

PROGRAMMING, SALES AND STATION MANAGEMENT

NFL PREVIEW (with Boomer Esiason)

7/16/09

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

NFL PREVIEW returns once again to the Westwood One football lineup on Friday, September 11th. NFL PREVIEW is a 30-minute weekly program and will be hosted by Westwood One's new Sunday NFL pregame and halftime host Scott Graham and former Pro Bowl quarterback and Monday Night Football analyst Boomer Esiason. Boomer will take an in-depth look at each of the week's NFL matchups, analyzing the key players and other factors that may affect the outcome. You'll also hear comments from some of the game's top stars during the course of the season.

NFL PREVIEW will be presented every weekend for 22 consecutive weeks during the 2009-2010 NFL season. **Please note that the Super Bowl XLIV Edition of NFL Preview will be one-hour in length.**

The half-hour program will contain four minutes of network commercial inventory and four minutes available for station sale (The Super Bowl Edition will contain an extra four minutes of both types of inventory). Complete program and technical formats are attached.

BROADCAST SCHEDULE

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

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

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>
Friday	2:30 PM	Saturday	8:30 AM
	5:30 PM		12:30 PM
	9:30 PM		3:30 PM
9:30 PM			
		Sunday	8:30 AM
			12:00 PM

NFL Preview 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 PREVIEW

UPDATED FEEDS

During the regular season, NFL PREVIEW may be scheduled on your station at any time—until Sunday at 1:00PM Eastern time when the majority of NFL games begin. NFL PREVIEW deals with all NFL games in a given week and 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 game, NFL PREVIEW will be updated. To keep the program timely on your station, you should plan to use the NFL PREVIEW feed that is closest to your intended airtime. Any updated segment would also be changed on the FTP site.

Special Notes - Regular Season

Week #1 (September 11th-13th) - NFL PREVIEW will include the result of the Thursday night opener played on September 10th and a preview of the remaining weekend games. NFL PREVIEW for Week #1 will not be fed prior to start of the regular season.

Weeks #10-14 (November 12th thru December 10th)- NFL PREVIEW will include the results of the Thursday night games played during these weeks, as well as a preview of the remaining weekend games. NFL PREVIEW for Week #12 will include the results of the November 26th (Thanksgiving) tripleheader and a preview of the remaining weekend games.

Week #15 (December 18th-20th) – NFL PREVIEW will include the result of the Thursday night game played on December 17th, as well as a preview of the remaining weekend games. ***An additional feed of NFL Preview will be scheduled on Saturday, December 19th at 7:30 PM ET on Channel ID '1'/Channel name SPORTS '1' on your MAX receiver to serve as a lead-in to the Saturday Night NFL game. The 9:30 PM ET feed of NFL PREVIEW this same night will be PRE-EMPTED because the game will still be in progress.*** Subsequent feeds of NFL PREVIEW will be updated to include the result of the game played that evening.

Week #16 (December 25th-27th) –***An additional feed of NFL Preview will be scheduled on Friday, December 25th at 6:30 PM ET on Channel ID '1'/Channel name SPORTS '1' on your MAX receiver to serve as a lead-in to the special Christmas Night game. The 9:30 PM ET feed of NFL PREVIEW this same night will be PRE-EMPTED because the game will still be in progress.*** Subsequent feeds of NFL PREVIEW will be updated to include the result of the game played that evening.

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Special Notes--Postseason

Wildcard Playoffs - **NFL PREVIEW must air prior to Saturday at 4:00 PM Eastern time.** It will ***not*** be updated with the outcomes of the Saturday games played on January 9th, 2010. ***The 3:30 PM ET feed on Saturday, January 9th will be simulcast on Channel ID '1'/ Channel name SPORTS '1' on your MAX receiver, as a lead-in to our NFL playoff doubleheader. THE SATURDAY FEED AT 9:30 PM ET AND ALL THE SUNDAY FEEDS WILL BE PRE-EMPTED.***

Divisional Playoffs - **NFL PREVIEW must air prior to Saturday at 4:00 PM Eastern time.** It will ***not*** be updated with the outcomes of the Saturday games played on January 16th, 2010. ***The 3:30 PM ET feed on Saturday, January 16th will be simulcast on Channel ID '1'/ Channel name SPORTS '1' on your MAX receiver, as a lead-in to our NFL playoff doubleheader. THE SATURDAY FEED AT 9:30 PM ET AND ALL THE SUNDAY FEEDS WILL BE PRE-EMPTED.***

Conference Championships - ***An extra feed will be scheduled on Sunday, January 24th, 2010 at 1:30 PM ET on Channel ID '1'/Channel name SPORTS '1' on your MAX receiver as a lead-in to our NFL Championship Doubleheader.***

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 PREVIEW to affiliates during this weekend (1/29/10-1/31/10). 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 PREVIEW will be fed the following week from South Florida.

Super Bowl XLIV – ***NFL Preview for Super Bowl Weekend will be twice as long as usual and contain twice as much inventory.*** The format structure will be the same, with the extra half-hour mirroring the first half-hour (four two-minute breaks etc.). ***Additionally, all of the scheduled feeds that weekend (except one) will begin 30 minutes earlier than usual.*** For example, on Friday, February 5th, NFL PREVIEW will be fed at 2:00, 5:00 and 9:00 PM ET instead of 2:30, 5:30 and 9:30 PM ET. On Saturday, February 6th, the show will be fed at 8:00 AM, and 12:00, 3:00 and 9:00 PM ET. On Super Bowl Sunday, February 7th, the normal 8:30 AM ET airing will be fed at 8:00 AM instead. The 12:00 PM ET feed however, will air as scheduled, and ***there will be an additional feed on Sunday at 3:00 PM ET on Channel ID '1'/Channel name SPORTS '1' on your MAX receiver*** as a lead-in to our Super Bowl XLIV pregame show, Super Sunday.

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 PREVIEW CONTROL ROOM CHECKLIST

00:00	Program Open and content (approx 5 minutes)	
05:00	"YOU'RE LISTENING TO NFL PREVIEW ON WESTWOOD ONE"	-Network (2:00)
07:00	Program Segment #2 (approx 4 minutes)	
<u>11:00</u>	<u>"THIS IS NFL PREVIEW"</u>	<u>-Station Commercial #1 (2:05)</u>
13:00	Program Segment #3 (approx 5 minutes)	
18:00	"YOU'RE LISTENING TO NFL PREVIEW ON WESTWOOD ONE"	-Network (2:00)
20:00	Program Segment #4 (approx 5 minutes)	
<u>25:00</u>	<u>"THIS IS NFL PREVIEW"</u>	<u>-Station Commercial #2 (2:05)</u>
27:00	Final Program Segment (approx 3 minutes)	
29:50	End Program	"SO LONG FOR NFL PREVIEW"

FORMAT NOTES

- Public service announcements will be fed by the network during the station availabilities.
- Both 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 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 PREVIEW can be automated through the use of the Westwood One MAX receiver system.

The following relays will be used to trigger Station Availabilities and Station ID's regardless of channel:

- 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.