

FANTASY FOOTBALL FORECAST

7/16/09

2009 debut: Thursday, August 20th- Sunday, August 23rd

Westwood One is pleased to announce the return of FANTASY FOOTBALL FORECAST to the fall programming lineup. This year's edition will debut the weekend of Thursday, August 20th and continue weekly through the end of the regular season (December 31, 2009-January 3, 2010).

Co-hosted by Westwood One play-by-play voice Kevin Kugler and Hall of Fame wide receiver James Lofton, FANTASY FOOTBALL FORECAST focuses on the passion of Fantasy Football. They will be joined each week on the show by NFL.com fantasy expert Michael Fabiano, who will offer suggestions as to whom to draft and activate on your fantasy team. Noted injuries expert Adam Caplan will also contribute weekly injury reports and the effect they could have on fantasy teams.

The one-hour program will contain nine minutes of network commercial inventory and nine minutes available for station sale. Complete program and technical formats are attached.

BROADCAST SCHEDULE

For your scheduling convenience, FANTASY FOOTBALL FORECAST will be fed several times each week on:

Channel ID '2'/Channel name SPORTS '2' on your MAX receiver

Thursday: August 20, 2009 through September 3, 2009,
September 17, 2009 through November 5, 2009, and
December 24, 2009 through December 31, 2009
Friday: August 21, 2009 through January 1, 2010
Saturday: August 22, 2009 through January 2, 2010
Sunday: August 23, 2009 through January 3, 2010

<u>Broadcast Day</u>	<u>Airtime (ET)</u>	<u>Broadcast Day</u>	<u>Airtime (ET)</u>
Thursday	10:00 PM	Saturday	1:00 AM 9:00 AM
Friday	1:00 AM 12:00 PM 6:00 PM 10:00 PM	Sunday	6:00 PM 10:00 PM 1:00 AM 9:00 AM

Fantasy Football Forecast may also be downloaded weekly via the Westwood One FTP site (<http://www.shows.westwoodone.com/nfl/nfl.asp>). It will be available each week by the time of the first scheduled feed.

FANTASY FOOTBALL FORECAST

During the regular season, FANTASY FOOTBALL FORECAST may be scheduled on your station at any time—until Sunday at 1:00PM Eastern time when the majority of NFL games begin. FANTASY FOOTBALL deals with players that will be appearing in all NFL games in a given week and therefore is not appropriate as a lead-in to the Sunday night and Monday night broadcasts. See below for special instructions for certain weeks in both the regular season and the post-season.

If we learn of any injuries or other developments that will make a significant impact upon a particular player or game, FANTASY FOOTBALL FORECAST may be updated. To keep the program timely on your station, you should plan to use the feed that is closest to your intended airtime. Any updated segment would also be changed on the FTP site.

Special Notes:

- * Week #1 of NFL Regular Season (September 10th-13th) – **FANTASY FOOTBALL will not be fed on Thursday, September 10th at 10:00 PM ET due to the opening game of the season being in progress at that time.** The first feed that weekend will be Friday, September 11th at 1:00 AM ET.
- * Weeks #10-15 (November 12th thru December 17th) – **FANTASY FOOTBALL will not be fed on Thursday nights for six consecutive Thursdays, beginning November 12th, and continuing through December 17, 2009, due to Thursday Night Football occurring in that same window.** The first feed those weeks will be Friday mornings at 1:00 AM ET. **Also, in week #15 (December 17th-December 20th), it is preferable that FANTASY FOOTBALL airs prior to the NFL game on Saturday night, December 19th.** The program can still air until Sunday at 1:00 PM ET, but it is possible that some references may be dated based on the outcome of Saturday's contest. The show will NOT be updated to include the results from this Saturday night game. No other feeds that weekend will be pre-empted, other than Thursday night.
- * Week #16 (December 24th thru December 27th) – **FANTASY FOOTBALL will be fed on Thursday, December 24th, but it is preferable that the show for this week airs prior to the NFL game on Friday night, December 25th.** The program can still air until Sunday at 1:00 PM ET, but it is possible that some references may be dated based on the outcome of Friday's contest. The show will NOT be updated to include the results from this Christmas night game. No feeds will be pre-empted.
- * 2009-2010 Post-Season - FANTASY FOOTBALL FORECAST is fed during the **regular season only.** It will not be provided during the NFL playoffs.

PROHIBITED ADVERTISING CATEGORIES **Updated March 2009**

Certain products and services are not permitted to advertise with League or Team properties because such promotion could be detrimental to the image and reputation of the League and its teams. Following is a partial listing of products and services which are not allowed to advertise in NFL games and related programming:

- Contraceptives (e.g. condoms) except as permitted under the pharmaceutical category
- Dietary and/or nutritional supplements and products (including energy drinks) that contain ingredients other than vitamins and minerals for which the FDA has established recommended daily intakes, or any substance prohibited pursuant to League policies. Health and nutrition stores are permitted, provided that they do not reference any dietary or nutritional supplements or products, or any prohibited substances
- Distilled spirits and flavored malt beverages (e.g., Smirnoff Ice); however, traditional malt beverages (e.g., beer) and non-alcoholic malt beverages and wine are permitted
- Establishments that feature nude or semi-nude performers
- Firearms, ammunition or other weapons
- Fireworks
- Illegal products or services
- Tobacco Products – cigarettes, cigars, pipe tobacco, chewing tobacco and snuff
- Movies, video games and other media that contain or promote objectionable material or subject matter (e.g., overtly sexual or excessively violent material)
- Restorative or enhancement products (e.g., "male enhancement" products), except hair replacement products are permitted, subject to the restrictions governing advertising of pharmaceutical products as set forth below
- Sexual materials or services (e.g., pornography or escort services)
- Social cause/issue advocacy advertising (unless otherwise approved in advance by the NFL)
- Gambling-related advertising (**For more specific guidelines on the NFL's gambling policy, see page 4 of this document**)
- Advertisements for pharmaceutical products (both prescription and over-the-counter (non-prescription)) except as permitted on the next page

PROHIBITED ADVERTISING CATEGORIES--continued

Advertisements for pharmaceutical products (both prescription and over-the-counter (non-prescription)) are permitted only under the following terms and conditions:

- (a) Only general advertising will be permitted (e.g., advertising units)
- (b) Sponsorships, including, but not limited to, program segment sponsorships and other types of branded programming enhancements are prohibited; provided that in limited circumstances sponsorships by over-the-counter pharmaceutical products may be permitted with the prior written approval of the NFL
- (c) Identity of permitted/prohibited pharmaceutical products (both prescription and over-the-counter) may be modified by League at any time upon appropriate advance written notice to networks and affiliates
- (d) No limits currently on over-the counter pharmaceuticals (provided they do not otherwise fall in a category listed above)
- (e) Prescription medications are permitted currently in only the following categories:
 - i. Analgesics (Non-Opioid Only) (e.g., Celebrex, Mobic)
 - ii. Antibacterials (e.g., Zithromax, Levaquin)
 - iii. Antidementia / Alzheimer's Agents (e.g., Aricept)
 - iv. Antidepressants / Anxiolytics (e.g., Lexapro, Zoloft)
 - v. Antifungals (e.g., Diflucan)
 - vi. Antiglaucoma Agents (e.g., Zylprim)
 - vii. Anti-Insomnia Agents (e.g., Lunesta, Ambien)
 - viii. Anti-Inflammatory Agents (Non-Steroidal Only) (e.g., Celebrex, Mobic)
 - ix. Anti-Migraine Agents (e.g., Topamax)
 - x. Antiparasitics (e.g., Malarone, Stromectol)
 - xi. Anti-Parkinson / Movement Disorder Agents (e.g., Requip, Mirapex)
 - xii. Antispasticity Agents (e.g., Zanaflex)
 - xiii. Antivirals (e.g., Kaletra, Zovirax)
 - xiv. Blood Glucose Regulators / Diabetes Medications (e.g., Januvia)
 - xv. Cardiovascular Agents (incl. Cholesterol Reducing) (e.g., Lipitor, Norvasc)
 - xvi. Dental and Oral Agents (e.g., Aphthasol)
 - xvii. Dermatological Agents (e.g., Tacrolimus)
 - xviii. Gastrointestinal Agents (incl. Inflammatory Bowel Disease Agents) (e.g. Asacol)
 - xix. Genitourinary Agents (including Erectile Dysfunction and Prostate Medications) (e.g., Flomax, Viagra, Hytrin)
 - xx. Hair Renewal and Growth (e.g., Propecia)
 - xxi. Immune Suppressants / Immunomodulators (e.g., Betaseron, Orencia)
 - xxii. Metabolic Bone Disease Agents (incl. Anti-Osteoporosis Agents) (e.g., Boniva)
 - xxiii. Ophthalmic Agents (e.g., Restasis)
 - xxiv. Oral Contraceptives (e.g., Loestrin 24)
 - xxv. Otic Agents (e.g., Auralgan)
 - xxvi. Respiratory Tract Agents (Allergy and Asthma Medications) (e.g., Flonase, Zyrtec, Pulmicort)
 - xxvii. Smoking Cessation Products (e.g., Chantix)
 - xxviii. Vaccines (e.g., Gardasil, Fluvirin)

Modified NFL Policy on Gambling Advertising
Updated March 2009

Permitted

1. General advertising from a state, municipal, or provincial lottery, provided that such lottery organization does not offer any betting scheme that is based on real sporting events or performances in them. (The Oregon Lottery and several Canadian provincial lotteries presently offer such games.)

2. General advertising from horse- or dog-racing tracks, or from state or municipal off-track betting organizations, provided that such locations offers neither (a) betting schemes based on real sporting events (other than horse or dog races) or performances in them or (b) casino games of any kind.

Prohibited

1. Any advertising from casinos, hotels that include gambling establishments, riverboat gambling establishments, Indian gaming establishments authorized under federal law, and other facilities that house or operate any commercial gambling establishment, regardless of whether the content of the advertising contains a specific mention or suggestion of gambling.

2. Any advertising from a sports book, or from a "tout" service, line services, or any other such services whose activities are significantly geared to sports betting.

3. Any advertising from a state, municipal, or provincial lottery or an off-track betting organization that offers any betting schemes based on real athletic contests, even if the content of the advertising does not specifically mention sports gambling.

4. Any advertising content or promotion that would reasonably be perceived as constituting affiliation with or endorsement of the lottery, race track, or off-track betting organization or its activities by a player, an owner or club employee, or the club itself.

FANTASY FOOTBALL FORECAST CONTROL ROOM CHECKLIST

XX:00:00	Program open and content (approx 8 minutes)	
<u>XX:08:00</u>	<u>"This is WESTWOOD ONE'S FANTASY FOOTBALL FORECAST"</u>	<u>Station Commercial #1 (3:05)</u>
XX:11:00	Program content (approx 6 minutes)	
<u>XX:17:00</u>	<u>"You're listening to FANTASY FOOTBALL FORECAST on Westwood One"</u>	<u>Network Commercial #1 (3:00)</u>
XX:20:00	Program content (approx 6 minutes)	
<u>XX:26:00</u>	<u>"This is WESTWOOD ONE'S FANTASY FOOTBALL FORECAST"</u>	<u>Station Commercial #2 (3:05)</u>
XX:29:00	Program content (approx 6 minutes)	
<u>XX:35:00</u>	<u>"You're listening to FANTASY FOOTBALL FORECAST on Westwood One"</u>	<u>Network Commercial #2 (3:00)</u>
XX:38:00	Program content (approx 6 minutes)	
<u>XX:44:00</u>	<u>"This is WESTWOOD ONE'S FANTASY FOOTBALL FORECAST"</u>	<u>Station Commercial #3 (3:05)</u>
XX:47:00	Program content (approx 6 minutes)	
<u>XX:53:00</u>	<u>"You're listening to FANTASY FOOTBALL FORECAST on Westwood One"</u>	<u>Network Commercial #3 (3:00)</u>
XX:56:00	Program content (approx 4 minutes)	
XX:59:50	Program End	
	<u>"You've been listening to FANTASY FOOTBALL FORECAST on Westwood One"</u>	

FORMAT NOTES

- Public service announcements will be fed by the network during the station availabilities.
- Each of the three station commercial breaks will include an additional five seconds of time for the insertion of call letters or a slogan/promo liner.
- The times listed for commercial breaks are approximate and not hard start times.
- The program ends ten seconds early for stations to insert an ID before the top of the hour
- This program may be automated---see last page for details.

As per Westwood One's contract with the NFL, stations are not permitted to stream any NFL broadcasts or content provided by Westwood One. Any streaming of NFL content on an affiliated station website may result in loss of broadcast privileges and/or legal action.

TECHNICAL FORMAT NOTES

Westwood One's FANTASY FOOTBALL FORECAST can be automated through the use of the MAX receiver system.

Relays will be used to trigger Station Availabilities and Station ID's as follows:

- Relay 1===start of Station Commercial Position
- Relay 2===start of Station ID window (10 seconds)
- Relay 3===end of program

There will not be a relay to indicate the start of a program, as it has a hard start time.

If you experience satellite problems during this broadcast, call Westwood One's Operations Department at (800) 877-0007.

If you have questions about the Westwood One automation system, call Westwood One Technical Operations at (212) 975-2399.

For Affiliate Relations questions, please contact your local representative at (212) 641-2069.