

**2008-2009 NATIONAL FOOTBALL LEAGUE SEASON**  
WESTWOOD ONE PRIMETIME PACKAGE

7/16/08

For the 22<sup>nd</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
- 7 Thursday Night games, including Thanksgiving night
- 1 Saturday Night game
- Thanksgiving tripleheader
- 12 Postseason games, including Super Bowl XLIII and the Pro Bowl

***All games in the NFL primetime package will be fed on:***

***\*\*\*Channel ID '1'/Channel name 'SPORTS 1' on your MAX receiver  
(StarGuide Channel 42)\*\*\****

***(except for Game Two on Monday, September 8—'SPORTS 3'/StarGuide 45)***

Westwood One begins its broadcast season on Sunday, August 3<sup>rd</sup> with the annual pre-season Hall of Fame Game, from Fawcett Stadium in Canton, Ohio. This year's participants are the Indianapolis Colts and the Washington Redskins.

The 2008-2009 NFL regular season once again kicks off with a Thursday night affair, as the Super Bowl Champion New York Giants host the Washington Redskins on September 4<sup>th</sup>, 2008.  
**Note that airtime for this game is 6:30 pm ET.**

The Sunday night schedule begins in a new building as the Indianapolis Colts host the Chicago Bears in the first game at Lucas Oil Stadium on September 7<sup>th</sup>, 2008. Once again, "flexible scheduling" is in effect for Sunday nights, and therefore the games for the final 7 weeks of the Sunday night schedule could change. Similar to last season, the NFL has announced a tentative game for each of those Sunday nights. These "placeholder" games are subject to change and will be confirmed (or replaced) approximately two weeks prior to the game date, so as to ensure the best possible match-ups. Airtime for Sunday Night Football each week will be 7:30 PM ET.

**Note that there will NOT be a Sunday night game on October 26th, 2008.**

Monday Night Football opens the season with a special doubleheader---first the Minnesota Vikings battle the Green Bay Packers, followed by the Denver Broncos and the Oakland Raiders. Doubleheader coverage begins at 6:30 PM ET with Game 1 (Game 2 will begin separately at 9:30 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 22<sup>nd</sup>, when Chicago hosts Green Bay.

This year's schedule once again includes the late season Thursday night/Saturday night package, but the configuration has changed---there will now be 7 Thursday Night games, and only one Saturday night game. The Thursday night package starts earlier than in the past, beginning with the Denver Broncos and the Cleveland Browns on November 6<sup>th</sup> and continuing for 7 consecutive weeks. The lone Saturday night affair is on December 20<sup>th</sup>, and features the Baltimore Ravens and Dallas Cowboys. Airtime for all Thursday night and Saturday night games is 7:30 PM ET, with the exception of Thanksgiving Night.

For the third straight season, Thanksgiving will feature a football tripleheader. The traditional home sites of Detroit and Dallas will be joined by Philadelphia this year, as the Eagles host the Arizona Cardinals in the nightcap. Our holiday coverage kicks off at 12:00 PM ET. Games 2 and 3 are tentatively scheduled to begin at 3:45 PM ET and 7:30 PM ET, but airtime for these games are approximate and not hard start times. Actual airtimes will be ten seconds after the conclusion of the preceding broadcast.

The postseason schedule begins with a Wildcard doubleheader on Saturday, January 3<sup>rd</sup>, 2009 and continues through Super Bowl XLIII (in Tampa, FL) on Sunday, February 1<sup>st</sup>, 2009. The Pro Bowl from Honolulu, Hawaii will conclude the season on Sunday, February 8<sup>th</sup>, 2009.

Marv Albert and Boomer Esiason return as the Monday Night Football crew. Sportscaster Jim Gray also remains as the host of the pregame and halftime portions of Monday Night Football. Airtime for Monday Night Football will once again be 8:00 PM ET, other than the first week of the regular season.

Dave Sims and an analyst TBA will be in the booth for Sunday Night Football this season.

**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 October 26<sup>th</sup>, even though there will be no Sunday night game that week).

The complete schedule as well as airtimes for all other 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.

**2008-09 WESTWOOD ONE PRIMETIME NFL PACKAGE CLEARANCE POLICY**

The Westwood One primetime NFL Football Package for 2008-2009 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' (StarGuide 42)

**BROADCAST RESTRICTIONS (Blackouts)**

1. Regular Season Games.....September 4, 2008-December 28, 2008  
AFC and NFC First Round (Wild Card) Playoff Games..... January 3-4, 2009  
AFC and NFC Second Round (Divisional) Playoff Games.....January 10-11, 2009  
(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 18, 2009  
Super Bowl XLIII.....February 1, 2009  
(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.....February 8, 2009  
(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**

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:

- Alcoholic Beverages \* (liquor)
- Tobacco Products – cigarettes, cigars, pipe tobacco, chewing tobacco and snuff
- Internal Medicines
- Condoms
- Feminine Hygiene Products
- Fireworks
- Firearms and Ammunition
- Harmful Drugs
- Restorative Products
- Speculative Stock Sales
- Gambling \*\*
- Horse or Dog Racing
- Lotteries other than official State Lotteries
- Mortuaries
- Night Clubs
- Pool Halls
- Professional Advertising (dentist, doctors, lawyers, etc.)

\* Beer and ale products are allowed

\*\* For more specific guidelines on the NFL's gambling policy, see the next page

Modified NFL Policy on Gambling Advertising  
adopted March 1993

Permitted

1. General advertising from a state, municipal, or provincial lottery, if the 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, if they offer no betting schemes based on real sporting events (other than horse or dog races) or performances in them.

Prohibited

1. Any advertising from a casino, or from a hotel, riverboat or other facility that houses or operates commercial gambling, even if the content of the advertising does not specifically mention or suggest gambling.

So there will be no misunderstandings and to clarify the term "casino hotel" as used herein shall include, without limitation; 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.

2. Any advertising from a sports book, or from a "tout" service, a line service, or any other "sports information service" whose activities are predominantly geared to 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.

5. Any advertising content or promotion that refers to a "sports theme" game -- such as a scratch-off or instant-winner game that has a football, baseball, basketball or hockey motif.

WESTWOOD ONE PRIMETIME NFL SCHEDULE  
2008-2009 REGULAR SEASON GAMES

<u>DATE</u>	<u>OPPONENTS</u>	<u>AIRTIME</u>
SUNDAY 8/3/08	HALL OF FAME GAME @ CANTON, OHIO (INDIANAPOLIS COLTS VS. WASHINGTON REDSKINS)	7:30 PM ET
THURSDAY 9/4/08	WASHINGTON REDSKINS @ N.Y. GIANTS	6:30 PM ET
SUNDAY 9/7/08	CHICAGO BEARS @ INDIANAPOLIS COLTS	7:30 PM ET
MONDAY 9/8/08	MINNESOTA VIKINGS @ GREEN BAY PACKERS	6:30 PM ET
MONDAY 9/8/08	DENVER BRONCOS @ OAKLAND RAIDERS	9:30 PM ET
SUNDAY 9/14/08	PITTSBURGH STEELERS @ CLEVELAND BROWNS	7:30 PM ET
MONDAY 9/15/08	PHILADELPHIA EAGLES @ DALLAS COWBOYS	8:00 PM ET
SUNDAY 9/21/08	DALLAS COWBOYS @ GREEN BAY PACKERS	7:30 PM ET
MONDAY 9/22/08	N.Y. JETS @ SAN DIEGO CHARGERS	8:00 PM ET
SUNDAY 9/28/08	PHILADELPHIA EAGLES @ CHICAGO BEARS	7:30 PM ET
MONDAY 9/29/08	BALTIMORE RAVENS @ PITTSBURGH STEELERS	8:00 PM ET
SUNDAY 10/5/08	PITTSBURGH STEELERS @ JACKSONVILLE JAGUARS	7:30 PM ET
MONDAY 10/6/08	MINNESOTA VIKINGS @ NEW ORLEANS SAINTS	8:00 PM ET
SUNDAY 10/12/08	NEW ENGLAND PATRIOTS @ SAN DIEGO CHARGERS	7:30 PM ET
MONDAY 10/13/08	N.Y. GIANTS @ CLEVELAND BROWNS	8:00 PM ET
SUNDAY 10/19/08	SEATTLE SEAHAWKS @ TAMPA BAY BUCCANEERS	7:30 PM ET
MONDAY 10/20/08	DENVER BRONCOS @ NEW ENGLAND PATRIOTS	8:00 PM ET
MONDAY 10/27/08	INDIANAPOLIS COLTS @ TENNESSEE TITANS	8:00 PM ET
SUNDAY 11/2/08	NEW ENGLAND PATRIOTS @ INDIANAPOLIS COLTS	7:30 PM ET
MONDAY 11/3/08	PITTSBURGH STEELERS @ WASHINGTON REDSKINS	8:00 PM ET
THURSDAY 11/6/08	DENVER BRONCOS @ CLEVELAND BROWNS	7:30 PM ET
SUNDAY 11/9/08	N.Y. GIANTS @ PHILADELPHIA EAGLES	7:30 PM ET
MONDAY 11/10/08	SAN FRANCISCO 49ERS @ ARIZONA CARDINALS	8:00 PM ET
THURSDAY 11/13/08	N.Y. JETS @ NEW ENGLAND PATRIOTS	7:30 PM ET
SUNDAY 11/16/08	DALLAS COWBOYS @ WASHINGTON REDSKINS *	7:30 PM ET
MONDAY 11/17/08	CLEVELAND BROWNS @ BUFFALO BILLS	8:00 PM ET
THURSDAY 11/20/08	CINCINNATI BENGALS @ PITTSBURGH STEELERS	7:30 PM ET
SUNDAY 11/23/08	INDIANAPOLIS COLTS @ SAN DIEGO CHARGERS *	7:30 PM ET
MONDAY 11/24/08	GREEN BAY PACKERS @ NEW ORLEANS SAINTS	8:00 PM ET

WESTWOOD ONE PRIMETIME NFL SCHEDULE  
2008-2009 REGULAR SEASON GAMES (cont'd)

THURSDAY	11/27/08	TENNESSEE TITANS @ DETROIT LIONS	12:00 PM ET
THURSDAY	11/27/08	SEATTLE SEAHAWKS @ DALLAS COWBOYS	3:45 PM ET**
THURSDAY	11/27/08	ARIZONA CARDINALS @ PHILADELPHIA EAGLES	7:30 PM ET**
SUNDAY	11/30/08	CHICAGO BEARS @ MINNESOTA VIKINGS *	7:30 PM ET
MONDAY	12/1/08	JACKSONVILLE JAGUARS @ HOUSTON TEXANS	8:00 PM ET
THURSDAY	12/4/08	OAKLAND RAIDERS @ SAN DIEGO CHARGERS	7:30 PM ET
SUNDAY	12/7/08	NEW ENGLAND PATRIOTS @ SEATTLE SEAHAWKS *	7:30 PM ET
MONDAY	12/8/08	TAMPA BAY BUCCANEERS @ CAROLINA PANTHERS	8:00 PM ET
THURSDAY	12/11/08	NEW ORLEANS SAINTS @ CHICAGO BEARS	7:30 PM ET
SUNDAY	12/14/08	N.Y. GIANTS @ DALLAS COWBOYS *	7:30 PM ET
MONDAY	12/15/08	CLEVELAND BROWNS @ PHILADELPHIA EAGLES	8:00 PM ET
THURSDAY	12/18/08	INDIANAPOLIS COLTS @ JACKSONVILLE JAGUARS	7:30 PM ET
SATURDAY	12/20/08	BALTIMORE RAVENS @ DALLAS COWBOYS	7:30 PM ET
SUNDAY	12/21/08	SAN DIEGO CHARGERS @ TAMPA BAY BUCCANEERS *	7:30 PM ET
MONDAY	12/22/08	GREEN BAY PACKERS @ CHICAGO BEARS	8:00 PM ET
SUNDAY	12/28/08	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  
2008-2009 POST-SEASON GAMES \*

SATURDAY	1/3/09	WILDCARD PLAYOFF GAME #1	4:00 PM ET
SATURDAY	1/3/09	WILDCARD PLAYOFF GAME #2	7:45 PM ET **
SUNDAY	1/4/09	WILDCARD PLAYOFF GAME #3	12:30 PM ET
SUNDAY	1/4/09	WILDCARD PLAYOFF GAME #4	4:15 PM ET**
SATURDAY	1/10/09	DIVISIONAL PLAYOFF GAME #1	4:00 PM ET
SATURDAY	1/10/09	DIVISIONAL PLAYOFF GAME #2	7:45 PM ET **
SUNDAY	1/11/09	DIVISIONAL PLAYOFF GAME #3	12:30 PM ET
SUNDAY	1/11/09	DIVISIONAL PLAYOFF GAME #4	4:15 PM ET**
SUNDAY	1/18/09	CONFERENCE CHAMPIONSHIP #1	2:00 PM ET
SUNDAY	1/18/09	CONFERENCE CHAMPIONSHIP #2	6:15 PM ET**
SUNDAY	2/1/09	SUPER BOWL XLIII (@ TAMPA)	4:00 PM ET***
SUNDAY	2/8/09	PRO BOWL	4:00 PM ET

\* ALL PLAYOFF AIRTIMES ARE SUBJECT TO CHANGE

\*\* AIRTIME 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 XLIII 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 remained the same as last year:**

---Monday Night, Thursday Night and Saturday Night Football games will all use **Format 'A'** this season. The Hall of Fame Game and the Pro Bowl will also use this format. Please note that the lone exception is Thanksgiving Night, which will follow 'Format E' instead, because it is part of a special holiday tripleheader. **There are 17 minutes available for station sale in Format 'A'.**

(The Monday Night doubleheader in Week 1 (9/8/08) will both use the same format, but because of the likelihood that the two games will overlap, the game two broadcast will be joined in progress as soon as game one ends on Channel ID '1'/ Channel name 'SPORTS 1' (StarGuide 42). **A clean feed of game two will be fed on Channel ID '3'/Channel name 'SPORTS 3' (StarGuide 45) 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'**

---All Wildcard and Divisional playoff doubleheaders will utilize **Format 'C'**.  
**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 'D'**.  
**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 'E'**. **Local inventory for this tripleheader is 14, 9 and 13 minutes for the three games respectively.**
- Super Bowl XLIII will have a different format than all of the aforementioned ones and will be announced at a later date.

2008-2009 NFL FOOTBALL FORMAT  
**VERSION 'A'----ALL MONDAY, THURSDAY, SATURDAY NIGHT GAMES,**  
**(EXCEPT THANKSGIVING NIGHT)**  
**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 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)
- Pos #2 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (180)
- Pos #3 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)
- Pos #4 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (180)
- Pos #5 - "This Is Westwood One's Coverage Of The National Football League" -Station (120)
- Pos #6 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (180)

FIRST QUARTER

- Pos #7 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)
- Pos #8 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (60)
- Pos #9 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (90)
- Pos #10 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (90)
- Pos #11 - "You're Listening To (Mon/Thurs/Sat) 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 (Mon/Thurs/Sat) Night Football On Westwood One" -Network (120)

SECOND QUARTER

- Pos #13 - "This Is Westwood One's Coverage Of The National Football League" -Station (90)
- Pos #14 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (60)
- Pos #15 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (90)
- Pos #16 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (90)
- Pos #17 - Two-Minute Warning –  
 "We've Reached The 2-Minute Warning With The Score \_\_\_\_\_  
 You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (120)

END OF SECOND QUARTER –

- Pos #18- "That's The End Of The 1<sup>st</sup> Half, With The Score \_\_\_\_\_  
 You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (120)

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 (Mon/Thurs/Sat) 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 (Mon/Thurs/Sat) Night Football On Westwood One" -Network (60)  
 Pos #23 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (90)  
 Pos #24 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (90)  
 Pos #25 - "You're Listening To (Mon/Thurs/Sat) 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 (Mon/Thurs/Sat) 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 (Mon/Thurs/Sat) Night Football On Westwood One" -Network (60)  
 Pos #29 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (90)  
 Pos #30 - "You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (90)  
 Pos #31 - Two-Minute Warning -  
 "We've Reached The 2-Minute Warning With The Score \_\_\_\_\_  
 You're Listening To (Mon/Thurs/Sat) Night Football On Westwood One" -Network (120)

END OF FOURTH QUARTER

- Pos #32 - "You're Listening To (Mon/Thurs/Sat) 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 (Mon/Thurs/Sat) Night Football On Westwood One" -Network (180)

Announcers will make final remarks and close the broadcast with:  
 "YOU'VE BEEN LISTENING TO (MON/THURS/SAT) NIGHT FOOTBALL ON WESTWOOD ONE"

2008-2009 NFL FOOTBALL FORMAT  
VERSION 'B'----SUNDAY NIGHT GAMES

At 7:30 PM ET, Sunday Night Football opens with NFL Sunday. From 7:57:50-8:00:00 pm ET, stations have a 2-minute local break w/an adjacent 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> "	- <u>Station</u> (120)
	Pos #2 - "You're Listening To NFL Sunday On Westwood One"	-Network (120)
	Pos #3 - " <u>This Is NFL Sunday</u> "	- <u>Station</u> (120)
	Pos #4 - "You're Listening To NFL Sunday On Westwood One"	-Network (120)
	Pos #5 - " <u>This is NFL Sunday</u> "	- <u>Station</u> (120)
7:59:50 PM	Station Identification	

FORMAT NOTES

- **The times for the commercial breaks float, with the exception of the 5<sup>th</sup> break, which will occur at exactly 7:57:50 pm ET.**
- **The station ID at 7:59:50 will be adjacent to the commercial & NOT be preceded by a direct cue.**
- **At 8:00 pm ET, the broadcast re-opens with theme music, but the format continues and commercial break #6 will be the next scheduled position.**

SUNDAY NIGHT FOOTBALL CONTROL ROOM CHECKLIST (CONT'D)

PREGAME

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> "	- <u>Station</u> (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> "	- <u>Station</u> (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 2-Minute Warning With The Score _____ You're Listening To Sunday Night Football On Westwood One"	-Network (120)

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 2-Minute Warning With The Score _____ You're Listening To Sunday Night Football On Westwood One"	-Network (120)

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)

2008-2009 NFL FOOTBALL FORMAT  
VERSION 'C'----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 'C' BELOW:**

PREGAME

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

FIRST QUARTER

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

END OF FIRST QUARTER –

Pos #42— "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

Pos #43 - <u>"This Is Westwood One's Coverage Of The National Football League"</u>	-Station (90)
Pos #44 - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (60)
Pos #45 - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (90)
Pos #46 - "You're Listening To The NFL (Playoffs) On Westwood One"	-Network (90)
Pos #47 - <u>Two-Minute Warning –</u> "We've Reached The 2-Minute Warning With The Score _____ You're Listening To The NFL (Playoffs) On Westwood One"	-Network (120)

END OF SECOND QUARTER –

Pos #48- "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 'C' (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 2-Minute Warning With The Score \_\_\_\_\_  
 You're Listening To The NFL (Playoffs) On Westwood One" -Network (120)

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"

2008-2009 NFL FOOTBALL FORMAT  
**VERSION 'D'----CONFERENCE CHAMPIONSHIP DOUBLEHEADER**  
**CONTROL ROOM CHECKLIST**

***---GAME ONE OF THE DOUBLEHEADER WILL FOLLOW FORMAT 'D' 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 2-Minute Warning With The Score \_\_\_\_\_  
You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

FORMAT 'D'---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 2-Minute Warning With The Score \_\_\_\_\_  
You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

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 TEN SECONDS LATER,  
GAME TWO WILL FOLLOW WITH THE FORMAT ON THE NEXT PAGE.**

2008-2009 NFL FOOTBALL FORMAT  
**VERSION 'D'----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 2-Minute Warning With The Score \_\_\_\_\_  
You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

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 'D'—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 2-Minute Warning With The Score \_\_\_\_\_  
You're Listening To The AFC/NFC Championship Game On Westwood One" -Network (120)

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"

2008-2009 NFL FOOTBALL FORMAT  
**VERSION 'E'-----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 'C', 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 'E' BELOW :**

PREGAME

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 2-Minute Warning With The Score _____ You're Listening To The NFL On Westwood One"	-Network (120)

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 'E' (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 2-Minute Warning With The Score \_\_\_\_\_  
 You're Listening To The NFL On Westwood One" -Network (120)

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 second 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 Game Two 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

Note: For those of you still using StarGuide, different 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)

A combination of 25/35 Hz tones will signal the end of every broadcast on StarGuide.

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 tone (or 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.