

PROGRAMMING, SALES AND STATION MANAGEMENT

NFL INSIDER

7/16/09

2009 debut: Friday, September 11th-Sunday September 13th

Westwood One is pleased to announce the return of NFL INSIDER to the fall football lineup on the weekend of Friday, September 11th, 2009. NFL INSIDER will feature interviews with players and coaches, commentary and weekly highlights. The show will be hosted by former Steelers quarterback and Westwood One analyst Mark Malone, and 7-time Pro Bowler and former Buffalo Bills special teams standout, Steve Tasker. Westwood One Sunday afternoon analyst and longtime NFL coach Dan Reeves will contribute to the show weekly as well.

NFL INSIDER will be presented for 22 consecutive weeks during the NFL season, concluding on Super Bowl weekend (February 4th-February 7th, 2010). **NFL INSIDER will once again be a 60-minute show and will contain nine minutes of network commercial inventory and nine minutes available for station sale.**

BROADCAST SCHEDULE

For your scheduling convenience, NFL INSIDER will be fed several times each weekend on:

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

Thursday: September 17, 2009 through November 5, 2009 and
December 24, 2009 through February 4, 2010
Friday: September 11, 2009 through February 5, 2010
Saturday: September 12, 2009 through February 6, 2010
Sunday: September 13, 2009 through February 7, 2010

<u>Broadcast Day</u>	<u>Airtime (ET)</u>	<u>Broadcast Day</u>	<u>Airtime (ET)</u>
Thursday	8:00 PM	Saturday	12:00 AM
			11:00 AM
Friday	12:00 AM		4:00 PM
	11:00 AM		8:00 PM
	4:00 PM		
	8:00 PM	Sunday	12:00 AM
			10:00 AM

NFL Insider 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.

NFL INSIDER

Special Notes - Regular Season

Week #1 (September 10th-13th) - **NFL INSIDER will not be fed on Thursday, September 10th at 8:00 PM ET due to the opening game of the season kicking off at that exact time. It will also not be fed at midnight ET**----the first feed of the season will be Friday, September 11th at 11:00 AM ET. The regularly scheduled Thursday feed will begin on September 17th.

Weeks #10-15 (November 12th thru December 17th) - **NFL INSIDER 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 at that exact time. It will also not be fed at midnight ET**----the first feed those weeks will be Friday mornings at 11:00 AM ET. **Also, in week #15 (December 17th-December 20th), it is preferable that NFL INSIDER 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) – **It is preferable that NFL INSIDER 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.

.....

Special Notes--Postseason

Wildcard Playoffs - **NFL INSIDER must air prior to Saturday at 4:00 PM Eastern time.** The program will be outdated if aired after kickoff of the first Wildcard Playoff Game on January 9th, 2010. ***ALL FEEDS AFTER THAT TIME WILL BE PRE-EMPTED.***

Divisional Playoffs - **NFL INSIDER must air prior to Saturday at 4:00 PM Eastern time.** The program will be outdated if aired after kickoff of the first Divisional Playoff Game on January 16th, 2010. ***ALL FEEDS AFTER THAT TIME WILL BE PRE-EMPTED.***

Pro Bowl - This year, the Pro Bowl will be played on the Sunday between the Conference Championship games and the Super Bowl. Westwood One ***will*** provide NFL INSIDER to affiliates during this weekend (1/28/10-1/31/10). This program will look back at both of the AFC and NFC Title games and preview Super Bowl XLIV and the Pro Bowl. A different Super Bowl edition of NFL INSIDER will be fed the following week from South Florida.

Super Bowl – An additional feed will be scheduled on Sunday, February 7th, 2010 at 2:00 PM ET on Channel ID '1'/Channel name SPORTS '1' on your MAX receiver as part of our expanded Super Bowl coverage from South Florida.

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. Antigoit 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., Taclonex)
 - 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.

NFL INSIDER CONTROL ROOM CHECKLIST

XX:00:00	Program open and content (approx 8 minutes)	
<u>XX:08:00</u>	<u>"This is NFL INSIDER"</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 NFL INSIDER 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 NFL INSIDER"</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 NFL INSIDER 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 NFL INSIDER"</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 NFL INSIDER on Westwood One."</u>	<u>Network Commercial #3 (3:00)</u>
XX:56:00	Program content (approx 4 minutes)	
XX:59:50	End of Hour/Program End	"You've been listening to NFL INSIDER on Westwood One"

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
- The program may be automated—see last page of this document 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

NFL INSIDER can be automated through the use of the Westwood One 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.