



# BEST PRACTICES

A Collection of Best Practices for:

## Broadcast Media

*Includes Detailed Best Practices for:*

- Transmission & Infrastructure
- Content Management
- Studio Operations
- Digital Operations
- Advertising Sales



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*Broadcast Media Best Practices*

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# Transmission & Infrastructure

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## Broadcast Media

- Transmission & Infrastructure**

- Content Management

- Studio Operations

- Digital Operations

- Advertising Sales

— — — *The Transmission & Infrastructure team is responsible for developing, monitoring and maintaining the infrastructure in place to broadcast both live and recorded programming to audiences throughout the corresponding viewing (or listening) area. This includes managing high definition broadcasting technology, content compression and modulation, various content distribution platforms (live, on-demand, streaming, etc.), and related engineering and technical support tasks to support broadcasting operations. Within broadcast media organizations that offer telecommunications services (e.g., internet, phone, cable television, etc.) to their customers, this function may take on a variety of other roles (other than those of a traditional broadcasting company that does not offer these services).*

# Transmission & Infrastructure

## Broadcast Media Best Practices

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### Best Practice 1-A

#### **Review Live Footage Before Distribution to Improve Broadcast Quality**

Use short delays and ensure that producers or editorial team members review, at least briefly, live footage streamed to the station from breaking-news and live-shot contexts before broadcasting the content. This not only prevents undesirable material (profanity, bloopers, nudity, technical malfunctions, etc.) from making it to the air, but also helps insulate news organizations from costly libel or intentional infliction of emotional distress litigation.

**Typical Practice (the Status Quo):** Broadcast live coverage (with little or no delay) with almost no editorial control. This ensures that the news organization conducting the broadcast stays ahead of other media organizations and acquires as high a number of viewers/listeners as possible. The small amount of unwanted material that gets broadcasted should be seen as - “the cost of doing business.”

**Benefits of this Best Practice:** Short delays are used for multiple reasons within the broadcast media industry. For instance, short delays can be used to prevent unwanted material (profanity, nudity, technical malfunctions, etc.) from being broadcast. Longer delays can also be introduced to allow a show to air at the same time, to maximize ratings by airing an event in a certain timeslot, to make the event fit within broadcasting time constraints, or because there was a scheduling conflict. In all cases, and especially during breaking-news and life-shot contexts, short delays allow producers and editorial team members time to, at least briefly, review the footage streamed to the station before validating it for broadcast. This creates a minimum standard of editorial control over live coverage which not only maintains the quality of the broadcast, but also preserves the broadcast company’s reputation and helps insulate them from costly libel or intentional infliction of emotional distress litigation.

 **Related KPIs:** Total Transmission & Infrastructure Expense, Transmission Repair Cycle Time, Number of Transmission Interruptions

# Licensing

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## Broadcast Media

— Transmission & Infrastructure

— Content Management

— **IP-based Video** [Download the full document](#)

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