

New DMLive Replay Show Hours FAQ

Why the change?

We are confident we can deliver a better product to all DMLive affiliates by “packing more of a punch” in 3 live hours rather than stretching it out.

You will notice that Dawson’s energy and focus is at its maximum during the first few hours of the show. Understandably, it is very difficult to field such deep questions and issues for a consecutive 5 hour talk-intensive program while maintaining forward momentum of the show.

After researching this we believe we can give you the very best product by limiting the live portion of the show to 3 hours each week.

Will callers from my market still get on air and talk with Dawson?

Yes. There are two ways your callers can still be on the air:

1. Each week we have a list of “pre-calls”. These are calls from the previous week that didn’t get on the air but still want to talk to Dawson and their issue isn’t super time-sensitive. We call them back and they are on live. In there is a good chance that there will be more calls from your market on the air since Dawson is taking the most calls during the first few hours of the show when his energy is at its height.
2. If callers don’t make it on the air on DMLive we call them back during the week based on the information they give our call screeners. On Monday-Wednesday nights Dawson calls them back and we record them and edit them for use on DMLive where appropriate (we air pre-recorded calls to kick off the show and where segment time constraints call for it) and also for use on the new DM Late Nights show.

Can my listeners still talk to someone at the Hopeline?

Yes. From a help standpoint for your listeners there is no change. The Hopeline agents will be readily available to take their calls well past 2am central time (12mid Pacific)

What are the Hopeline hours?

The Hopeline is now open Sunday-Thursday from 7pm central time – 5am central time the next morning. That’s all night every weeknight for your listeners!

What hours will DMLive air live?

9-12am central time

What hours will you replay?

The 9pm and 10pm hours (aka hours 1 & 2) during the 12midnight and 1am central hours.

Can I still air all 5 hours?

Yes – the first 3 hours are live and the last 2 are repeat so there is always a 3 hour period of time before any programming is repeated.

Will the show sound any different on my station?

No – it will sound exactly the same. We will still fire liners and spot break closures that will trigger your automation system.

When is the change effective?

Immediately

What changes do I need to make at my station?

Nothing, there are no changes needed on your end.

Questions?

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