

# IE RADIO NEWS

Total length: 4:00 – 5:00

Prep time: 30 minutes

Recommended format of newscast:

- Student created newscast intro
- News
  - Breaking news story given to you during first four minutes (usually during first two minutes)
- Tease commercial, sports, and weather forecast
- Read commercial
- Read sports
- Read weather forecast with current condition (ex: cloudy and 31 degrees)
- Student created close

General timing guidelines:

- Open, transitions, and close should total no more than :20
- Forecast and current condition should total :20
- Sports should be :45
- Commercial is :30 - :60
- News, containing at least one local, one national, and one international story plus the breaking story should be 2:30
- **Stories can be edited for length, so encourage students to only read stories that are around five (5) lines long. Radio listeners and radio announcers lose focus if the stories are too long!**

## Suggested “Skeleton” for IE Radio

You can put all this stuff on paper/cardboard and use for every practice/contest.

**Open:** “It’s (Current condition), I’m (state your name), and you’re listening to (name of your station/newscast). News this hour is brought to you by (the topic/business advertised in the commercial).”

Read the news. All local, then national, then international stories. Do NOT mix them up!

**When handed the flash story:** Finish reading whatever you are currently reading, then say—“This just in...” Then read the flash story in its entirety without editorial comments. Then say: “We will keep you up to date on this breaking news story right here on (Name your station/newscast).”

**After you have read all your news stories:** “Coming up after the break, I will have a look at sports and weather.”

Read the commercial in its entirety without any editing! You can change your voice here.

**After the commercial:** “Welcome back! Now, here’s a look at sports on (name your station/newscast).”

Read sports.

**After sports:** “Here’s a look at the (name your station/newscast) weather forecast.”

Read weather. Give a current condition at the end of weather forecast if one was provided.

Re-read breaking news story if you need to fill time to reach 4:00. Also re-read breaking story if you have not reached 4:30.

**Close:** “I’m (state your name). Join us again next hour for (be creative if you can here).”  
Or say: “I’m \_\_\_\_\_, (name your station).”

## Commercials

You can find just about any type of commercial copy by searching “radio commercial copy” using your favorite online search engine. (I have also included lots of commercial copy below to help you get started. )

Look at lots of the results to find a variety of commercials. The commercial in this category is supposed to be :30 in length, and good coaching will help train the student performer to read every commercial at a :30 pace. Students may be confused by font size, so I always tell students to worry about word count and/or lines—most :30 commercials are about seven lines long. It is also good to give students longer and shorter commercials to practice with so they can work with overall time management of their presentation.

### INDIVIDUAL PRODUCT COMMERCIAL

Hungry for something deliciously different? Barbara's crunchy Shredded Oats and multigrain Shredded Spoonfuls cereals are wholegrain, heart-healthy choices for an all-natural breakfast the whole family will enjoy. Enter our Taste for Adventure Sweepstakes and you could win a whale-watching trip to Hawaii. Learn more at [barbarasbakery.com](http://barbarasbakery.com). You'll find Barbara's full line of cereals wherever natural foods are sold. Barbara's Bakery....Great Taste, without Compromise.

Sitting, squirming, giggling. Being still is just not on your baby's agenda. Give her the nutrition she needs to get through her busy day with delicious Beech-Nut Naturals. Beech-Nut Naturals contain essential vitamins and minerals. Just the thing she needs to play and laugh all day long. Beech-Nut Naturals. Made to a higher standard. Yours.

Rain, rain don't go away, we want to make homemade cookies today. Betty Crocker peanut butter cookies in 20 minutes. Warm, chewy and delicious beyond belief, especially when you sandwich them with some Betty Crocker frosting. Suddenly the day feels a whole lot sunnier. Betty Crocker, for rainy days and every day.

## INDIVIDUAL BUSINESS COMMERCIALS

There is added value in having a portfolio managed by a professional money manager who understands a client's goals, time horizon, and risk tolerance. Most investors have so many claims on their time—work, family, and hopefully, fun—that they are unable to give investing the time it requires. But for Jones Capital Management, watching over our clients' investments is a full-time job. Jones Capital Management is constantly monitoring the markets and the economy and looking for new investment opportunities that have profit potential with limited risk. For more information about Jones Capital Management and active portfolio management, visit [theprofitzone.net](http://theprofitzone.net) or give our office a call at 800-722-9861. We work full time watching over your investments so you don't have to.

Are you ready for this? Valley View Automotive's got all of the hottest SUVs you've been looking for! Enjoy a test drive and the opportunity to drive one of these powerful vehicles off the lot for half the price! Yes, half the price! Now is the time to get yourself to Valley View, by car, on foot, or even by air to take advantage of this outrageous sale - you'd better get here quickly, 'cause this promotion is only going on for 24 hours and the automobiles are leaving the lot faster than you can say 4 wheel drive! Valley View Automotive, a dealership you can depend on.

Can your food market pass a simple taste test? At First Street Market, we put taste first. And this spring, we're loading up our stores with fresh and chef-crafted foods. Like majestic orange wild king salmon, flown in daily. Specialties... like champagne ham, slow-smoked over hickory chips, glazed with pineapple juice and brown sugar. We think stores that focus on ingredient lists are all well and good.... But we put taste first. First Street Market. The food lover's grocery store!

Welcome to Boi Bandido Barbecue. Boi Bandido offers you Latin, Brazilian, and Portuguese cuisine at affordable prices. We have free delivery, you can eat in or take out. Call us at 908-587-0500 or catch us on the web at [www.BoiBandidobbq.com](http://www.BoiBandidobbq.com), that's BoiBandidobbq.com. We got that "Recession Buster" for 4.99 with Pork Ribs or Chicken every day! Come down and see us yall at BoiBandido BBQ.

## **NEWS AND SPORTS COPY**

You can find just about any type of news and information by searching “AP News Stories” or “Breaking News” or “Top Sports Stories” or “Business News” or going to just about any news website and copying and pasting the stories. “Iowa News Minute” is a great search tool for finding local stories.

You as the coach may need to shorten the pieces, and remember that the best news stories for radio are around five lines each. You may want your students to work on editing for length since the individual stories they get at contest may be quite long—often all the stories in the packets are TOO LONG!

Starting with the next page, I have included one practice packet of news and sports that I give to my students.

## NEWS

MASON CITY, Iowa (AP) - A one-time Charles City school board candidate accused of sexually abusing a teenage boy will be retried on charges in the case in Mason City. The Courier reports that retrial for 62-year-old Douglas Lindaman has been set for April 9 at the Cerro Gordo County Courthouse. Lindaman is accused of performing a sex act on a 17-year-old without the boy's consent.

DES MOINES, Iowa (AP) - A woman accused of killing her stepfather in Des Moines has pleaded guilty. The Des Moines Register reports that 29-year-old Sera Alexander pleaded Wednesday to involuntary manslaughter and reckless use of a firearm in the May death of 49-year-old Anthony Hartmann. In exchange, prosecutors dropped a second-degree murder charge against Alexander, whose trial began earlier this week.

DES MOINES, Iowa (AP) - Des Moines police say officers called to an early morning disturbance found a dead man and have taken another man into custody. Police says a resident called police just before 6 a.m. Wednesday to report hearing a disturbance, adding that someone may have been killed. Officers rushed to the home and found the dead man, later identified as 34-year-old Christopher John Latimer, in a second-floor apartment. Officers took a man into custody but haven't filed charges.

SIBLEY, Iowa (AP) - Authorities have charged a driver whose sport utility vehicle collided with a car in northwest Iowa, fatally injuring the car driver and his 5-year-old son. Court records say Ann Vanderpool, of Milford, faces two counts of vehicular homicide while driving intoxicated. Her attorney declined to comment Wednesday. Authorities say the collision last June killed 48-year-old Travis Mier, of Spirit Lake, and his son Elliot.

WASHINGTON (AP) — The White House says Mexico, Canada and other countries may be spared from President Donald Trump's planned steel and aluminum tariffs under national security "carve-outs," a move that could soften the blow amid threats of retaliation by trading partners and dire economic warnings from lawmakers and business groups. Press secretary Sarah Huckabee Sanders told reporters the exemptions would be made on a "case by case" and "country by country" basis, a reversal from the policy articulated by the White House just days ago that there would be no exemptions from Trump's plan.

TALLAHASSEE, Fla. (AP) — All eyes are now on Gov. Rick Scott to see if he'll sign the Florida legislature's narrowly approved response to last month's high school massacre of 17 people, a measure that isn't what he called for, falls short of what survivors demanded and challenges National Rifle Association orthodoxy. The measure would raise the minimum age to buy rifles from 18 to 21 and create a waiting period on sales of the weapons. It also would create a so-called guardian program, enabling school employees and many teachers to carry handguns if they go through law enforcement training and their school district agrees to participate.

NEW YORK (AP) — The second major storm in less than a week moved up the East Coast early Thursday, dumping heavy snow and knocking out power to hundreds of thousands of homes and businesses from Pennsylvania to New England. Some places saw more than 2 feet of snow by late Wednesday. Montville, New Jersey, got more than 26 inches from the nor'easter. North Adams, Massachusetts, registered 24 inches and Sloatsburg, New York, got 26 inches.

President Donald Trump says he'll hold an afternoon meeting on the steel and aluminum industries. Trump tweeted Thursday: "Looking forward to 3:30 P.M. meeting today at the White House. We have to protect & build our Steel and Aluminum Industries while at the same time showing great flexibility and cooperation toward those that are real friends and treat us fairly on both trade and the military." The president did not say whether he will sign tariffs on steel and aluminum imports at the meeting. The White House has not yet clarified the tweet.

NEW YORK (AP) — The insurer Cigna will spend about \$52 billion to acquire the nation's biggest pharmacy benefit manager, Express Scripts, the latest in a string of proposed tie-ups as health care's bill payers look to grow and gain better leverage to deal with rising costs. Including \$15 billion in debt, the proposed \$67 billion acquisition follows a deal announced late last year in which the drugstore chain CVS Corp. said it will spend around \$69 billion on the insurer Aetna Inc. Health insurers and pharmacy benefit managers — which run drug plans for insurers, employers and other big clients — have been struggling to corral spiraling prescription drug prices and other health care costs. Their sector also has been jolted by the Affordable Care Act, which reshaped the individual insurance market and expanded the state- and federally funded Medicaid program.

MADRID (AP) — Women across Europe and Asia shouted their demands for respect and empowerment Thursday to mark International Women’s Day, with protesters in Spain launching a 24-hour strike and crowds of demonstrators filling the streets of Manila, Seoul and New Delhi. Spanish women were staging dozens of protests across the country against the wage gap and gender violence. In Madrid, a massive demonstration was planned for the evening. In Barcelona, protesters who disrupted traffic into the city center were pushed back by riot police.

COPENHAGEN, Denmark (AP) — The Danish inventor accused of torturing and killing Swedish journalist Kim Wall during a private submarine trip before dismembering her body is an intelligent man “with psychopathic tendencies,” a prosecutor said as the murder trial opened Thursday. Businessman Madsen, 47, was standing trial at Copenhagen City Court accused of tying up and torturing Wall, 30, before he either cut her throat or strangled her on his submarine in August. He is charged with murder, dismemberment and indecent handling of a corpse for the way he disposed of Wall’s body.

BEIRUT (AP) — A second convoy with desperately needed aid for the besieged rebel-held eastern suburbs of Damascus was postponed on Thursday because of the violence and a rapidly evolving situation on the ground as Syrian government forces effectively split the eastern Ghouta enclave into two parts. In rapid advances overnight, troops and allied militiamen seized more than half of the area, including a stretch of farmland, isolating the northern and southern parts of the rebel-held territory, cutting links between the rebels and further squeezing opposition fighters and tens of thousands of civilians trapped inside, state media and a war monitor reported.

## SPORTS

KANSAS CITY, Mo. – Iowa State came up short, falling to Texas 68-64 in the opening round of the Big 12 Tournament. The Cyclones had three players in double figures on the night. [Cameron Lard](#) posted a 14 point performance, [Zoran Talley Jr.](#) cashed in 12 points and [Lindell Wigginton](#) led the Iowa State offense with 20 points. The Cyclones finish the season with a 13-18 record.

NASHVILLE, Tenn. (AP) - The Nashville Predators handed the Chicago Blackhawks their ninth consecutive loss, 3-2, last night. Blackhawks right wing Marian Hossa says his team battled and "did lots of good things" despite the loss. It was the seventh of 9 consecutive road games for the Blackhawks.

MILWAUKEE (AP) -- The Houston Rockets had trouble at times holding on to the ball and keeping up with the young Milwaukee Bucks. But as long as the Rockets keep hitting their 3-pointers, they're pretty hard to beat. James Harden scored 26 points, Eric Gordon had 18 points and two momentum-swinging 3s in the third quarter, and Houston beat Milwaukee 110-99 on Wednesday night for its 17th straight win.

DALLAS (AP) -- The NBA is reviewing 2011 allegations of sexual assault against Dallas Mavericks owner Mark Cuban and the investigation that led to a decision by prosecutors not to pursue the case. League spokesman Mike Bass said Wednesday the NBA was looking into the matter, a day after a weekly [alternative newspaper in Portland, Oregon, reported a woman's claim](#) that Cuban put his hands down her pants and touched her inappropriately while they were taking a photo at a Portland nightclub.

The Super Bowl champion Philadelphia Eagles bolstered their formidable pass rush with another top-level defensive lineman. The Eagles acquired three-time Pro Bowl defensive end Michael Bennett from the Seattle Seahawks on Wednesday, three people familiar with the trade told The Associated Press. The deal won't be officially announced until the NFL's league year opens next Wednesday. The people spoke on condition of anonymity because they weren't authorized to release the trade information.

## **BREAKING (FLASH) NEWS COPY**

The Breaking news story given to performers during first four minutes (**usually during first two minutes**). This **MUST** be read by the performer, but I tell students to finish the story/commercial/transition before saying “This just in. . . .” You can write these, but I have included some I use. I have found that these can be short or long. Students must be prepared!

Authorities are reporting a possible child abduction in Des Moines. A six-year-old male was last seen wearing an orange coat and a yellow stocking cap. Authorities are looking for a 2015 red, Ford F-150 pickup with license plates XLR 555. If you have information regarding this missing child, please call Des Moines police at 515-555-2800.

Authorities are reporting a major power outage affecting downtown Des Moines from the state capitol complex on the east to 12 Street on the west. All traffic lights are not functioning, and motorists are encourage to avoid the area. No cause has yet been determined by MidAmerican Energy, and crews are working to get the power back on. All other utilities—such as water and natural gas—are functioning normally.

A prisoner has escaped police custody in West Des Moines near Jordan Creek Town Center within the past hour. The mall is in lockdown as are both Brookview Elementary and Jordan Creek Elementary schools. The escaped prisoner is a thirty-year-old white male wearing an orange prison jumpsuit. Please contact local law enforcement if you see a man fitting this description. The escapee is believed to be unarmed, but is considered to be potentially violent and dangerous. Local agencies are conducting a massive search of the area at this time.

The Iowa Highway Patrol is reporting a bus rollover accident on I-35 north of Ankeny. No word as of yet of any injuries or from what school the bus is from.

Police are asking for the public's help to identify a man in robbery and burglary cases that happened on the same day. Police say a man wearing a camouflage jacket and driving what appears to be an older model Dodge Dakota attempted to pry into an ATM at the Greater Iowa Credit Union on Easton Boulevard, and the same man also robbed the Star Gas Station on University Avenue. Anyone with information on this case should contact 515-283-4864.

# WEATHER

My understanding is that a performer only has to mention something about the weather. I encourage full forecast with current condition because that is what radio audiences want to hear. I tell students to do “TODAY, TONIGHT, TOMORROW, and AGAIN FOR TODAY followed by CURRENT CONDITION.” I use the National Weather Service webpage for Des Moines to give to students.

Current conditions at  
**Des Moines International Airport (KDSM)**

Lat: 41.53°N Lon: 93.65°W Elev: 942ft.

Fog/Mist

**52°F**

11°C

**Humidity** 93%

**Wind Speed** NE 3 mph

**Barometer** 30.13 in (1020.3 mb)

**Dewpoint** 50°F (10°C)

**Visibility** 2.50 mi

**Last update** 2 Oct 10:54 am CDT

**More Information:**

[Local Forecast](#) [Office](#) [More Local Wx](#) [3 Day History](#) [Mobile Weather](#) [Hourly Weather Forecast](#)

**Extended Forecast for**

**Waukee IA**

**Detailed Forecast**

**Today**

Patchy fog before 2pm. Otherwise, cloudy, with a high near 64. Southeast wind 3 to 7 mph.

**Tonight**

Patchy fog before 7pm. Otherwise, cloudy, with a temperature rising to around 67 by 2am. Southeast wind 8 to 11 mph.

**Wednesday**

A 20 percent chance of showers and thunderstorms after 1pm. Partly sunny, with a high near 86. Windy, with a south wind 15 to 22 mph, with gusts as high as 34 mph.

**Wednesday Night**

A 50 percent chance of showers and thunderstorms before 1am. Partly cloudy, with a low around 48. Breezy, with a southwest wind 13 to 17 mph becoming north after midnight. Winds could gust as high as 26 mph. New rainfall amounts between a tenth and quarter of an inch, except higher amounts possible in thunderstorms.

**Thursday**

A 30 percent chance of showers after 1pm. Mostly sunny, with a high near 58. North wind 11 to 14 mph, with gusts as high as 21 mph. New precipitation amounts of less than a tenth of an inch possible.

**Thursday Night**

Showers and possibly a thunderstorm. Low around 52. Chance of precipitation is 90%. New rainfall amounts between a quarter and half of an inch possible.