | Either click -script needs change or none. |
| **COPY CHANGE OR PROBLEM** | Note what needs to be changed in the script or what the problem is in the box below.  This will show the copywriter what changes are needed. |
| **PRESS OKAY** | Script will be sent back to copywriter. |