

Proposed Split Feed

The opportunity to air local content on Gatewave has been impeded by the need to serve our affiliates as well as our local listeners. The proposed change described here solves this problem by providing separate affiliate and Gatewave Only (GWO) feeds.

GWO feeds (all EXCEPT affiliates) will include:

- SCA radios tuned to WKCR, New York

- Gatewave internet stream

- iBlink Radio

- NFB Newsline

- And other potential future feeds

At most times, both feeds will be identical. At first, the only differences will be during end breaks. At a later date, some entire hours will be split this way, to allow for local news and other locally-oriented programming.

The new format could be launched on Monday, December 1, 2014.

GWO END BREAKS

The content of every program will end at 57:57.

After one second of silence, GWO listeners will hear:

90 seconds of announcements, which may include:

- Event notices

- Announcements or features about local services

- TV listings

- Sponsorship messages

- Gatewave informational or fundraising announcements

- PSAs or Interstitials

A 23-second promo for upcoming programming

A 7-second Gatewave ID

And one second of silence before the top of the hour

Most of these elements will be specifically scheduled, though we may randomize PSAs.

AFFILIATE END BREAKS

Affiliate end breaks will be made up of randomized PSAs and interstitials.