

Parenting Today Taping Guidelines

SCAN Office, 703-820-9001

Clear Channel Communications

1801 Rockville Pike, 5th Floor

Rockville, MD 20852

Bernie Lucas, Public Affairs Director, 240-747-2842

PREPARING

- Please read over the questions we've proposed for the show. Think about your responses and let us know if there are any questions you would like added/re-recorded/removed.
- You do not need to write out your answers or over-prepare. The show is intended to just be a natural conversation about a topic you know a lot about already. You are welcome to bring notes if they make you more comfortable but this is not necessary.
- On the day of the recording meet on the 5th floor, where you and a SCAN staff member will be escorted by Bernie into the recording studio.
- Recording studios tend to be chilly, so please dress accordingly.
- You will be asked to turn off your cell phone during the taping as even cell phones set on "vibrate" or "silent" can cause interference with the recording equipment.

RECORDING

- For best recording, there should be a few inches between your mouth and the microphone. Do not get too close, but don't be afraid of it!
- Please avoid "reading" from your notes. Try to just have a conversation with the SCAN interviewer.
- Shows are meant to be 12-13 minutes long. The SCAN interviewer will watch the count-down timer. Some questions may be skipped if time is running out. The interviewer will try to ask a final question about whether there is any final message you want to leave with our listeners. This is your chance to communicate something you didn't get a chance to say when responding to the earlier questions or to repeat an important point.
- Relax and remember to breathe! Taping is very casual, and Bernie can always edit the shows if necessary.

PROMOTING

- The *Parenting Today* show usually airs on Sunday mornings between 7:00 - 9:00 AM on various Clear Channel stations (such as 98.7 WMZQ, BIG 100.3 and HOT 99.5). Bernie will let you know an approximate time when you're at the studio.
- If SCAN learns in advance the exact date, time and stations, we will let you know by email; however, we often don't learn until after the fact.
- After the show airs, it will also be posted on the Public Affairs Programming page for each of the stations where it ran:
<http://www.wmzq.com/pages/wafaudio.html>
- After the show is uploaded on a Clear Channel page, SCAN will also post the file permanently on its Parent Resource Center here:
http://www.scanva.org/parent_resource_center.htm
- SCAN will email you once the show is on our website so you can share this link with others in your network as well.

Thank you for contributing to SCAN's Parenting Today radio show!

Directions from Northern Virginia:

1. Take I-395 N to Washington
2. Take exit 8B and merge onto VA-27 N/S Washington Blvd towards Pentagon/Arlington Cemetery/ Rosslyn
3. Make a slight right towards the George Washington Memorial Pkwy
4. Take the ramp to I-66/I-495/Spout Run Pkwy/McLean
5. Merge onto George Washington Memorial Pkwy
6. Exit onto I-495 N towards Maryland
7. Take the I-270 Spur N, on the left
8. Take exit 1 at Democracy Blvd
9. Turn right at Democracy Blvd
10. Turn left at Old Georgetown Rd
11. Turn left at Rockville Pike, the station will be on your left.