

Operations Manual



Drew Carey
Operations Director
The Bob & Tom Show
Updated 08/25/2020

Welcome To The Bob & Tom Show Radio Network

With a foundation built around comedy and talk, The Bob & Tom Show features news, sports, lifestyle content, and interviews with today's top actors, authors and newsmakers. The show is also America's leading media outlet for the best and developing comedians on the circuit.



More than just a comedy how, The Bob & Tom Show also features live performances from singers, songwriters, and musicians.

The show has won five Marconi Awards; the highest award in radio from the National Association of Broadcasters. The Bob & Tom Show has released over 60 comedy CD's and DVD's and produced specials for Comedy Central and present live comedy concerts nationwide via The Bob & Tom Comedy All-Stars Tour.

The Bob & Tom Show is now heard on over 100 radio stations coast to coast. The program airs live weekdays from 6am-10am ET. It began national syndication in 1995 from its flagship station in Indianapolis. Show parodies, songs, bits, and more are produced by a large staff of writers, musicians, artists, performers, and misfits.

As an affiliate of The Bob & Tom Show, you receive more than just the live broadcast of The Bob & Tom Show. You'll also receive a daily download of audio, including work parts and tools to better present The Bob & Tom Show locally. Our daily download features promos and highlights from the days' show for use on-air and online promotional. Plus, a weekly "bit bundle" (culled from recent shows, albums and the Bob & Tom archives) for use over the weekend or a holiday. The cast members and crew are also available for station voice work. There is no charge for promotional voice work, and only a small fee for the cast to record commercials for your clients.

You've made quite a commitment, to carry The Bob & Tom Show. We'll honor your decision by giving you a morning show that's entertaining, compelling and easily adaptable to your programming and sales plans. We'll also follow up our commitment with timely and extensive service and support. Thanks for bringing us on board!

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Station Fact Sheet



Station Fact Questionnaire

Email drewcarey@bobandtom.com (Use additional sheet if necessary)

Call Letters: _____ Frequency: _____ Power: _____

Market/Metro: _____ City of License: _____ Format: _____

Phone: _____ Main Fax: _____ Hotline: _____

Request Line: _____ Request Fax: _____ After Hrs #: _____

Station Address: (Fed-Ex compatible) _____

Positioning Statement(s): _____

Phonetic Pronunciation (Example: Q 1-oh-6-point-7, Thee rock station): _____

Consultant: _____

Group Owner: _____ B&T Mon-Fri airtime: _____

Receiver Serial #: _____ B&T 5A Extra airtime: _____

Do you stream The Bob & Tom Show? _____ B&T Saturday air time: _____

Do you automate The Bob & Tom Show? _____ Automation System: _____

=====

GM/MM: _____ Phone: _____ e-mail: _____

GSM/DOS: _____ Phone: _____ e-mail: _____

Ops Mgr: _____ Phone: _____ e-mail: _____

PD: _____ Phone: _____ e-mail: _____

Morning Show Producer: _____ Phone: _____ e-mail: _____

Promotions Director: _____ Phone: _____ e-mail: _____

Digital/Web: _____ Phone: _____ e-mail: _____

Engineer: _____ Phone: _____ e-mail: _____

Suggested Presentation



Suggested Presentation

The Bob & Tom Show is easily integrated into your station with a minimal amount of equipment or format reconfigurations. We truly hope these suggestions help as you launch The Bob & Tom Show.



Segments & Local Breaks

Each hour you'll receive 40 minutes of The Bob & Tom Show (plus 2 minutes of recorded network spots). That leaves 18 minutes an hour for local use (see next section for format clocks). The Bob & Tom Show hour is divided into 6 segments; 3 program segments of varying lengths and 3 local breaks of *exactly* 6 minutes each. The local breaks are scheduled to run at :12, :38: and :54 minutes after the hour. All start times on local commercial breaks float and could take place up to 5 minutes on either side of the target time depending on the program content.

Show Start

The Bob & Tom Show starts exactly at 6:00:00 AM Eastern time, 12 months a year. This is the only "fixed" time of the show. When automating your station, the start of The Bob & Tom Show must be a hard-timed event rather than a closure-triggered event. The legal ID for the 1st hour of the show must be aired locally BEFORE 6:00 AM. There are NO top of the hour Legal ID closures or NetCues. The next three legal ID's must be played within the station's six-minute local break at :54.

At 6:00:00 AM Eastern our announcer says "This is The Bob & Tom Show," and off we go with a couple of bits while everyone gets settled.

Local Breaks

There are a total of twelve (12) six (6) minute local breaks in each four-hour show. The Bob & Tom Show, via our distributor Westwood One fills 5:30 of the 6:00 break with commercials. The last 30 seconds is WFBQ local programming. We fill the breaks in the event your station does not receive a NetCue to go to local break, but we stress, all stations must leave the network for exactly six (6) minutes. When returning to the show at the 6:00 minute mark following your local commercial break Tom will pause, then resume the show.

Typical Local Break with News (:12 & :38)

(all times estimated and not necessarily an exact representation of an actual show)

6:12:54 – Bob & Tom Show outcue: “...this is The Bob & Tom Show.”
(network feed muted & silent for about :10 seconds)

6:13:00 – Station promo: (station voice, not B&T)
“102.9 The Bear...Bob & Tom in the morning and after the laughter the best classic rock all day...The Bear...”

6:13:15 – Local host: Station calls, time, quick one-word one-day forecast, traffic and then local spots.

6:14:00 – LOCAL News and Sports Headlines

6:14:45 – Spots

6:16:45 – Spot buster (more Bob & Tom on the way, etc...voiced by B&T cast)

6:17:00 – Spots

6:18:50 – Return promo/bumper Recycler:

6:19:00 – Re-join the Bob & Tom Show

Typical Local Break without News (:54)

(all times estimated and not necessarily an exact representation of an actual show)

6:41:54 – Bob & Tom Show outcue: “...this is The Bob & Tom Show.”
(network feed muted & silent for about :10 seconds)

6:42:00 – Local station positioner: (station voice, not B&T)
“102.9 The Bear. It’s Bob & Tom in the morning! After the laughter (three very quick core artist hooks) it’s the best classic rock all day. 102.9 The Bear.

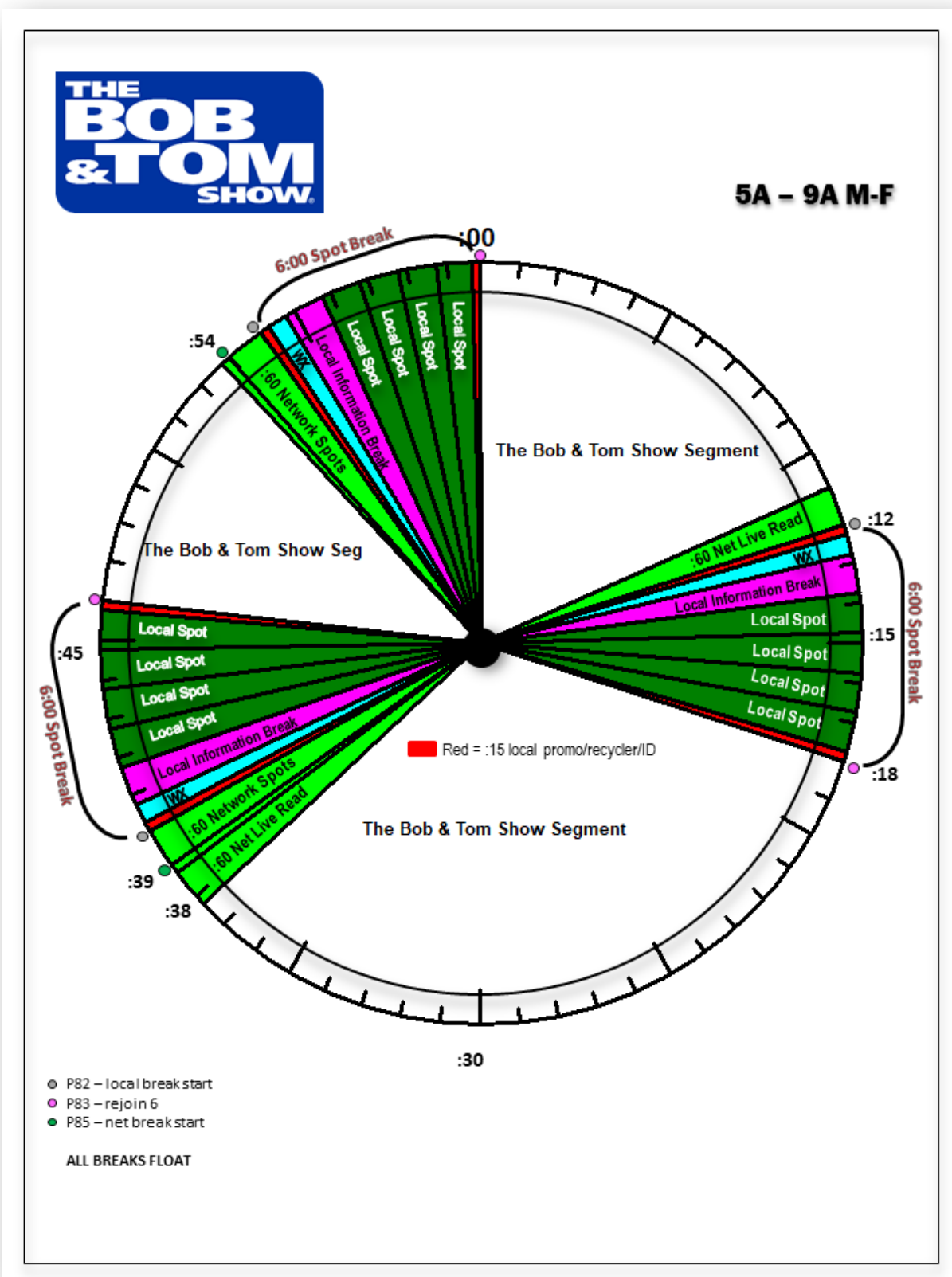
6:42:20 – Local host over bed: Station calls, time, quick forecast, traffic and then local spots.

6:43:00 – Spots

6:47:30 – Return promo/bumper Recycler:

6:48:00 – Re-join the Bob & Tom Show

Example of a typical local break



Generic Start Up Scripts

These are very simple thought-starters written to help you get going with getting the show on the air. We HIGHLY suggest you take some time, write some better and more interesting scripts once things settle down. We also HIGHLY suggest that you use your station voice (some stations use two voices...one for Bob & Tom related programming and position and one for the music image of your station), as much as possible inside the show. The more of your station you can put into the show, the better.

Legal Return

Now back to (more of, etc.) The Bob & Tom Show on...(legal ID)

Local Bumps to local spots

We suggest you use station personalities and station voices other than Bob & Tom.

Recorded Bob & Tom Show voice work next to live Bob & Tom doesn't work well

This is Crystal, the Q95 Morning Music Marathon is next, right after The Bob & Tom Show on Q95.

Hi this is Crystal, today for lunch...it's Q95's High Noon!

This is Gunner, it's the 4 o'clock Four Play today at 4...only on Q95

Q95, Hey this is your drinkin' buddy Gunner, it's Q95's Five o'clock Funnies right around 5 this afternoon, only on Q95.

Q95, The Bob & Tom Show now... (SFX & LAFFS) classic rock after the laughter... (music reel of core artist hooks) only on Q95

Local Return Bumpers (these can be voiced by Bob & Tom)

Now more of The Bob & tom Show on Q95

The Bob & Tom Show and classic rock all day, Q95.

Recylers

Tom: Hi, this is Tom, more of the show coming up...after us at 10, it's Laura Steele and the Q95 Music Marathon, then it's High Noon, only on Q95.

Tom: Hi, this is Tom. It's Gunner this afternoon at 2 with the 4 o'clock Four Play, the 5 o'clock Funnies and Indy's Classic Rock, Q95.

Promo Open/Close

Tom: Hi, this is Tom and if you missed the Bob & Tom Show...here's some of what you missed.

Tom: The Bob & Tom Show, weekday morning at 6 on Q95.

For your consideration

Avoid the “Faucet” Mentality

We suggest a Bob & Tom Show affiliate be involved in promoting the show on and off the air to assure success. Here are a few suggestions:

Outside the show

Play Bob & Tom Show highlight promos at least once per day-part and twice in afternoon drive. (The Bob & Tom Show provides at least 2 highlights per day via the daily download available at www.bobandtominfo.com)

Use Bob & Tom Show cast members to voice your station promos

Hourly legal ID's featuring classic Bob & Tom Show highlights. Highlights for this production are available at www.bobandtominfo.com

Benchmark come-builders: High Noon, Bob & Tom Nooner, Five o'clock Funnies, Laughter at 10 After, featuring Bob & Tom bits and songs.

Inside the Show

Bring your station into The Bob & Tom Show by using your station voice and jocks for liners, promos, sweeps, etc.

While simple, don't forget fresh music reel promos to reinforce station's music image.

Off the Air

We can assist in creating billboards, television spots and station vehicle signage. Contact Drew Carey at (317) 475-7424 or drewcarey@bobandtom.com

Keep us informed

Communication is vital for success. Let us know...

- How is the station doing overall?

- How is The Bob & Tom Show doing locally?

- What's the reaction to the show in the halls and on the street?

- Any press about the show? If so, please forward it to us at the show.

- Any changes at the station? Please let us know.

- Interesting or wacky news locally? Email the story to us.

- Call with super-hot topics.

- National headlines being generated in your market? Talk with us.

- Promote Bob & Tom as if we are in the building. Own the show.

- Use Bob & Tom customized voice work as often as feasible, but wisely.

- Use the daily Bob & Tom highlight and/or tease promos.

 - We suggest running one per day-part, minimum.

- Promote Bob & Tom off air.

Show and Format FAQ's

General Info

The Bob & Tom Show starts exactly at 6:00:00 AM Eastern, Monday through Friday. In the Central Time Zone, the show can be aired live 5:00 AM – 9:00 AM, or delayed to air 6:00 AM – 10:00 AM.

In the Mountain & Pacific Time Zones, the show can be delayed to air 5:00AM–9:00AM or 6:00 AM – 10:00 AM.

Bob & Tom Extra 5A starts at 5:00 AM Eastern.

In the Central, Mountain and Pacific Time Zones, if your station delays the airing of The Bob & Tom Show until 6:00 AM, then Bob & Tom Extra should air at 5:00 AM locally.

Bob & Tom Extra Saturday 6:00 AM Eastern each Saturday.

The Saturday show is pre-fed to your XDS receiver Thursday afternoons at 4:00 PM ET.

Bob & Tom Extra Saturday can air locally 5:00AM–9:00AM or 6:00AM–10:00AM locally.

All 4 hours of The Bob & Tom Show must air in consecutive order. Stations CANNOT join the show in progress.

Show ends at the start of Break #12. Approximately 3 hours and 54 minutes after start.

Commercial Breaks, Outcues etc.

Within The Bob & Tom Show (weekdays 6a-10a), there are three (3) six (6) minute breaks per hour for a total of 12 breaks per show.

Within Bob & Tom Extra 5A, the :12 and :38 breaks are six (6) minutes in duration. The :54 break starts at 5:30a and is six (6) minutes thirty (30) seconds (6:30) in duration.

Local stations are to cover the entire duration of all breaks! Westwood One fills with 5:30 of network spots and about :30 of WFBQ programming.

All start times for commercial breaks float. Please be prepared.

Standard outcue into all local breaks: "This is The Bob & Tom Show"

Show Clocks



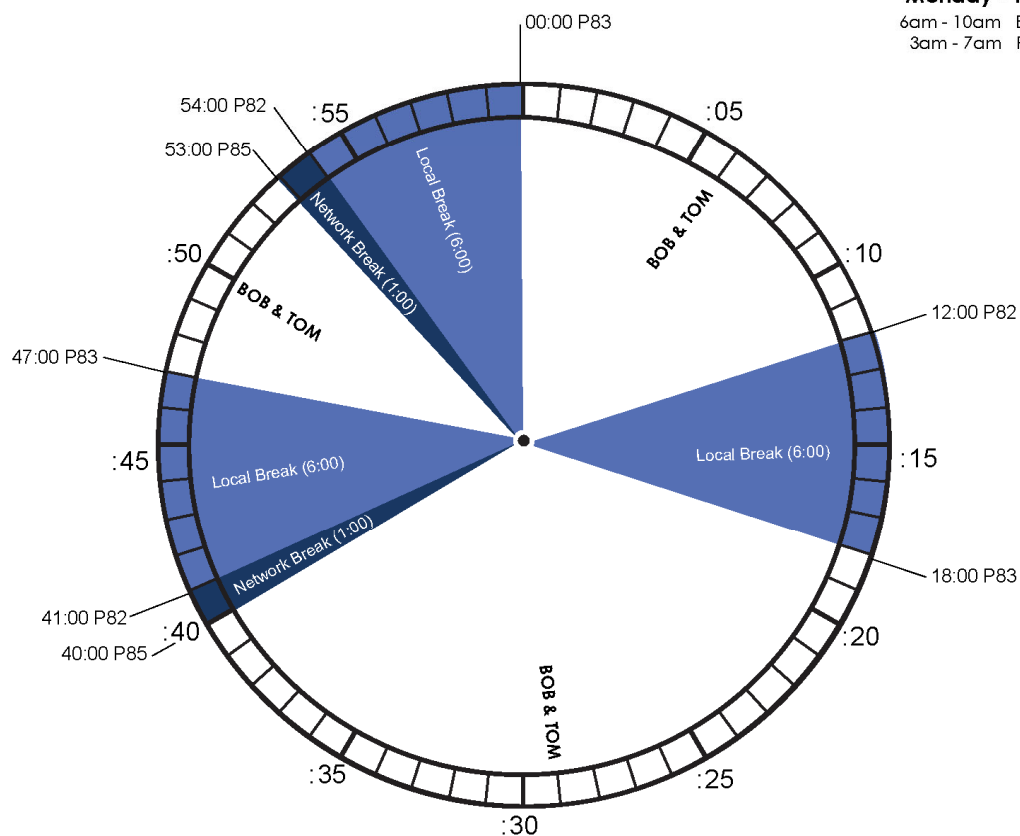


Bob & Tom PROGRAM CLOCK

Effective January 4, 2016

Monday - Friday

6am - 10am Eastern
3am - 7am Pacific



PROGRAM FUNCTIONS

B & T Local Break Start
B & T Rejoin 6
B & T Rejoin 4
B & T Network Break Start

NETCUES:

P82
P83
P84
P85

NOTE: All breaks float
P82 fires local stop sets
Receiver setup: <http://myxdsreceiver.cmneng.com>

Affiliate Technical Support 24/7

1.888.HELP450
noc@westwoodone.com

Affiliate Sales

Todd Alan 212.735.1107
Drew Carey 317.475.7424

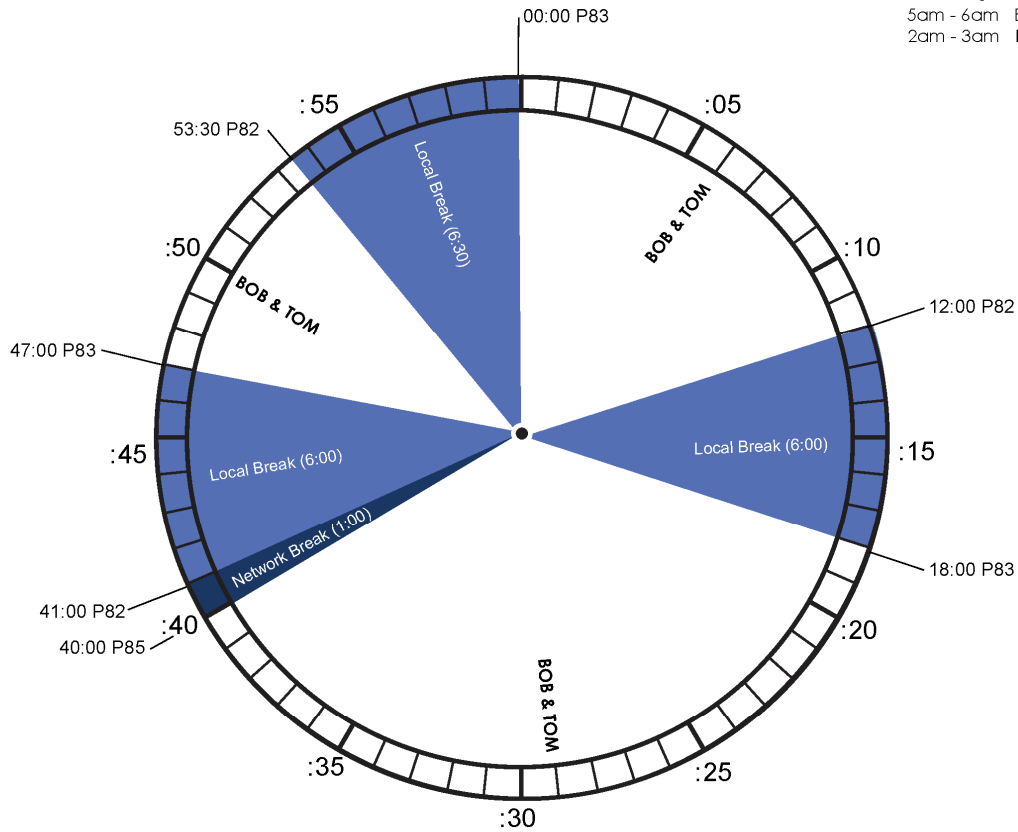


Bob & Tom Extra PROGRAM CLOCK

Effective December 30, 2013

Monday - Friday

5am - 6am Eastern
2am - 3am Pacific



PROGRAM FUNCTIONS

B&T Local Break Start
B&T Rejoin 6
B&T Rejoin 4
B&T Network Break Start

NETCUES:

P82
P83
P84
P85

NOTE: All breaks float
P82 fires local stop sets
Receiver setup: <http://myxdsreceiver.cmneng.com>

Affiliate Technical Support 24/7

1.888.HELP450
noc@westwoodone.com

Affiliate Sales

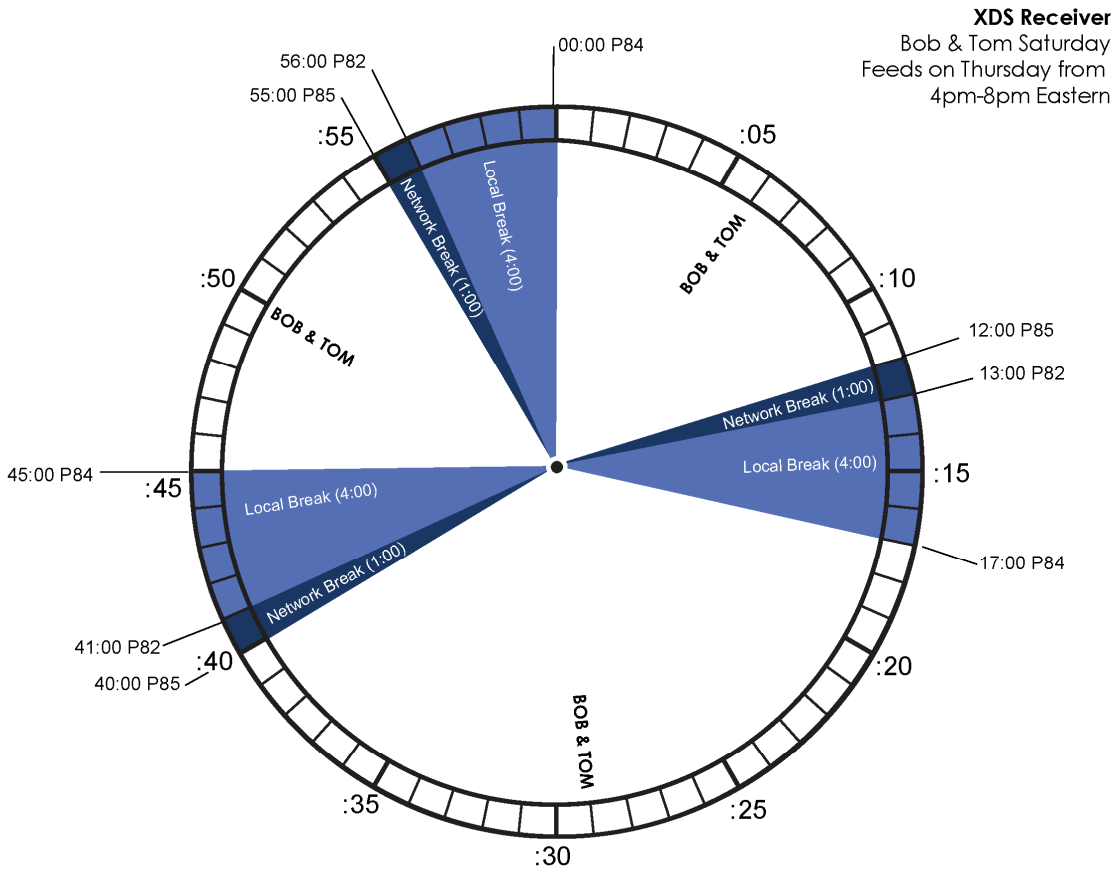
Todd Alan 212.735.1107
Drew Carey 317.475.7424



THE
BOB & TOM
SHOW

Bob & Tom Saturday PROGRAM CLOCK

Effective June 2020



PROGRAM FUNCTIONS

B&T Local Break Start
B&T Rejoin 6
B&T Rejoin 4
B&T Network Break Start

NETCUES:

P82
P83
P84
P85

NOTE: All breaks float
P82 fires local stop sets

Affiliate Technical Support 24/7

1.888.HELP450
noc@westwoodone.com

Affiliate Sales

Todd Alan 212.735.1107
Drew Carey 317.475.7424

Logo Brand Style Sheet





The "Shoebox" (the casual reference to our logo) rectangular logo is to be used as a primary, with the elongated logo to be used only as an exception. DO NOT in any way alter the logo in content or approved colors. The website tag can be added in certain applications.

Use of the logo font only for header and display use only.
Not to be used as body copy, call outs or isolated instances.



PMS 286 (Blue) + SOLID WHITE

Pantone = Cyan 100% | Magenta 84% | Yellow 11% | K (Black) 3%
WEB = C 100% | M 91% | Y 6% | K 1%

RGB = Red 0 | Green 51 | Blue 161
WEB = Red 0 | Green 51 | Blue 153

HEX Code = #0033e1
WEB = #0033e9

HSB = Hue 221° | Saturation 100% | Brightness 63%
WEB = H 220° | S 100% | B 60%

Lab = L 23 | a 18 | b -68
WEB = L 25 | a 21 | b -61



Logo Font
Frutiger Ultra Black
Horizontal Scale = +150
Tracking = -7

For more information contact
Drew Carey
Operations Director
317-475-7424 / 317-697-1643
drewcarey@bobandtom.com



Black (K) + White / Knock Out

Cast & Crew Bios



The Bob & Tom Show

With a foundation built around comedy and talk, The Bob & Tom Show features news, sports, lifestyle content, and interviews with today's top actors, authors and newsmakers. The show is also America's leading media outlet for the best and developing comedians on the circuit. More than just a comedy show, Bob and Tom also feature live performances from singers, songwriters, and musicians coming from all genres of music.

The show has won five Marconi Awards...the absolute highest award in radio from the National Association of Broadcasters. The Bob & Tom Show has released well over 60 comedy CD's and DVD's. The show also has produced specials for Comedy Central and present live comedy concerts nationwide via The Bob & Tom Comedy All-Stars.

The Bob & Tom Show is now heard on over 100 radio stations from coast to coast. The program airs live weekdays from 6am-10am ET. It began national syndication in 1995 from its flagship station in Indianapolis.

Show parodies, songs, bits, and more are produced by a large staff of writers, musicians, artists, performers, and misfits. Let's briefly meet some of them here:



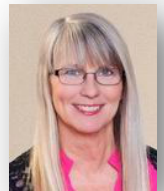
Tom Griswold

From Cleveland, Tom attended Columbia University. After a radio stop in Florida, Tom hooked up with Bob in Petoskey Michigan and formed the morning team which eventually came to Indianapolis in 1983.



Chick McGee

Born in London, Ohio, Chick began his broadcasting journey in West Virginia but eventually made it to WFBQ's sister station in Indianapolis. When they had enough of him, he came on the Bob and Tom Show to do sports, take on announcer and commercial duties and assume the role of the one and only Mr. Obvious.



Kristi Lee

Kristi joined the show in 1984 as News Director. Kristi is a native of Indianapolis and attended Indiana University. She has also worked in television with Fox Sports and ESPN.



Josh Arnold

From St. Louis, Josh is the newest cast member of The Bob & Tom Show. Josh's career in stand-up comedy was propelled by his desire to work as little as possible (up to 45 minutes a day, max), stay up late and sleep in 'til ten. Josh notes that being on The Bob & Tom morning show kinda screws up his plans, but he says, he'll work through it.

Dean Metcalf

Dean is the on-air producer and has been with the show since 1988. When he's not putting calls on the air...he's calling in on the air. To give you an idea to his range of talent, he is both a brilliant musician as well as the idiotic caller on the Mr. Obvious Show.

Ron Sexton

Ron joined the show in 2004 and is from Indianapolis. In addition to many great show characters, he is the voice of Donnie Baker. Swear to God he is.

Steve Salge

Steve is one of America's top celebrity impersonators. With the show since 1986, Steve is Bill Clinton, George Bush, Al Gore, Larry King, Joe Biden, and many, many more. 'Nuf said.

Steve Allee

Steve is the shows musical director and leads the Bob & Tom Band. Steve was discovered by Stan Kenton and toured with Buddy Rich. Steve has recorded numerous jazz albums and has performed at The Montreux Jazz Festival.

Plus...

John Kesler	- General Manager
Drew Carey	- Operations Director
Chris Geisen	- Brand Manager
Chris Spangle	- Web Director
Mark Allison	- Production Assistant
Jason Hoffsetz	- Production Assistant
Jeff Oskay	- Video Director & Production
Jessica Alsman	- Local Affiliate Sales Team Liaison

Contact Sheet



The Contact Sheet

Please – for in-house use ONLY

Technical Hot Lines:

Westwood One Net Ops Center (720) 873-5152

Westwood One Tech Services (914) 908-3210

Drew Carey	Operations Director	(317) 475-7424 drewcarey@bobandtom.com
John Kesler	General Manager	(317) 213-8141 ikesler@bobandtom.com
Scott Fenstermaker	Chief Engineer	(317) 475-7473 scottfenstermaker@iheartmedia.com

For your listeners

Address: 6161 Fall Creek Road, Indianapolis, IN 46220

Request/text Line: (888) BOBTOM-1

Text line: (888) 262-8661
use numbers only when dealing with texts

Request Fax: (888) BOBTOM-4 or (888) 262-8664

Bob & Tom Web Site: www.bobandtom.com

Bob & Tom Show Store: www.bobandtomstore.com

Voice Work



Bob & Tom Voice Work

Use of B&T Show Voice Work

We encourage the use of Bob & Tom Show voice work and make available Tom, Chick and a number of the character voices on Tuesday's and Thursday's to record station liners and promos. We suggest limited use of Bob & Tom voice work within the daily show as recorded voice work and live B&T Show talk seldom match up. However, use of B&T Show voice work after morning drive is limited only by sound programming practices.

Acceptable Voice Work

B&T Show members are available to cut station promos, liners and promo tags. Affiliate clients wanting cast members to voice commercials should contact Drew Carey for rates and availability.

Voice Work Procedure

Tom and Chick record custom voice work every Tuesday and Thursday immediately after the show. We'll email the mp3 files to you as soon as possible on the day it's recorded. Custom voice work on holidays, vacations and when the cast members are away from the studios isn't available.

*Copy received by 5:00 PM Monday will be recorded and posted Tuesday**

*Copy received by 5:00 PM Wednesday will be recorded & posted Thursday**

**our goal is to complete all voice work submitted by the deadlines listed above. We will be in touch if we're unable to deliver requested voice work as promised.*

***E-mail all voice work scripts to
drewcarey@bobandtom.com***

Script Format

- Please use type 12 point type
- Please double space all copy (PLEASE **DO NOT** USE ALL CAPS)
- Please include station call letters, city and start & end date
- On the first page spell out phonetically how your station is identified and any questionable words and names unique to your market.
- Please indicate who's reading what line, no paragraphs (see below).

WTUE-FM, Dayton, OH

1/8/17

104-7 (no point)

Tom: Hi, this is Tom,

Chick: And this is Chick from The Bob & Tom Show mornings on 104-7 'TUE.

Tom: If what you just heard offended you, we're sorry, but you ain't heard nothin' yet!

Tom: It's a Worst of Bob & Tom Weekend on 104-7 WTUE.

Tom: Hi, this is Tom,

Kristi: This is Kristi Lee

Chick: and I'm Chick McGee from The Bob & Tom Show mornings on 'TUE.

Tom: Tickets are on sale now for WTUE's 30th Anniversary Fireworks over central New York..

Chick: Get your 5-dollar advance tickets at all Herb Phillips on locations in Springfield

Kristi: Paul Rogers from Bad Company, Night Ranger and The Tubes, a one-time reunion of local legends Alex Starr and the biggest fireworks display in the northeast!

Chick: Budweiser presents "WTUE's 30th Anniversary Fireworks over central New York"...it's more bang for your buck!

Tom: From your concert connection...104-7, WTUE.

WOFX-FM, Cincinnati, OH**1/8/15**

92.5 = Ninety-two-point-five

Tom: Hey this is Tom and it's time for more! It's a Classic Bob & Tom
Weekend on 92.5 The Fox!

Tom: Hi, this is Tom

Chick: And this is Chick from The Bob & Tom Show.

Tom: Stay tuned to the tri-state's home of Classic Rock...

Chick: It's a "Classic Bob & Tom Weekend" at 92.5 FM, The Fox!

Tom: Hey Tri-State, this is Tom,

Chick: This is Chick

Kristi: and I'm Kristi Lee from The Bob & Tom Show

Chick: We're squeezing out just one more sample of our...stuff.

Tom: It's a "Classic Bob & Tom weekend" on 92.5 FM, The Fox!