

PROGRAMMING, SALES AND STATION MANAGEMENT

**THE NFL TODAY**

7/16/09

2009 debut: Sunday, September 13<sup>th</sup>

Westwood One is pleased to announce the return of THE NFL TODAY on Sunday, September 13<sup>th</sup>. Each Sunday during the National Football League regular season, THE NFL TODAY will preview the day's contests as well as review the week's news in the NFL.

THE NFL TODAY will once again be a 60-minute show that airs from 11:00 AM until 12:00 PM ET each Sunday for 17 consecutive weeks during the 2009 NFL regular season. **This program must be aired LIVE, as ALL of its content is time sensitive.**

Hosted by Westwood One's new Sunday NFL pregame and halftime host Scott Graham, THE NFL TODAY will feature a segment each week from Boomer Esiason, as well as player interviews, expert analysis and live reports from gameday stadiums. Topics will include injuries, weather reports, field conditions and any other pertinent information that can affect the outcome of an NFL contest.

**The one-hour program contains 8 minutes of network commercial inventory as well as 8 minutes available for station sale.** The control room checklist is attached.

**BROADCAST SCHEDULE**

THE NFL TODAY is 60 minutes in length and will be fed each Sunday:

**THE NFL TODAY**

September 13, 2009 through January 3, 2010

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

<u>EASTERN</u>	<u>CENTRAL</u>	<u>MOUNTAIN</u>	<u>PACIFIC</u>
11:00AM	10:00AM	9:00AM	8:00AM

Note: THE NFL TODAY is provided during the ***regular season only***. It will not be provided during the NFL playoffs.

**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.

THE NFL TODAY CONTROL ROOM CHECKLIST

11:00:00	Program open and content (approx 7 minutes)	
<u>11:07:00</u>	<u>"This is THE NFL TODAY"</u>	<u>Station Commercial #1</u> (2:05)
11:09:00	Program content (approx 5 minutes)	
<u>11:14:00</u>	<u>"You're listening to THE NFL TODAY on Westwood One."</u>	Network Commercial #1 (2:00)
11:16:00	Program content (approx 6 minutes)	
<u>11:22:00</u>	<u>"This is THE NFL TODAY"</u>	<u>Station Commercial #2</u> (2:05)
11:24:00	Program content (approx 4 minutes)	
<u>11:28:00</u>	<u>"You're listening to THE NFL TODAY on Westwood One."</u>	Network Commercial #2 (2:00)
11:30:00	Program content (approx 6 minutes)	
<u>11:36:00</u>	<u>"This is THE NFL TODAY"</u>	<u>Station Commercial #3</u> (2:05)
11:38:00	Program content (approx 5 minutes)	
<u>11:43:00</u>	<u>"You're listening to THE NFL TODAY on Westwood One."</u>	Network Commercial #3 (2:00)
11:45:00	Program content (approx 4 minutes)	
<u>11:49:00</u>	<u>"This is THE NFL TODAY"</u>	<u>Station Commercial #4</u> (2:05)
11:51:00	Program content (approx 6 minutes)	
<u>11:57:00</u>	<u>"You're listening to THE NFL TODAY on Westwood One."</u>	Network Commercial #4 (2:00)
11:59:00	Final Thoughts/Closing Credits (approx 1 minute)	
11:59:50	Program End	"You've been listening to THE NFL TODAY on Westwood One"

FORMAT NOTES

- Public service announcements will be fed by the network during the station availabilities.
- Each of the four 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

TECHNICAL FORMAT NOTES

THE NFL TODAY 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.