

## **2009-2010 NATIONAL FOOTBALL LEAGUE SEASON**

7/16/09

### **WESTWOOD ONE PRIMETIME PACKAGE**

For the 23<sup>rd</sup> consecutive season, Westwood One will provide exclusive play-by-play coverage of the National Football League's entire primetime regular season package, as well as all postseason games.

This season's primetime package consists of the following 57 nationally featured games:

- Hall of Fame Game
- Opening Night game
- 17 Monday Night games, including one doubleheader
- 16 Sunday Night games
- 6 Thursday Night games, including Thanksgiving night
- 1 Saturday Night game
- 1 Christmas Night game
- Thanksgiving Day doubleheader
- 12 Postseason games, including the Pro Bowl and Super Bowl XLIV

The complete schedule as well as airtimes for all games can be found later in this document. However, please be aware that those airtimes are subject to change. Please check with affiliate relations or broadcast operations as the game date approaches.

***All games in the NFL primetime package will be fed on:  
\*\*\*Channel ID '1'/Channel name 'SPORTS 1' on your MAX receiver\*\*\****

***(except for Game Two on Monday, September 14<sup>th</sup>, which will have  
a clean feed on Channel ID '3'/Channel name 'SPORTS 3')***

Westwood One begins its broadcast season on Sunday, August 9<sup>th</sup> with the annual pre-season Hall of Fame Game, from Fawcett Stadium in Canton, Ohio. This year's participants were chosen to celebrate the 50<sup>th</sup> anniversary of the inception of the AFL, and as original franchise members, the Buffalo Bills and the Tennessee Titans (formerly the Houston Oilers), will wear historic uniforms to commemorate the occasion. Airtime for this "legacy game" will be 7:30 PM ET.

The regular season kicks off when the Super Bowl Champion Pittsburgh Steelers host the Tennessee Titans on Thursday night, September 10<sup>th</sup>, 2009. Airtime for the season opener will be at 8:00 PM ET.

Monday Night Football opens the season with a special doubleheader---Tom Brady is expected to return to the field following last season's injury, as the New England Patriots host Terrell Owens and the Buffalo Bills, followed by the San Diego Chargers and the Oakland Raiders. Doubleheader coverage begins at 6:30 PM ET with Game 1 (Game 2 will begin separately at 9:45 PM ET for stations who wish to carry just that game, or can be joined in progress for those who wish to carry both games). All subsequent Monday night games will begin at 8:00 PM ET. There will not be a Monday night game in week 17, and therefore the final Monday night game of the season will occur on December 28<sup>th</sup>, when Minnesota meets Chicago at Soldier Field.

The Sunday night schedule starts at Lambeau Field with the NFL's oldest rivalry, as the Green Bay Packers host the Chicago Bears. There will be 16 Sunday night games this season, and as has been the case in the past, there will NOT be a Sunday night game on week 8 (November 1, 2009). "Flexible scheduling" is still in effect for Sunday nights, and therefore the games for the final 7 weeks of the Sunday night schedule are subject to change from what is currently listed as "placeholders." Those games will be confirmed (or replaced) approximately two weeks prior to the game date, so as to ensure the best possible match-ups, except for the week 17 contest, which will not be announced until 6 days prior to the game. Sunday Night Football begins each week at 7:30 PM ET with NFL Sunday, a complete wrap-up of all the day's scores and highlights. (Note that there will still be an NFL Sunday show on November 1<sup>st</sup>, even though there will be no Sunday night game that week).

This year's schedule once again includes the late season Thursday night/Saturday night package, plus a Christmas Night tilt between San Diego and Tennessee. Also, one of the Thursday Night games will take place in Toronto, Canada, as the New York Jets battle the Buffalo Bills. Airtime for the Thursday/Saturday night games this year will be 8:00 PM ET, slightly later than previous seasons. However, please note that the broadcast on Christmas night will begin at 7:00 PM ET.

For the fourth straight season, Thanksgiving will feature a football tripleheader. The traditional home sites of Detroit and Dallas will be joined by Denver this year, as the Broncos host the New York Giants in the nightcap. Our holiday coverage kicks off at 12:00 PM ET when the Lions take on the Green Bay Packers. The Cowboys clash with the Oakland Raiders in the second game.

The postseason schedule begins with a pair of Wildcard doubleheaders on Saturday, January 9, 2010 and Sunday, January 10, 2010 and continues through Super Bowl XLIV (in South Florida) on Sunday, February 7, 2010. Coverage of Super Bowl XLIV from Dolphin Stadium will begin at 4:00 PM ET with the pregame show, "Super Sunday."

For the first time since 1979, the Pro Bowl will be played on the mainland instead of in Hawaii. Additionally, the date of the game has been moved to the week before the Super Bowl, and will also be played in South Florida, on January 31, 2010.

Marv Albert and Boomer Esiason return for their 8<sup>th</sup> season together as the lead Monday Night Football crew. Kevin Harlan and Hall of Famer Warren Moon will also broadcast Monday night games this fall for Westwood One.

Dave Sims is back for his 4<sup>th</sup> season as the play-by-play voice of Sunday Night Football, and will be joined in the booth this season by Hall of Famer James Lofton. Veteran NFL announcers Ian Eagle and Randy Cross form the Thursday Night broadcast crew.

For the 9<sup>th</sup> consecutive year, Jim Gray will anchor the pregame and halftime portions of Monday Night Football, and the Super Bowl. Scott Graham joins the Westwood One crew as the new pregame/halftime/postgame host of all the remaining games in the primetime package.

**2009-10 WESTWOOD ONE PRIMETIME NFL PACKAGE CLEARANCE POLICY**

The Westwood One primetime NFL Football Package for 2009-2010 consists of the 57-game play-by-play schedule.

- We ask stations to submit clearance intentions to Westwood One Affiliate Relations for written approval before the established deadline. Stations unable to clear all elements as a package will be disapproved, forfeiting the right to carry the Package or any portion of it.
- In markets where the Westwood One affiliate is unable to clear the Package, Westwood One will offer the package to another station in the market.
- Westwood One affiliates that fail to submit clearance intentions for written approval before the established deadline (or do not submit clearance intentions at all) will forfeit the right to carry the Package, and WW1 will offer the Package to another station in the market.
- In markets where Westwood One is unable to clear the entire Package, either on its affiliated station or another station, WW1 is prepared to be "void" in the market. In such cases, no station in the market will be permitted to clear any portion of the Package.

This Program Alert is for informational purposes only and should not be considered a clearance intentions form nor is it an authorization to broadcast the Package. Such authorization would be confirmed in writing, following station's submission of the NFL clearance intentions form and Westwood One approval of the same. Questions about the Package or the clearance process should be directed to Affiliate Relations.

**SATELLITE INFORMATION**

Westwood One MAX receiver Channel ID '1'/Channel name 'SPORTS 1'

**BROADCAST RESTRICTIONS (Blackouts)**

1. Regular Season Games.....September 10, 2009-January 3, 2010  
 AFC and NFC First Round (Wild Card) Playoff Games..... January 9-10, 2010  
 AFC and NFC Second Round (Divisional) Playoff Games.....January 16-17, 2010  
 (The home city and regional network stations within 100 miles of the two competing teams in each game shall retain exclusivity. The Westwood One feed will be blacked out and is not to be broadcast.)
2. AFC and NFC Championship Games.....January 24, 2010  
 Super Bowl XLIV.....February 7, 2010  
 (The Westwood One feed of each game is blacked out and is not to be broadcast in the home cities of the competing teams.)
3. AFC-NFC Pro Bowl Game.....January 31, 2010  
 (The Pro Bowl Game broadcast is available to all approved stations. There are no "blackout" areas.)

**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.**

**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., 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.

WESTWOOD ONE PRIMETIME NFL SCHEDULE  
2009-2010 REGULAR SEASON GAMES

<u>DATE</u>	<u>OPPONENTS</u>	<u>AIRTIME</u>
SUNDAY 8/9/09	HALL OF FAME GAME @ CANTON, OHIO (BUFFALO BILLS VS. TENNESSEE TITANS)	7:30 PM ET
THURSDAY 9/10/09	TENNESSEE TITANS @ PITTSBURGH STEELERS	8:00 PM ET
SUNDAY 9/13/09	CHICAGO BEARS @ GREEN BAY PACKERS	7:30 PM ET
MONDAY 9/14/09	BUFFALO BILLS @ NEW ENGLAND PATRIOTS	6:30 PM ET
MONDAY 9/14/09	SAN DIEGO CHARGERS @ OAKLAND RAIDERS	9:45 PM ET
SUNDAY 9/20/09	NEW YORK GIANTS @ DALLAS COWBOYS	7:30 PM ET
MONDAY 9/21/09	INDIANAPOLIS COLTS @ MIAMI DOLPHINS	8:00 PM ET
SUNDAY 9/27/09	INDIANAPOLIS COLTS @ ARIZONA CARDINALS	7:30 PM ET
MONDAY 9/28/09	CAROLINA PANTHERS @ DALLAS COWBOYS	8:00 PM ET
SUNDAY 10/4/09	SAN DIEGO CHARGERS @ PITTSBURGH STEELERS	7:30 PM ET
MONDAY 10/5/09	GREEN BAY PACKERS @ MINNESOTA VIKINGS	8:00 PM ET
SUNDAY 10/11/09	INDIANAPOLIS COLTS @ TENNESSEE TITANS	7:30 PM ET
MONDAY 10/12/09	NEW YORK JETS @ MIAMI DOLPHINS	8:00 PM ET
SUNDAY 10/18/09	CHICAGO BEARS @ ATLANTA FALCONS	7:30 PM ET
MONDAY 10/19/09	DENVER BRONCOS @ SAN DIEGO CHARGERS	8:00 PM ET
SUNDAY 10/25/09	ARIZONA CARDINALS @ NEW YORK GIANTS	7:30 PM ET
MONDAY 10/26/09	PHILADELPHIA EAGLES @ WASHINGTON REDSKINS	8:00 PM ET
MONDAY 11/2/09	ATLANTA FALCONS @ NEW ORLEANS SAINTS	8:00 PM ET
SUNDAY 11/8/09	DALLAS COWBOYS @ PHILADELPHIA EAGLES	7:30 PM ET
MONDAY 11/9/09	PITTSBURGH STEELERS @ DENVER BRONCOS	8:00 PM ET
THURSDAY 11/12/09	CHICAGO BEARS @ SAN FRANCISCO 49ERS	8:00 PM ET
SUNDAY 11/15/09	NEW ENGLAND PATRIOTS @ INDIANAPOLIS COLTS	7:30 PM ET
MONDAY 11/16/09	BALTIMORE RAVENS @ CLEVELAND BROWNS	8:00 PM ET
THURSDAY 11/19/09	MIAMI DOLPHINS @ CAROLINA PANTHERS	8:00 PM ET
SUNDAY 11/22/09	PHILADELPHIA EAGLES @ CHICAGO BEARS *	7:30 PM ET
MONDAY 11/23/09	TENNESSEE TITANS @ HOUSTON TEXANS	8:00 PM ET
THURSDAY 11/26/09	GREEN BAY PACKERS @ DETROIT LIONS	12:00 PM ET
THURSDAY 11/26/09	OAKLAND RAIDERS @ DALLAS COWBOYS	4:00 PM ET**
THURSDAY 11/26/09	NEW YORK GIANTS @ DENVER BRONCOS	8:00 PM ET**
SUNDAY 11/29/09	PITTSBURGH STEELERS @ BALTIMORE RAVENS *	7:30 PM ET
MONDAY 11/30/09	NEW ENGLAND PATRIOTS @ NEW ORLEANS SAINTS	8:00 PM ET

WESTWOOD ONE PRIMETIME NFL SCHEDULE  
2009-2010 REGULAR SEASON GAMES (cont'd)

THURSDAY	12/3/09	NEW YORK JETS VS BUFFALO BILLS (@ TORONTO)	8:00 PM ET
SUNDAY	12/6/09	NEW ENGLAND PATRIOTS @ MIAMI DOLPHINS *	7:30 PM ET
MONDAY	12/7/09	BALTIMORE RAVENS @ GREEN BAY PACKERS	8:00 PM ET
THURSDAY	12/10/09	PITTSBURGH STEELERS @ CLEVELAND BROWNS	8:00 PM ET
SUNDAY	12/13/09	PHILADELPHIA EAGLES @ NEW YORK GIANTS *	7:30 PM ET
MONDAY	12/14/09	ARIZONA CARDINALS @ SAN FRANCISCO 49ERS	8:00 PM ET
THURSDAY	12/17/09	INDIANAPOLIS COLTS @ JACKSONVILLE JAGUARS	8:00 PM ET
SATURDAY	12/19/09	DALLAS COWBOYS @ NEW ORLEANS SAINTS	8:00 PM ET
SUNDAY	12/20/09	MINNESOTA VIKINGS @ CAROLINA PANTHERS *	7:30 PM ET
MONDAY	12/21/09	NEW YORK GIANTS @ WASHINGTON REDSKINS	8:00 PM ET
FRIDAY	12/25/09	SAN DIEGO CHARGERS @ TENNESSEE TITANS	7:00 PM ET
SUNDAY	12/27/09	DALLAS COWBOYS @ WASHINGTON REDSKINS *	7:30 PM ET
MONDAY	12/28/09	MINNESOTA VIKINGS @ CHICAGO BEARS	8:00 PM ET
SUNDAY	1/3/10	TBA	7:30 PM ET

\* TENTATIVE SUNDAY NIGHT "PLACEHOLDER" GAME---SUBJECT TO CHANGE...WILL BE CONFIRMED (OR REPLACED) BY N-F-L APPROXIMATELY TWO WEEKS PRIOR TO THE GAME DATE, SO AS TO ENSURE THE BEST POSSIBLE MATCH-UPS

\*\* AIRTIME FOR THESE GAMES ARE APPROXIMATE AND NOT HARD START TIMES. ACTUAL AIRTIMES WILL BE TEN SECONDS AFTER THE CONCLUSION OF THE PRECEDING BROADCAST

WESTWOOD ONE PRIMETIME NFL SCHEDULE  
2009-2010 POST-SEASON GAMES

SATURDAY	1/9/10	WILDCARD PLAYOFF GAME #1	4:00 PM ET*
SATURDAY	1/9/10	WILDCARD PLAYOFF GAME #2	7:45 PM ET**
SUNDAY	1/10/10	WILDCARD PLAYOFF GAME #3	12:30 PM ET*
SUNDAY	1/10/10	WILDCARD PLAYOFF GAME #4	4:15 PM ET**
SATURDAY	1/16/10	DIVISIONAL PLAYOFF GAME #1	4:00 PM ET*
SATURDAY	1/16/10	DIVISIONAL PLAYOFF GAME #2	7:45 PM ET**
SUNDAY	1/17/10	DIVISIONAL PLAYOFF GAME #3	12:30 PM ET*
SUNDAY	1/17/10	DIVISIONAL PLAYOFF GAME #4	4:15 PM ET**
SUNDAY	1/24/10	A-F-C CHAMPIONSHIP GAME	2:00 PM ET*
SUNDAY	1/24/10	N-F-C CHAMPIONSHIP GAME	6:15 PM ET**
SUNDAY	1/31/10	PRO BOWL (@ SOUTH FLORIDA)	7:30 PM ET*
SUNDAY	2/7/10	SUPER BOWL XLIV (@ SOUTH FLORIDA)	4:00 PM ET**

\* ALL POST-SEASON AIRTIMES ARE SUBJECT TO CHANGE

\*\* AIRTIMES FOR THESE GAMES ARE APPROXIMATE AND NOT HARD START TIMES.  
 ACTUAL AIRTIMES WILL BE TEN SECONDS AFTER THE CONCLUSION OF THE  
 PRECEDING BROADCAST

\*\*COVERAGE OF SUPER BOWL XLIV BEGINS AT 4:00 PM ET WITH THE PREGAME SHOW,  
 "SUPER SUNDAY". GAME COVERAGE BEGINS AT 5:00 PM ET.

WESTWOOD ONE PRIMETIME NFL FORMATS

**As in past seasons, there will be different formats depending upon the game, and ALL THE FORMATS HAVE CHANGED slightly from last year:**

---Monday Night Football will use **Format 'A'** this season. The Hall of Fame Game and the Pro Bowl will also use this format. **There are 17 minutes available for station sale in Format 'A'.**

(The Monday Night doubleheader in Week 1 (9/14/09) will both use the same format, but because the two broadcasts will overlap, Game Two will be joined in progress as soon as Game One ends on Channel ID '1'/ Channel name 'SPORTS 1'. **A clean feed of Game Two will be fed on Channel ID '3'/Channel name 'SPORTS 3' for those not taking both games.** Similar to a WW1 Sunday afternoon doubleheader, if you are taking only the first game, there will be an optional cutaway at the end of the broadcast. If you are taking both, then at the conclusion of the first broadcast, the talent will pause two seconds before then throwing to the second game.)

---Sunday Night Football games will use **Format 'B'**. However, please note, that even though the Hall of Fame game will be played on a Sunday night, it will follow Format ('A'). Sunday Night Football begins each week at 7:30 PM ET with NFL Sunday, a complete wrap-up of all the day's scores and highlights. **There are 19 minutes available for station sale in Format 'B'**

---Thursday Night Football games will use **Format 'C'**. The Saturday Night and Christmas Night games will also use this format. Please note that the lone exception is Thanksgiving Night, which will follow 'Format F' instead, because it is part of a special holiday tripleheader. **There are 13 minutes available for station sale in Format 'C'.**

---Wildcard and Divisional playoff doubleheaders will utilize **Format 'D'**. **The first game of each doubleheader contains 14 minutes of local inventory. The second game has 13 minutes available for station sale.**

---Conference Championship Sunday will have a different doubleheader format---**Format 'E'**. **The first game of the doubleheader contains 20 minutes of local inventory. The second game has 13 minutes available for station sale.**

---Thanksgiving Day/Night will utilize a tripleheader **Format 'F'**. **Local inventory for this tripleheader is 14, 9 and 13 minutes for the three games respectively.**

---Super Bowl XLIV will have a different format than all of the aforementioned ones and will be announced at a later date.

2009-2010 NFL FOOTBALL FORMAT  
VERSION 'A'----MONDAY NIGHT FOOTBALL  
PLUS HALL OF FAME GAME AND PRO BOWL  
CONTROL ROOM CHECKLIST

Broadcast opens with theme, intro and Network billboards...[By (*sponsor*) and by (*sponsor*)].  
 Following the final Network billboard, fifteen seconds of music in the clear will play...  
 Stations may roll over this fill music with a 15-second local billboard.

PREGAME

Pos #1 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (120)
Pos #2 - "You're Listening To Monday Night Football On Westwood One"	-Network (180)
Pos #3 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (120)
Pos #4 - "You're Listening To Monday Night Football On Westwood One"	-Network (180)
Pos #5 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (120)
Pos #6 - "You're Listening To Monday Night Football On Westwood One"	-Network (180)

FIRST QUARTER

Pos #7 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #8 - "You're Listening To Monday Night Football On Westwood One"	-Network (60)
Pos #9 - "You're Listening To Monday Night Football On Westwood One"	-Network (90)
Pos #10 - "You're Listening To Monday Night Football On Westwood One"	-Network (90)
Pos #11 - "You're Listening To Monday Night Football On Westwood One"	-Network (90)

END OF FIRST QUARTER –

Pos #12—"That's The End Of The 1 <sup>st</sup> Quarter, With The Score _____ You're Listening To Monday Night Football On Westwood One"	-Network (120)
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SECOND QUARTER

Pos #13 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #14 - "You're Listening To Monday Night Football On Westwood One"	-Network (60)
Pos #15 - "You're Listening To Monday Night Football On Westwood One"	-Network (90)
Pos #16 - "You're Listening To Monday Night Football On Westwood One"	-Network (90)
Pos #17 - <u>Two-Minute Warning</u> – "We've Reached The Two-Minute Warning With The Score _____ You're Listening To Monday Night Football On Westwood One"	-Network (90)

END OF SECOND QUARTER –

Pos #18- "That's The End Of The 1 <sup>st</sup> Half, With The Score _____ You're Listening To Monday Night Football On Westwood One"	-Network (120)
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FORMAT 'A' (cont'd)HALFTIME SEGMENT

Pos #19 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)  
 Pos #20 - "You're Listening To Monday Night Football On Westwood One" -Network (120)

THIRD QUARTER

Pos #21 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
 Pos #22 - "You're Listening To Monday Night Football On Westwood One" -Network (60)  
 Pos #23 - "You're Listening To Monday Night Football On Westwood One" -Network (90)  
 Pos #24 - "You're Listening To Monday Night Football On Westwood One" -Network (90)  
 Pos #25 - "You're Listening To Monday Night Football On Westwood One" -Network (90)

END OF THIRD QUARTER

Pos #26 - "That's The End Of The 3<sup>rd</sup> Quarter With The Score \_\_\_\_\_  
 "You're Listening To Monday Night Football On Westwood One" -Network (120)

FOURTH QUARTER

Pos #27 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
 Pos #28 - "You're Listening To Monday Night Football On Westwood One" -Network (60)  
 Pos #29 - "You're Listening To Monday Night Football On Westwood One" -Network (90)  
 Pos #30 - "You're Listening To Monday Night Football On Westwood One" -Network (90)  
 Pos #31 - Two-Minute Warning -  
 "We've Reached The Two-Minute Warning With The Score \_\_\_\_\_  
 You're Listening To Monday Night Football On Westwood One" -Network (90)

END OF FOURTH QUARTER

Pos #32 - "You're Listening To Monday Night Football On Westwood One" -Network (180)

POSTGAME

Pos #33 - "This Is Westwood One's Coverage of The National Football League" -Station (180)  
 Pos #34 - "You're Listening To Monday Night Football On Westwood One" -Network (180)

Announcers will make final remarks and close the broadcast with:  
 "YOU'VE BEEN LISTENING TO MONDAY NIGHT FOOTBALL ON WESTWOOD ONE"

2009-2010 NFL FOOTBALL FORMAT  
**VERSION 'B'----SUNDAY NIGHT FOOTBALL**

At 7:30 PM ET, Sunday Night Football opens with NFL Sunday. From 7:59:50-8:00:00 PM ET, stations will have a 10-second station ID window.

At 8:00PM ET, Sunday Night Football re-opens with theme, intro and Network billboards... [By (*sponsor*) and by (*sponsor*)]. Following the final Network billboard, fifteen seconds of music in the clear will play...Stations may roll over this fill music with a 15-second local billboard.

**NFL SUNDAY CONTROL ROOM CHECKLIST**

7:30:00 PM	Program open	
	Pos #1 - " <u>This is NFL Sunday</u> "	-Station (120+:05)
	Pos #2 - "You're Listening To NFL Sunday On Westwood One"	-Network (120)
	Pos #3 - " <u>This Is NFL Sunday</u> "	-Station (120+:05)
	Pos #4 - "You're Listening To NFL Sunday On Westwood One"	-Network (120)
7:59:50 PM	Station Identification	

FORMAT NOTES

- **Both station commercial breaks will include an additional five seconds of time for the insertion of call letters or a slogan/promo liner.**
- **The program ends exactly ten seconds early for stations to insert an ID before the top of the hour. The cue to the ID is "This is NFL Sunday."**
- **At 8:00 pm ET, the broadcast re-opens with theme music, but the format continues and commercial break #5 will be the next scheduled position.**

**SUNDAY NIGHT FOOTBALL CONTROL ROOM CHECKLIST (CONT'D)**

PREGAME

Pos #5 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (120)
Pos #6 - "You're Listening To Sunday Night Football On Westwood One"	-Network (120)
Pos #7 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (120)
Pos #8 - "You're Listening To Sunday Night Football On Westwood One"	-Network (120)

FIRST QUARTER

Pos #9 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #10 - "You're Listening To Sunday Night Football On Westwood One"	-Network (60)
Pos #11 - "You're Listening To Sunday Night Football On Westwood One"	-Network (90)
Pos #12 - "You're Listening To Sunday Night Football On Westwood One"	-Network (90)
Pos #13 - "You're Listening To Sunday Night Football On Westwood One"	-Network (90)

END OF FIRST QUARTER –

Pos #14—"That's The End Of The 1 <sup>st</sup> Quarter, With The Score_____	
You're Listening To Sunday Night Football On Westwood One"	-Network (120)

FORMAT 'B' (cont'd)SECOND QUARTER

Pos #15 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #16 - "You're Listening To Sunday Night Football On Westwood One"	-Network (60)
Pos #17 - "You're Listening To Sunday Night Football On Westwood One"	-Network (90)
Pos #18 - "You're Listening To Sunday Night Football On Westwood One"	-Network (90)
Pos #19 - <u>Two-Minute Warning</u> - "We've Reached The Two-Minute Warning With The Score _____ You're Listening To Sunday Night Football On Westwood One"	-Network (90)

END OF SECOND QUARTER -

Pos #20- "That's The End Of The 1 <sup>st</sup> Half, With The Score _____ You're Listening To Sunday Night Football On Westwood One"	-Network (120)
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HALFTIME SEGMENT

Pos #21 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (120)
Pos #22 - "You're Listening To Sunday Night Football On Westwood One"	-Network (120)

THIRD QUARTER

Pos #23 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #24 - "You're Listening To Sunday Night Football On Westwood One"	-Network (60)
Pos #25 - "You're Listening To Sunday Night Football On Westwood One"	-Network (90)
Pos #26 - "You're Listening To Sunday Night Football On Westwood One"	-Network (90)
Pos #27 - "You're Listening To Sunday Night Football On Westwood One"	-Network (90)

END OF THIRD QUARTER

Pos #28 - "That's The End Of The 3 <sup>rd</sup> Quarter With The Score _____ "You're Listening To Sunday Night Football On Westwood One"	-Network (120)
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FOURTH QUARTER

Pos #29 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #30 - "You're Listening To Sunday Night Football On Westwood One"	-Network (60)
Pos #31 - "You're Listening To Sunday Night Football On Westwood One"	-Network (90)
Pos #32 - "You're Listening To Sunday Night Football On Westwood One"	-Network (90)
Pos #33 - <u>Two-Minute Warning</u> - "We've Reached The Two-Minute Warning With The Score _____ You're Listening To Sunday Night Football On Westwood One"	-Network (90)

END OF FOURTH QUARTER

Pos #34 - "You're Listening To Sunday Night Football On Westwood One"	-Network (180)
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POSTGAME

Pos #35 - " <u>This Is Westwood One's Coverage of The National Football League</u> "	-Station (180)
Pos #36 - "You're Listening To Sunday Night Football On Westwood One"	-Network (180)

2009-2010 NFL FOOTBALL FORMAT  
VERSION 'C'----THURSDAY NIGHT FOOTBALL  
(EXCEPT FOR THANKSGIVING NIGHT)  
PLUS SATURDAY NIGHT AND CHRISTMAS NIGHT  
CONTROL ROOM CHECKLIST

Broadcast opens with theme, intro and Network billboards...[By (*sponsor*) and by (*sponsor*)].  
 Following the final Network billboard, fifteen seconds of music in the clear will play...  
 Stations may roll over this fill music with a 15-second local billboard.

PREGAME

Pos #1 - "You're Listening To Thursday Night Football On Westwood One"	-Network (120)
Pos #2 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (120)
Pos #3 - "You're Listening To Thursday Night Football On Westwood One"	-Network (120)

FIRST QUARTER

Pos #4 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #5 - "You're Listening To Thursday Night Football On Westwood One"	-Network (60)
Pos #6 - "You're Listening To Thursday Night Football On Westwood One"	-Network (90)
Pos #7 - "You're Listening To Thursday Night Football On Westwood One"	-Network (90)
Pos #8 - "You're Listening To Thursday Night Football On Westwood One"	-Network (90)

END OF FIRST QUARTER –

Pos #9—"That's The End Of The 1 <sup>st</sup> Quarter, With The Score _____ You're Listening To Thursday Night Football On Westwood One"	-Network (120)
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SECOND QUARTER

Pos #10 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #11 - "You're Listening To Thursday Night Football On Westwood One"	-Network (60)
Pos #12 - "You're Listening To Thursday Night Football On Westwood One"	-Network (90)
Pos #13 - "You're Listening To Thursday Night Football On Westwood One"	-Network (90)
Pos #14 - <u>Two-Minute Warning –</u> "We've Reached The Two-Minute Warning With The Score _____ You're Listening To Thursday Night Football On Westwood One"	-Network (90)

END OF SECOND QUARTER –

Pos #15- "That's The End Of The 1 <sup>st</sup> Half, With The Score _____ You're Listening To Thursday Night Football On Westwood One"	-Network (120)
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HALFTIME SEGMENT

Pos #16 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (120)
Pos #17 - "You're Listening To Thursday Night Football On Westwood One"	-Network (120)

FORMAT 'C' (cont'd)THIRD QUARTER

Pos #18 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #19 - "You're Listening To Thursday Night Football On Westwood One"	-Network (60)
Pos #20 - "You're Listening To Thursday Night Football On Westwood One"	-Network (90)
Pos #21 - "You're Listening To Thursday Night Football On Westwood One"	-Network (90)
Pos #22 - "You're Listening To Thursday Night Football On Westwood One"	-Network (90)

END OF THIRD QUARTER

Pos #23 - "That's The End Of The 3 <sup>rd</sup> Quarter With The Score _____ "You're Listening To Thursday Night Football On Westwood One"	-Network (120)
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FOURTH QUARTER

Pos #24 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #25 - "You're Listening To Thursday Night Football On Westwood One"	-Network (60)
Pos #26 - "You're Listening To Thursday Night Football On Westwood One"	-Network (90)
Pos #27 - "You're Listening To Thursday Night Football On Westwood One"	-Network (90)
Pos #28 - <u>Two-Minute Warning</u> - "We've Reached The Two-Minute Warning With The Score _____ You're Listening To Thursday Night Football On Westwood One"	-Network (90)

END OF FOURTH QUARTER

Pos #29 - "You're Listening To Thursday Night Football On Westwood One"	-Network (180)
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POSTGAME

Pos #30 - " <u>This Is Westwood One's Coverage of The National Football League</u> "	-Station (180)
Pos #31 - "You're Listening To Thursday Night Football On Westwood One"	-Network (180)

Announcers will make final remarks and close the broadcast with:

"YOU'VE BEEN LISTENING TO THURSDAY (SATURDAY) NIGHT FOOTBALL ON WESTWOOD ONE"

2009-2010 NFL FOOTBALL FORMAT  
VERSION 'D'----WILDCARD/DIVISIONAL PLAYOFF DOUBLEHEADERS  
CONTROL ROOM CHECKLIST

**--- GAME ONE OF THE DOUBLEHEADER WILL FOLLOW REGULAR SEASON FORMAT 'A', FROM COMMERCIAL POSITION #1 THROUGH COMMERCIAL POSITION #32 (NO POSTGAME SHOW !!)**

**---GAME ONE WILL THEN SIGN OFF THE AIR, AND TEN SECONDS LATER, GAME TWO WILL FOLLOW WITH OPENING BILLBOARDS, ETC AND THEN FORMAT 'D' BELOW:**

PREGAME--GAME 2

<u>Pos #33</u> - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (60)
<u>Pos #34</u> - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (60)
<u>Pos #35</u> - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (60)
<u>Pos #36</u> - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (60)

FIRST QUARTER

<u>Pos #37</u> - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
<u>Pos #38</u> - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (60)
<u>Pos #39</u> - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (90)
<u>Pos #40</u> - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (90)
<u>Pos #41</u> - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (90)

END OF FIRST QUARTER –

<u>Pos #42</u> — "That's The End Of The 1 <sup>st</sup> Quarter, With The Score _____ You're Listening To The NFL (Playoffs) On Westwood One"	-Network (120)
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SECOND QUARTER

<u>Pos #43</u> - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
<u>Pos #44</u> - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (60)
<u>Pos #45</u> - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (90)
<u>Pos #46</u> - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (90)
<u>Pos #47</u> - <u>Two-Minute Warning</u> – "We've Reached The Two-Minute Warning With The Score _____ You're Listening To The NFL (Playoffs) On Westwood One"	-Network (90)

END OF SECOND QUARTER –

<u>Pos #48</u> - "That's The End Of The 1 <sup>st</sup> Half, With The Score _____ You're Listening To The NFL (Playoffs) On Westwood One"	-Network (120)
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FORMAT 'D' (cont'd)HALFTIME SEGMENT

Pos #49 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)  
 Pos #50 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (120)

THIRD QUARTER

Pos #51 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
 Pos #52 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (60)  
 Pos #53 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (90)  
 Pos #54 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (90)  
 Pos #55 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (90)

END OF THIRD QUARTER

Pos #56 - "That's The End Of The 3<sup>rd</sup> Quarter With The Score \_\_\_\_\_  
 "You're Listening To The NFL (Playoffs) On Westwood One" -Network (120)

FOURTH QUARTER

Pos #57 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
 Pos #58 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (60)  
 Pos #59 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (90)  
 Pos #60 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (90)  
 Pos #61 - Two-Minute Warning -  
 "We've Reached The Two-Minute Warning With The Score \_\_\_\_\_  
 You're Listening To The NFL (Playoffs) On Westwood One" -Network (90)

END OF FOURTH QUARTER

Pos #62 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (180)

POSTGAME

Pos #63 - "This Is Westwood One's Coverage of The National Football League" -Station (120)  
 Pos #64 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (120)  
 Pos #65 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)  
 Pos #66 - "You're Listening To The NFL (Playoffs) On Westwood One" -Network (120)

Announcers will make final remarks and close the broadcast with:  
 "YOU'VE BEEN LISTENING TO THE NFL (PLAYOFFS) ON WESTWOOD ONE"

2009-2010 NFL FOOTBALL FORMAT  
**VERSION 'E'----CONFERENCE CHAMPIONSHIP DOUBLEHEADER**  
CONTROL ROOM CHECKLIST

***---GAME ONE OF THE DOUBLEHEADER WILL FOLLOW FORMAT 'E' BELOW :  
 (NO POSTGAME SHOW !!)***

PREGAME--GAME 1

- Pos #1 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)  
Pos #2 - "This Is Westwood One's Coverage Of The National Football League" -Station (180)  
Pos #3 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)  
Pos #4 - "This Is Westwood One's Coverage Of The National Football League" -Station (180)  
Pos #5 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)  
Pos #6 - "This Is Westwood One's Coverage Of The National Football League" -Station (180)  
Pos #7 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)  
Pos #8 - "This Is Westwood One's Coverage Of The National Football League" -Station (180)  
Pos #9 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

FIRST QUARTER

- Pos #10 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
Pos #11 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)  
Pos #12 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #13 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #14 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)

END OF FIRST QUARTER –

- Pos #15— "That's The End Of The 1<sup>st</sup> Quarter, With The Score \_\_\_\_\_  
 You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

SECOND QUARTER

- Pos #16 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
Pos #17 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)  
Pos #18 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #19 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #20 - Two-Minute Warning –  
 "We've Reached The Two-Minute Warning With The Score \_\_\_\_\_  
 You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)

FORMAT 'E'---GAME 1 (cont'd)

END OF SECOND QUARTER –

Pos #21- "That's The End Of The 1<sup>st</sup> Half, With The Score \_\_\_\_\_  
You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

HALFTIME SEGMENT

Pos #22 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)  
Pos #23 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

THIRD QUARTER

Pos #24 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
Pos #25 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)  
Pos #26 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #27 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #28 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)

END OF THIRD QUARTER

Pos #29 - "That's The End Of The 3<sup>rd</sup> Quarter With The Score \_\_\_\_\_  
"You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

FOURTH QUARTER

Pos #30 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
Pos #31 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)  
Pos #32 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #33 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #34 - Two-Minute Warning -  
"We've Reached The Two-Minute Warning With The Score \_\_\_\_\_  
You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)

END OF FOURTH QUARTER

Pos #35 – "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (180)

**--GAME ONE WILL THEN SIGN OFF THE AIR, AND THEN TEN SECONDS LATER,  
GAME TWO WILL FOLLOW WITH THE FORMAT ON THE NEXT PAGE.**

2009-2010 NFL FOOTBALL FORMAT  
**VERSION 'E'----CONFERENCE CHAMPIONSHIP DOUBLEHEADER**  
CONTROL ROOM CHECKLIST--CONT'D

PREGAME--GAME 2

- Pos #36 - "This Is Westwood One's Coverage Of The National Football League" -Station (60)  
Pos #37 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)  
Pos #38 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)  
Pos #39 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)

FIRST QUARTER

- Pos #40 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
Pos #41 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)  
Pos #42 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #43 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #44 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)

END OF FIRST QUARTER –

- Pos #45— "That's The End Of The 1<sup>st</sup> Quarter, With The Score \_\_\_\_\_  
You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

SECOND QUARTER

- Pos #46 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
Pos #47 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)  
Pos #48 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #49 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #50 - Two-Minute Warning –  
"We've Reached The Two-Minute Warning With The Score \_\_\_\_\_  
You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)

END OF SECOND QUARTER –

- Pos #51- "That's The End Of The 1<sup>st</sup> Half, With The Score \_\_\_\_\_  
You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

FORMAT 'E'—GAME 2 (cont'd)

HALFTIME SEGMENT

- Pos #52 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)  
Pos #53 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

THIRD QUARTER

- Pos #54 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
Pos #55 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)  
Pos #56 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #57 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #58 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)

END OF THIRD QUARTER

- Pos #59 - "That's The End Of The 3<sup>rd</sup> Quarter With The Score \_\_\_\_\_  
"You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

FOURTH QUARTER

- Pos #60 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
Pos #61 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (60)  
Pos #62 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #63 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)  
Pos #64 - Two-Minute Warning -  
"We've Reached The Two-Minute Warning With The Score \_\_\_\_\_  
You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (90)

END OF FOURTH QUARTER

- Pos #65 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (180)

POSTGAME

- Pos #66 - "This Is Westwood One's Coverage of The National Football League" -Station (120)  
Pos #67 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)  
Pos #68 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)  
Pos #69 - "You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

Announcers will make final remarks and close the broadcast with:  
"YOU'VE BEEN LISTENING TO THE AFC/NFC CHAMPIONSHIP GAME ON WESTWOOD ONE"

2009-2010 NFL FOOTBALL FORMAT  
**VERSION 'F'-----THANKSGIVING TRIPLEHEADER ONLY**  
CONTROL ROOM CHECKLIST

**--- GAME ONE OF THE TRIPLEHEADER WILL FOLLOW REGULAR SEASON FORMAT 'A', FROM COMMERCIAL POSITION #1 THROUGH COMMERCIAL POSITION #32 (NO POSTGAME SHOW !!)**

**---GAME ONE WILL THEN SIGN OFF THE AIR, AND TEN SECONDS LATER, GAME TWO WILL FOLLOW WITH OPENING BILLBOARDS ETC. AND THEN FORMAT 'D', FROM POSITION #33 THROUGH POSITION #62 (AGAIN, NO POSTGAME SHOW !!)**

**---GAME TWO WILL THEN SIGN OFF THE AIR, AND TEN SECONDS LATER, GAME THREE WILL FOLLOW WITH OPENING BILLBOARDS, ETC. AND THEN FORMAT 'F' BELOW :**

PREGAME—GAME 3

Pos #63 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (60)
Pos #64 - "You're Listening To The NFL On Westwood One"	-Network (60)
Pos #65 - "You're Listening To The NFL On Westwood One"	-Network (60)
Pos #66 - "You're Listening To The NFL On Westwood One"	-Network (60)

FIRST QUARTER

Pos #67 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #68 - "You're Listening To The NFL On Westwood One"	-Network (60)
Pos #69 - "You're Listening To The NFL On Westwood One"	-Network (90)
Pos #70 - "You're Listening To The NFL On Westwood One"	-Network (90)
Pos #71 - "You're Listening To The NFL On Westwood One"	-Network (90)

END OF FIRST QUARTER –

Pos #72— "That's The End Of The 1 <sup>st</sup> Quarter, With The Score _____ You're Listening To The NFL On Westwood One"	-Network (120)
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SECOND QUARTER

Pos #73 - " <u>This Is Westwood One's Coverage Of The National Football League</u> "	-Station (90)
Pos #74 - "You're Listening To The NFL On Westwood One"	-Network (60)
Pos #75 - "You're Listening To The NFL On Westwood One"	-Network (90)
Pos #76 - "You're Listening To The NFL On Westwood One"	-Network (90)
Pos #77 - <u>Two-Minute Warning</u> – "We've Reached The Two-Minute Warning With The Score _____ You're Listening To The NFL On Westwood One"	-Network (90)

END OF SECOND QUARTER –

Pos #78- "That's The End Of The 1 <sup>st</sup> Half, With The Score _____ You're Listening To The NFL On Westwood One"	-Network (120)
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FORMAT 'F' (cont'd)HALFTIME SEGMENT

Pos #79 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)  
 Pos #80 - "You're Listening To The NFL On Westwood One" -Network (120)

THIRD QUARTER

Pos #81 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
 Pos #82 - "You're Listening To The NFL On Westwood One" -Network (60)  
 Pos #83 - "You're Listening To The NFL On Westwood One" -Network (90)  
 Pos #84 - "You're Listening To The NFL On Westwood One" -Network (90)  
 Pos #85 - "You're Listening To The NFL On Westwood One" -Network (90)

END OF THIRD QUARTER

Pos #86 - "That's The End Of The 3<sup>rd</sup> Quarter With The Score \_\_\_\_\_  
 "You're Listening To The NFL On Westwood One" -Network (120)

FOURTH QUARTER

Pos #87 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)  
 Pos #88 - "You're Listening To The NFL On Westwood One" -Network (60)  
 Pos #89 - "You're Listening To The NFL On Westwood One" -Network (90)  
 Pos #90 - "You're Listening To The NFL On Westwood One" -Network (90)  
 Pos #91 - *Two-Minute Warning* -  
 "We've Reached The Two-Minute Warning With The Score \_\_\_\_\_  
 You're Listening To The NFL On Westwood One" -Network (90)

END OF FOURTH QUARTER

Pos #92 - "You're Listening To The NFL On Westwood One" -Network (180)

POSTGAME

Pos #93 - "This Is Westwood One's Coverage of The National Football League" -Station (120)  
 Pos #94 - "You're Listening To The NFL On Westwood One" -Network (120)  
 Pos #95 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)  
 Pos #96 - "You're Listening To The NFL On Westwood One" -Network (120)

Announcers will make final remarks and close the broadcast with:  
 "YOU'VE BEEN LISTENING TO THE NFL ON WESTWOOD ONE"

FORMAT NOTES---ALL VERSIONS

STATION IDENTIFICATION

There will be a ten-second opportunity for station identification every hour, as close to the top of the hour as possible, on this cue:

“LET’S PAUSE TEN SECONDS FOR STATION IDENTIFICATION--THIS IS WESTWOOD ONE---  
YOUR HOME FOR (MONDAY NIGHT) (SUNDAY NIGHT) (THURSDAY NIGHT)  
(SATURDAY NIGHT FOOTBALL) (THE NATIONAL FOOTBALL LEAGUE) (THE NFL PLAYOFFS)”

FLOATERS

As time allows, several network positions may be inserted into the commercial sequence with the cue:

“YOU’RE LISTENING TO (MONDAY NIGHT) (SUNDAY NIGHT) (THURSDAY NIGHT)  
(SATURDAY NIGHT FOOTBALL) THE NFL (PLAYOFFS) ON WESTWOOD ONE”

COMMERCIAL SEQUENCE

Westwood One is not in control of when commercial breaks can be taken, as it is dictated by game play or the network televising the contest. As a result, some commercial positions may not air in the exact order that they are scheduled on the above format. For example, should a quarter end before all the formatted commercial positions have aired, Westwood One will jump ahead to the break scheduled for the end of that quarter. However, any skipped commercial positions will be made good at the first available opportunity.

MAKEGOODS

If necessary, makegoods for station availabilities will be offered on this cue:

“LET’S GIVE OUR STATIONS A CHANCE FOR A MESSAGE.  
THIS IS WESTWOOD ONE’S COVERAGE OF THE NATIONAL FOOTBALL LEAGUE.”

DOUBLEHEADERS (AND TRIPLEHEADER)

There may be insufficient time between games to provide the usual first game wrap-up and second game pre-kickoff activities. In the event the first broadcast is still in progress when the next one is scheduled to begin, we will continue coverage of the first game in its entirety. Upon conclusion of that broadcast, there will be a 10-second break for station identification before the start of second game coverage. If any scheduled station availabilities are missed because of the overlap, the second game announcers will alert stations which commercial position is due to air next, and when the missed local break can be expected. Any makegoods will be given with the cue listed above.

## TECHNICAL FORMAT NOTES

Westwood One's primetime package of football games 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 most of them have hard start times. In the cases of NFL doubleheaders and tripleheaders within the primetime package (Thanksgiving, Playoffs etc.), please program your automation to rejoin for the beginning of Game 2 exactly ten seconds after the Game 1 end of game relay is sent.

The start of NFL Football broadcasts will be preceded by a five-minute talkup/timecheck sequence whenever possible.

If you experience satellite problems during an NFL Football 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.