



**daily**cast<sup>TM</sup>  
Syndicated Radio News

## News Service For Broadcasters

Get radio newscasts for your radio station

# Ideas

## HOW TO STRETCH YOUR NEWS SCHEDULE

# SCHEDULING TEMPLATE

**A** lot of clients ask how to get the most out of their newscast files. Version 4 provides more newscast files, headlines, Good News files and breaking news. This report shows you a suggestion on how to schedule your news files so you are able to provide news throughout the day, everyday.

Remember, the rule of thumb is that listeners are not tuned in 24-hours a day. On average radio listeners tune in a few hours a day. Many tune out then back in at a different time. For those that listen longer, they listen in the background while working, driving, etc.

## WITH THAT IN MIND, NEWSCAST REPLAYS ARE THE NORM.

Dailycast news audio files have a variety newscasts and headlines to mix it up for the day's scheduling. You can drop these files in your programming and then mix them up again, hours later, to reach another group of listeners.

***Here's an example newscast schedule:***

**MORNING DRIVE**

**6 AM** Main news file one

**6:30** Short News update one

**7 AM** Main news file two

**7:30** Short News update two

**8 AM** Main news file three

**8:30** Short News update three

**9 AM** Main news file four

**10 AM** Good News Headline

**MID DAY**

**12 PM** Main news file two

**12:30** Short News update three

**1 PM** Main news file one

**1:30** Short News update one

***AFTERNOON DRIVE TIME***

**3 PM** Main news file one

**3:30** Short News update one

**4 PM** Main news file two

**4:30** Short News update two

**5 PM** Main news file three

**5:30** Short News update three

**6 PM** Main news file four

***EVENING***

**7 PM** Main news file four

**8 PM** Main news file two

**10 PM** Main news file three

**12 AM** Main news file one

**AFTER HOURS** No news or mix headlines, main files and good news.

Breaking news can be inputted at different times during the day and night (when the breaking news happens). Remember, most listeners tune in at different times and rotate throughout the day/night. Get the most out of your newscast files.

This report just gives you an idea on how to rotate your news files. No schedule fits all stations. This just helps you determine how to fit the files into your particular radio program.