

2009 WESTWOOD ONE SUNDAY NFL DOUBLEHEADERS

7/16/09

Once again, Westwood One Radio Sports will present a weekly Sunday afternoon doubleheader of NFL broadcasts during the regular season, starting Sunday, September 13, 2009 and continuing through January 3, 2010.

The first seven (7) weeks of doubleheader matchups can be found in this Program Alert. The remaining ten (10) weeks will be chosen as the season progresses to ensure the best possible games.

Week One kicks off with an NFC battle between two playoff teams a year ago, as the Carolina Panthers host the Philadelphia Eagles. Game two of our week one doubleheader features the NFC Champion Arizona Cardinals and the San Francisco 49ers. Ten of the twelve games selected in the first 6 weeks include at least one playoff team from last season. Both of the others involve the Denver Broncos, including the meeting between new Head Coach Josh McDaniels and his mentor with the New England Patriots, Bill Belichick. Week Seven features the 3rd annual game in "The International Series"—this year the Tampa Bay Buccaneers take on the New England Patriots at Wembley Stadium in London, England.

Former Monday Night Football play-by-play voice Howard David returns to Westwood One to call one of the Sunday afternoon games each week, and he will partner with Dan Reeves, the seventh winningest coach in NFL history. Kevin Kugler, the voice of the Final Four on Westwood One, slides over from the College Football Game of the Week to handle Sunday NFL play-by-play duties this year. Former Steeler quarterback Mark Malone will work alongside Kevin to form the other broadcast tandem. Scott Graham joins the Westwood One crew as the new pregame/halftime/postgame host of the Sunday afternoon NFL package. His voice is familiar to fans from his work with NFL Films.

The first game each Sunday afternoon will be fed beginning at **12:30 PM ET** on Channel ID '2'/Channel name 'SPORTS 2' on your MAX receiver. The Game Two broadcasts will be joined in progress on that channel as soon as Game One ends. (When Game Two is joined in progress, the talent will announce which commercial position is next to be played. In most instances, this will occur during Game Two's pregame show.)

A clean feed of Game Two will begin with the pregame show at **3:45 PM ET** (unless otherwise noted) on Channel ID '3'/Channel name 'SPORTS 3' on your MAX receiver.

Each game of the NFL doubleheader has 22 minutes available for station sale.

The format, including automation and other technical notes, is attached.

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. 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.

WESTWOOD ONE SUNDAY NFL DOUBLEHEADER SCHEDULE
2009 REGULAR SEASON GAMES (WEEKS 1-7)

<u>Date</u>	<u>Opponents</u>	<u>Airtime</u>
9/13/09	Philadelphia Eagles @ Carolina Panthers San Francisco 49ers @ Arizona Cardinals	12:30 PM ET 3:45 PM ET
9/20/09	Houston Texans @ Tennessee Titans Baltimore Ravens @ San Diego Chargers	12:30 PM ET 3:45 PM ET
9/27/09	Atlanta Falcons @ New England Patriots Pittsburgh Steelers @ Cincinnati Bengals	12:30 PM ET 3:45 PM ET
10/4/09	Seattle Seahawks @ Indianapolis Colts Dallas Cowboys @ Denver Broncos	12:30 PM ET 3:45 PM ET
10/11/09	Minnesota Vikings @ St. Louis Rams New England Patriots @ Denver Broncos	12:30 PM ET 3:45 PM ET
10/18/09	New York Giants @ New Orleans Saints Arizona Cardinals @ Seattle Seahawks	12:30 PM ET <u>3:30 PM ET</u> **
10/25/09	New England Patriots vs. Tampa Bay Buccaneers (@ Wembley Stadium in London, England) TBA	12:30 PM ET 3:45 PM ET

**** Special airtime of 3:30 PM ET instead of 3:45 PM ET—note that kickoff is at 4:05 PM ET instead of normal 4:15 PM ET**

NOTE: THE REMAINDER OF THE WESTWOOD ONE NFL SUNDAY AFTERNOON DOUBLEHEADER SCHEDULE WILL BE ANNOUNCED AS THE SEASON PROGRESSES TO ENSURE THE BEST POSSIBLE MATCHUPS

2009 SUNDAY NFL DOUBLEHEADER FORMAT
CONTROL ROOM CHECKLIST

Broadcast begins with opening theme and network billboards

PREGAME SHOW

- Pos #1 - "You're listening to the NFL 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 NFL 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 NFL on Westwood One" -Network (120)

FIRST QUARTER

- Pos #6 - "This is Westwood One's coverage of the National Football League" -Station (60)
 Pos #7 - "This is Westwood One's coverage of the National Football League" -Station (90)
 Pos #8 - "You're listening to the NFL on Westwood One" -Network (90)
 Pos #9 - "You're listening to the NFL on Westwood One" -Network (90)
 Pos #10- "You're listening to the NFL on Westwood One" -Network (90)

Pos #11-- END OF FIRST QUARTER

- "That's the end of the first quarter with the score
 (score). You're listening to the NFL on Westwood One" -Network (120)

SECOND QUARTER

- Pos #12 - "This is Westwood One's coverage of the National Football League" -Station (60)
 Pos #13 - "This is Westwood One's coverage of the National Football League" -Station (90)
 Pos #14 - "You're listening to the NFL on Westwood One" -Network (90)
 Pos #15 - "You're listening to the NFL on Westwood One" -Network (90)
 Pos #16 -- Two-Minute Warning –
 "We've reached the 2-minute warning, with the score
 (score). You're listening to the NFL on Westwood One" -Network (90)

Pos #17 -- END OF SECOND QUARTER

- "That's the end of the first half with the score _____.
This is Westwood One's coverage of the National Football League" -Station (120)

2009 SUNDAY NFL DOUBLEHEADER FORMAT
CONTROL ROOM CHECKLIST (continued)

HALFTIME SEGMENT

- Pos #18 - "You're listening to the NFL on Westwood One" -Network (120)
 Pos #19 - "This is Westwood One's coverage of the National Football League" -Station (120)

THIRD QUARTER

- Pos #20- "This is Westwood One's coverage of the National Football League" -Station (60)
 Pos #21- "This is Westwood One's coverage of the National Football League" -Station (90)
 Pos #22- "You're listening to the NFL on Westwood One" -Network (90)
 Pos #23- "You're listening to the NFL on Westwood One" -Network (90)
 Pos #24- "You're listening to the NFL on Westwood One" -Network (90)

Pos #25 -- END OF THIRD QUARTER

- "That's the end of the third quarter with the score
 (score). You're listening to the NFL on Westwood One" -Network (120)

FOURTH QUARTER

- Pos #26 - "This is Westwood One's coverage of the National Football League" -Station (60)
 Pos #27 - "This is Westwood One's coverage of the National Football League" -Station (90)
 Pos #28 - "You're listening to the NFL on Westwood One" -Network (90)
 Pos #29 - "You're listening to the NFL on Westwood One" -Network (90)
 Pos #30 -- Two-Minute Warning -
 "We've reached the 2-minute warning, with the score
 (score). You're listening to the NFL on Westwood One" -Network (90)

Pos #31 -- END OF FOURTH QUARTER (OR GAME) **

- "This is Westwood One's coverage of the National Football League" -Station (120)

Pos #32 -- WRAP-UP

- "You're listening to the NFL on Westwood One" -Network (180)

At the end of the broadcast, talent will read Network billboards and then this final cue:
 "You've been listening to coverage of the NFL on Westwood One"

**Should the game be tied after the 4th quarter, field may or may not toss to position #31 prior to overtime. If the break is taken, then position #32 becomes the end of game spot. If it isn't, then position #31 will be taken at the conclusion of the game and position #32 will follow as usual.

PRODUCTION NOTES

STATION ID

A ten-second window for station identification will be provided near the top of each hour on this cue:

“LET’S PAUSE TEN SECONDS FOR STATION IDENTIFICATION...
THIS IS WESTWOOD ONE---YOUR HOME FOR THE NATIONAL FOOTBALL LEAGUE”

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.

STATION MAKEGOODS

If any Station Positions are not accommodated as scheduled, makegoods will be given at the first available opportunity with the following cue:

“THIS IS WESTWOOD ONE’S COVERAGE OF THE NATIONAL FOOTBALL LEAGUE”

FLOATERS

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

“YOU’RE LISTENING TO THE NFL ON WESTWOOD ONE”

BETWEEN GAMES

Here is the false cutaway cue to end coverage if you are only airing Game One:

“YOU’VE BEEN LISTENING TO COVERAGE OF THE NFL ON WESTWOOD ONE”

If you are airing both games, after a two-beat pause, talent will continue with one of two cues, depending on whether Game Two has begun. If game play has not yet started, the pitch to Game Two will be:

“NOW FOR THE SECOND GAME OF OUR DOUBLEHEADER, BETWEEN (team) AND (team),
LET’S JOIN THE PREGAME SHOW, ALREADY IN PROGRESS”

If the time is after 4:15PM Eastern and game play has started, the pitch to Game Two will be:

“THE SECOND GAME OF OUR DOUBLEHEADER BETWEEN (team) AND (team)
IS ALREADY IN PROGRESS, SO LET’S JOIN (play-by-play talent)
AND (color analyst) AT (stadium site of game) FOR ALL THE ACTION”

In either scenario, the Game Two announcers will alert stations which commercial position is due to air next.

TECHNICAL FORMAT NOTES

Westwood One NFL 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

If you are airing both games of the Sunday afternoon Westwood One doubleheader, please program your automation to rejoin Game 2 exactly two seconds after the Game 1 end of game relay is sent.

Since there is no way of knowing what time the Join In Progress (JIP) will occur if you are airing both games of the doubleheader, it might be helpful for automated stations to be aware that the pregame station availabilities will generally occur in the following window during the Game Two pregame show:

- Local break #1 (position #2)---approx. 3:55 PM ET (will never occur after 4:00 PM ET)**
- Local break #2 (position #4)---approx. 4:05 PM ET (will never occur after 4:10 PM ET)**

If the second game broadcast is joined after 4:10 PM ET, then the next local break would be the first position in the first quarter (#6).

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

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

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