



**TOM JOYNER
MORNING SHOW OPS
MANUAL**

2019

TOM JOYNER MORNING SHOW CONTACTS

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TJMS Tools can be found at <http://www.reachmediainc.com>,
<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>

TOM JOYNER MORNING SHOW CONTACTS

Reach Media Inc., 13760 Noel Road, Suite 750, Dallas, TX 75240

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TOM JOYNER MORNING SHOW

WHO TO CALL - EMERGENCIES

TJMS STUDIO: Affiliate Hotline (NON TECHNICAL ISSUES) (972) 371-5881/ 5827
Studio Fax (972) 458-1690

PROGRAMMING: Kim Nelson-Ingram (972) 371-5849
kim.nelson-ingram@reachmediainc.com (214) 577-8765 cell

Mark McCray (972) 331-5400
mark.mccray@reachmediainc.com (972) 510-8775 cell

ENGINEERING: Anthony Schnurr (214) 808-9710 cell
TJMS Engineering (TECHNICAL ISSUES) (214) 242-1359
Westwood One Satellite Services (914) 908-3210
<http://westwoodone.com/LEARN-MORE/Satellite-Services/default.aspx/>

TJMS TOOLS: Programming/Marketing Information
www.reachmediainc.com

ftp://data1.reachmediainc.com or
ftp://data2.reachmediainc.com – Programming Audio

**TJMS TOOLS
PASSWORDS:** Marcella Turk(972) 371-5844
marcella.turk@reachmediainc.com

TJMS Tools can be found at <http://www.reachmediainc.com>,
<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>

TOM JOYNER MORNING SHOW

REGIONALIZATION OF TJMS & RBA

We would like to let you know about some of the features associated with the X-Digital Satellite System (XDS) and how they relate to The Tom Joyner Morning Show (TJMS) and our weekend show, Right Back Atcha (RBA).

One of the primary benefits of XDS is the ability to regionalize commercials on a receiver-by-receiver basis. Over the past year, XDS advancements have made the system even more robust. However, in order for XDS to work correctly, the receiver must be allowed to playback the show in real time for the insertions to occur correctly.

As pertains to RBA, no matter what feed you record in your receiver, regional spot insertions occur based on the day the receiver is playing back RBA. For example, playing the show out of the receiver into your automation system on Friday may not get you the correct regional spot that would be automatically inserted by the receiver if it were played out on Saturday or Sunday. For this reason, we strongly urge that you automate the playback of RBA utilizing the delay function of the receiver. The show is recorded in the receiver with all the network cues that are necessary to trigger local breaks.

Please Note: **EVERY affiliate is responsible for playing TJMS and playing/delaying RBA from their own receiver.** This is critical to the implementation of the regional network spots. Not every market gets the same network spots because it is a function that depends on the advertiser's requirements.

Reach Media requests that each station ensure their receiver is programmed to capture and playback one or more of the three feeds for RBA. (Feed times are **2PM Thursday, 11AM and 2PM Friday**, all Central time.)

One last note, do **NOT** download the audio file directly from your receiver unless you download it on the day it is to play back on air. Again, the insertions occur based on when the show comes out of the receiver. Downloading RBA from the receiver might not get the right spots unless you download it on the day it is to air.

For the reasons listed above, **we will not provide RBA via the Reach Media FTP** system. Emergencies will be handled on a case by case basis. We will not be providing extra feeds during the holidays.

If anyone has any questions, please feel free to contact Mark McCray, VP, Programming & Operations at 972-331-5400 or via email at mark.mccray@reachmediainc.com.

For assistance in reprogramming your receiver, contact Westwood One Technical Services at 914-908-3210.

TJMS Tools can be found at <http://www.reachmediainc.com>,
<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>

TOM JOYNER MORNING SHOW

CLOCK KEY

The Tom Joyner Morning Show begins at exactly 5:00AM Central and ends exactly at 9:00AM Central. **These are the only exact times on the Flex Clocks.** All other start times are approximate to the times shown on the Flex Clock. However, the lengths of shaded areas are **exact** times.

Explanation of Program Functions

1. **Not In use**
2. **End of Show (4th Hour only)** – indicates the end of The Tom Joyner Morning Show broadcast.
3. **Not In Use**
4. **Local Break** – At this time affiliates have the option to stay with **The Tom Joyner Morning Show** or break away to run local commercials, news, traffic, weather, time checks or other local content. **The Tom Joyner Morning Show** content is provided during all breaks.
5. **Net Rejoin** – This function signals the return of The Tom Joyner Morning Show from the commercial break and should direct your on air programming back to TJMS. In order to facilitate a smooth rejoin, theme music will begin: 25 seconds prior to the end of the Local breaks. There will be at least three seconds of theme music after the #5 function fires.
6. **Local Call Letters** – This function fires Local Call Letters which are three (3) seconds in length. Local Call Letters are fired variably within the hour by TJMS Control.
7. **Not In use**
8. **Not In Use**
13. **Time Sync** – Every hour at 59:58, Westwood One sends a function to assist in synchronizing your clocks to the network clocks. If you do not have a master clock system in your facility it is highly advised that you use this function to synchronize at least one clock in your air studio or automation system with the network.

TJMS Tools can be found at <http://www.reachmediainc.com>,
<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>

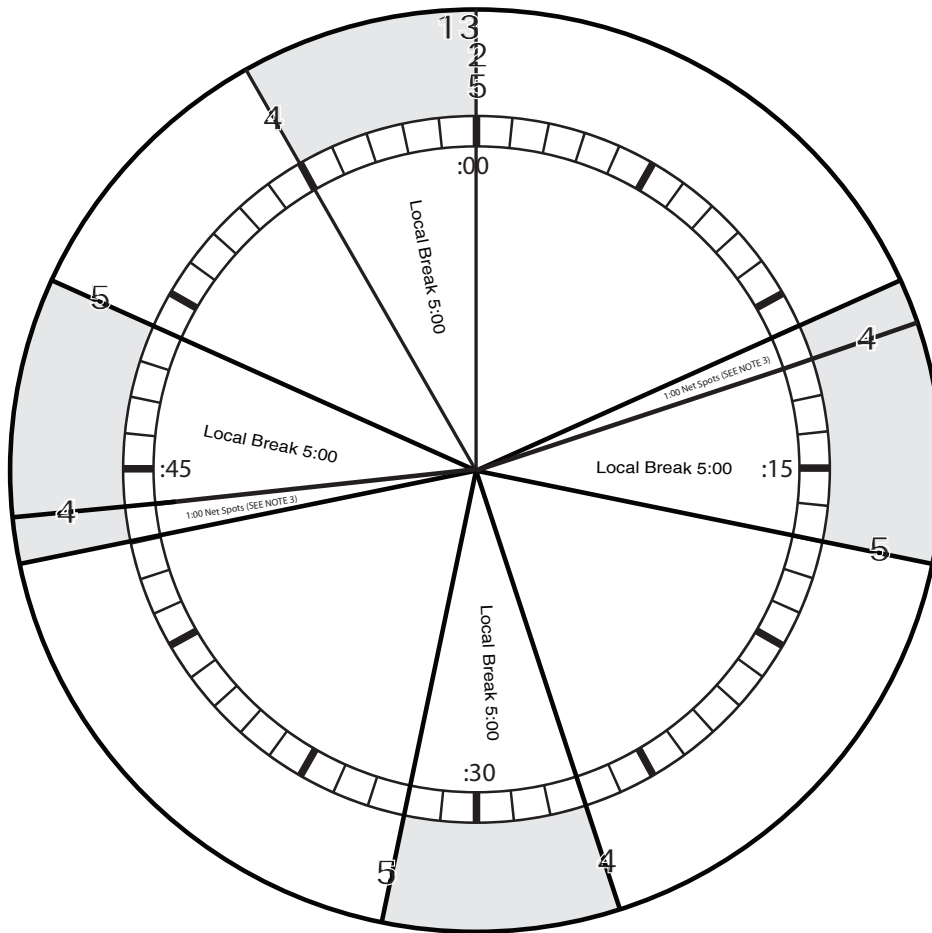


CLOCK ALL HOURS
6:00 AM - 10:00AM (EST)

Commercial Time

Maximum: 20:00 Local / 2:00 Network / 22:00 Total

Program Function	Netcue	Function Name
1	D29	Not In Use
2	D30	End of Show (Hour 4 ONLY)
3	D31	Not In Use
4	D32	Local Break Start
5	D33	Net Rejoin (SEE NOTE 4)
6	D34	Local Call Letters: (:03) (SEE NOTE 2)
7	D35	Not In Use
8	D36	Not In Use
13	100	Automated Time Sync at 59:58



NOTE 1: Stations have at least :03 seconds of music bed after Function #5
 NOTE 2: Local Call Letters run variably within the hour
 NOTE 3: IN-PROGRAM NETWORK SPOTS - MUST CARRY
 NOTE 4: SHOW STARTS WITH FUNCTION #5, HOUR ONE ONLY
 NOTE 5: THE ONLY FIXED TIMES WITHIN TJMS ARE THE BEGINNING AND OF THE SHOW. ALL OTHERS TIMES FLOAT

TOM JOYNER MORNING SHOW

CLOCK KEY (CONTINUED)

Program Functions Map to XDS outputs

When you are assigning Netcues to provide Program Function outputs on your XDS Satellite receiver, use the following Netcue codes in the XDS programming. Contact Westwood One Technical Services or Reach Media Inc Engineering for additional information.

Program Function	Netcue
1	D29
2	D30
3	D31
4	D32
5	D33
6	D34
7	D35
8	D36
13	100

TJMS Tools can be found at <http://www.reachmediainc.com>,
<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>

RIGHTBACKATCHA!

CLOCK KEY



RightBackAtCha! is two hours long and can be ran Saturday or Sunday during 6AM – 7PM local time. The shaded areas on both clocks are exact lengths. NOTE: 15 SECONDS IS ADDED TO THE END OF THE BREAK IN EACH HOUR FOR LEGAL STATION IDENTIFICATION. No Netcues will be sent to initiate the ID; it should be scheduled as a program element within the break.

Explanation of Program Functions

1. **Not In use**
2. **End of Show** – This function signals the end of the show at the end of the second hour; used in Hour 2 only.
3. **Not In use**
4. **Local Break** – Local break must be covered locally with commercials, news, traffic, weather, time checks or local announcements. The network will not feed any programming during this Local break. (Each Local Break has various lengths throughout the clock. Please see clocks for break lengths.) NOTE that an additional 15 seconds has been left for insertion of your legal ID in the breaks at the end of the first and second hours.
5. **Net Rejoin** – This function returns programming to **RightBackAtCha!**
6. **Not In use**
7. **Not In use**
8. **Not In Use**
13. **Time Sync** – Every hour at 59:58, Westwood One Technical Services sends a function to assist in synchronizing your clocks to the network clocks. If you do not have a master clock system in your facility it is highly advised that you use this function to synchronize at least one clock in your air studio or automation system with the network.

TJMS Tools can be found at <http://www.reachmediainc.com>,
<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>

RIGHTBACKATCHA! CLOCK KEY (CONTINUED)



Feed Times – (All times are Central)

Thursday – 2:00PM

Friday – 11AM, 2:00PM

Program Functions Map to XDS outputs

When you are assigning Netcues to provide Program Function outputs on your XDS Satellite receiver, use the following Netcue codes in the XDS programming. Contact Westwood One Technical Services or Reach Media Inc Engineering for additional information.

Program Function	Netcue
1	D29
2	D30
3	D31
4	D32
5	D33
6	D34
7	D35
8	D36
13	100

TJMS Tools can be found at <http://www.reachmediainc.com>,
<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>

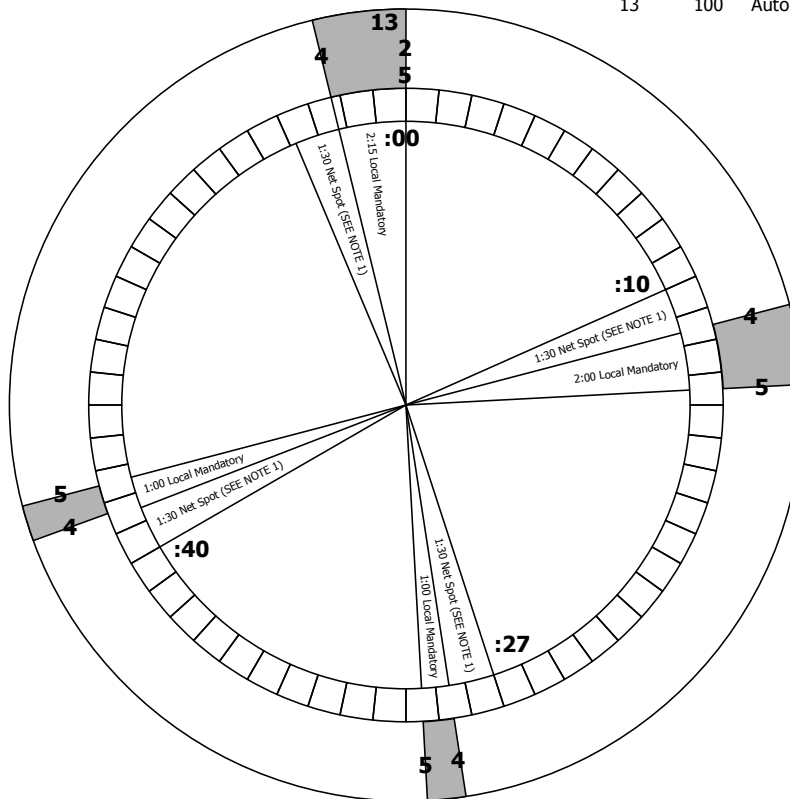


CLOCK - ALL HOURS

Commercial Time

6:15 Local / 6:00 Network / 12:15 Total

Program Function	Netcue	Function Name
1	D29	Not in Use
2	D30	End of Show (Hour 2 ONLY)
3	D31	Not in Use
4	D32	Local Break Start
5	D33	Net Rejoin (SEE NOTE 2)
6	D34	Not in Use
7	D35	Not in Use
8	D36	Not in Use
13	100	Automated Time Sync at 59:58



NOTE 1: IN-PROGRAM NETWORK SPOTS - MUST CARRY
 NOTE 2: SHOW STARTS WITH FUNCTION # 5, HOUR ONE ONLY

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TJMS Tools can be found at <http://www.reachmediainc.com>,
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TOM JOYNER MORNING SHOW

LOCALIZATION GUIDELINES

Submission Guidelines:

1. Affiliates must submit requests at least 48 hrs in advance. Exceptions will be considered on a case by case basis.
2. **Liners are cut Monday – Thursday only**
3. Liners must be received by 8:15AM (Central) to ensure 48 hour turnaround.
4. Affiliates must email their request to: tjmsliners@reachmediainc.com.
5. Affiliates' copy must meet criteria as listed below:

Local Call Letters

Tom Joyner will record local liners for all affiliates. They may consist of local call letters, frequencies or slogans, but must be no more than three (3) seconds in length.
(Examples: Jammin' 92-WHQS, Hot 106-WHHT and the New Q-105)

Tosses

Tom will also record a reasonable amount of tosses for affiliate's news, weather and traffic talent.
(Example: "Randy Bell has the latest news on KGSB Jammin' 92.5)

Promos

Promos may be 30 or 60 seconds.

- If you would like to speak to someone concerning your liners/promos, contact Chris Reynolds at (972) 371-5870 or by email at chris.reynolds@reachmediainc.com
- Local liners will be available via FTP after 10:30AM (Central).

TJMS Tools can be found at <http://www.reachmediainc.com>,
<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>

TOM JOYNER MORNING SHOW

FREQUENTLY ASKED QUESTIONS

Q) How do I get a copy of Tom Joyner's Music Log?

A) Music logs for The Tom Joyner Morning Show are available at www.reachmediainc.com. This website is a TJMS Tool containing additional components you may find useful for executing **The Tom Joyner Morning Show** in your market.

Q) How do I receive an affiliate username and password for any of the TJMS Tools?

A) Contact Marcella Turk at (972) 371-5844 or marcella.turk@reachmediainc.com

Q) How do I access the TJMS Tools?

A) For TJMS FTP Audio site:

<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>

- Username & Password login screen should appear
- After entering username and password, you will be taken directly into your folder with a Generic Work Parts folder showing.
- Note that there is a HELP PAGE for accessing the FTP that can be found at <http://data1.reachmediainc.com>.

For Affiliate Relations & Programming Information

www.reachmediainc.com

- Click the Affiliate Relations link at top of home page
- Click the "Radio Affiliate Log In" box
- Login with username & password

Q) How do I submit custom liners or promos for Tom to cut?

A) Local liners/promos/tosses are recorded Monday through Thursday; and are available to you within 48 hours after receipt. Send requests via email to tjmsliners@reachmediainc.com. All finished audio will be placed on the TJMS FTP site in the requesting affiliate's folder.

Q) Who do I call when there are technical problems?

A) TJMS Engineering 214-242-1359 or Westwood One Technical Services (914) 908-3210.

TJMS Tools can be found at <http://www.reachmediainc.com>,
<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>

TOM JOYNER MORNING SHOW

FREQUENTLY ASKED QUESTIONS (CONTINUED)

- Q) How do I receive updated information on schedules, guests, etc.?**
- A)** Each affiliate Program Director and TJMS Producer receives a weekly TJMS One-Liner via email. The TJMS One-Liners includes guest bookings and special programming notes. To be included on the email distribution list, please contact Marcella Turk at (972) 371-5844 or marcella.turk@reachmediainc.com
- Q) Who do I call with questions regarding Clearances?**
- A)** Contact Melody Talkington at (972) 371-5845 or melody.talkington@reachmediainc.com.
- Q) How can I obtain Tom Joyner Morning Show Pictures and Bio?**
- A)** Contact Marty Raab at (972) 371-5810 or marty.raab@reachmediainc.com.
- Q) How do I book a Meet Ev'ry Listener or other TJMS event/appearance in my market?**
- A)** Contact Melody Talkington at (972) 371-5845 or melody.talkington@reachmediainc.com or Marcella Turk at (972) 371-5844 or marcella.turk@reachmediainc.com.
- Q) How do I find out about an upcoming TJMS Promotion or Contest?**
- A)** Contact Marcella Turk at (972) 371-5844 or marcella.turk@reachmediainc.com.
- Q) Who should my webmaster contact for Tom Joyner Morning Show links?**
- A)** Contact Jazmine Pendleton at (972) 371-5828 or jazmine.pendleton@reachmediainc.com.

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TOM JOYNER MORNING SHOW

INFORMATION FOR WEBMASTERS

BlackAmericaWeb.com is the home base of The Tom Joyner Morning Show and features the news Black America is talking about every day.

If you have questions about BlackAmericaWeb.com or would like to link to specific pages on the website or you are looking to add relevant and up-to-date information to your website, contact Jazmine Pendleton at (972) 371-5828 or jazmine.pendleton@reachmediainc.com.

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TOM JOYNER MORNING SHOW

APPEARANCE REQUEST FORM

Affiliate / Market:

Type of Appearance:

Purpose of Appearance:

Date:

Location: Time:

Affiliate Contact:

Affiliate Budget:

Notes:

Please complete and send back to:

Marcella Turk
marcella.turk@reachmediainc.com
Or fax to (972) 789-1129

TJMS Tools can be found at <http://www.reachmediainc.com>,
<ftp://data1.reachmediainc.com> or <ftp://data2.reachmediainc.com>