

Cowboys Radio on Compass Media Networks NFL Football Format

There are 25 minutes available for station sale

Date	Matchup	Time	Channel
Sept. 11, 2011	Dallas @ New York Jets	8:00pm ET	115
Sept. 18, 2011	Dallas @ San Francisco	3:30pm ET	115
Sept. 26, 2011	Washington @ Dallas	8:00pm ET	115
Oct. 2, 2011	Detroit @ Dallas	12:30pm ET	115
Oct. 16, 2011	Dallas @ New England	3:45pm ET	115
Oct. 23, 2011	St. Louis @ Dallas	3:45pm ET	115
Oct. 30, 2011	Dallas @ Philadelphia	8:00pm ET	115
Nov. 6, 2011	Seattle @ Dallas	12:30pm ET	115
Nov. 13, 2011	Buffalo @ Dallas	12:30pm ET	115
Nov. 20, 2011	Dallas @ Washington	12:30pm ET	115
Nov. 24, 2011	Miami @ Dallas	3:45pm ET	115
Dec. 4, 2011	Dallas @ Arizona	3:45pm ET	115
Dec. 11, 2011	New York Giants @ Dallas	8:00pm ET	115
Dec. 17, 2011	Dallas @ Tampa Bay	8:00pm ET	115
Dec. 24, 2011	Philadelphia @ Dallas	3:45pm ET	115
Jan. 1, 2010 ¹	Dallas @ New York Giants	12:30pm ET	115

Pre Season:

Date	Matchup	Time	Channel
Aug. 11, 2011	Denver @ Dallas	8:00pm ET	115
Aug. 20, 2011	San Diego @ Dallas	7:30pm ET	115
Aug. 27, 2011	Dallas @ Minnesota	7:30pm ET	115
Sept. 1, 2011	Dallas @ Miami	7:00pm ET	115

2011 CMN NFL FORMAT COWBOYS

Broadcast begins with opening theme and network billboards. There will be a :10 second bed after the sponsor reads in the network billboards for local billboards to be inserted.

Station Outcue: "You're listening to the NFL on Compass Media Networks"

Network Outcue: "You're listening to Compass Media Networks, this is the NFL"

PREGAME SHOW (30 Minutes)

Pos #1 -(120) Network: Copy Split

Pos #2 -(180) Station

Pos #3 -(120) Network: Copy Split

Pos #4 -(180) Station

Pos #5 -(120) Network

FIRST QUARTER

Pos #6 - (60) Station

Pos #7 - (90) Station

Pos #8 - (90) Network: Copy Split

Pos #9 - (90) Network:

Pos #10-(90) Network:

Pos #11 (120) Network END OF FIRST QUARTER

SECOND QUARTER

Pos #12 -(60) Station

Pos #13 -(90) Station

Pos #14 - (90)Network Copy Split

Pos #15 - (90)Network

Pos #16 - (90) Network--Two-Minute Warning:

Pos #17 (120) Station -- END OF SECOND QUARTER

HALFTIME SEGMENT

Pos #18-(120)Network: Copy Split

Pos #19 - (120) Station

START OF THE SECOND HALF

THIRD QUARTER

Pos #20- (60) Station

Pos #21- (90) Station

Pos #22- (90) Network: Copy Split

Pos #23- (90) Network

Pos #24- (90) Network

Pos #25 -(120) Network - END OF THIRD QUARTER:

FOURTH QUARTER

Pos #26 -(60) Station

Pos #27 -(90) Station

Pos #28 - (90)Network Copy Split

Pos #29 - (90)Network

Pos #30 - (90)Two-Minute Warning

*Pos #31- (120) Station -- END OF FOURTH QUARTER (OR GAME) ***

POST GAME

Pos #32- Network (180)

Pos # 33- Station (180)

Network Closing Billboards

End of Broadcast

**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

COMMERCIAL SEQUENCE

CMN 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, we 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, make goods will be given at the first available opportunity with the following cue: *You're listening to the NFL on Compass Media Networks*

STATION ID

At or near the top of every hour stations will have the chance to air a :10 second legal ID, the cue for this will be *"Lets pause :10 seconds for station identification, You're listening to the NFL on Compass Media Networks"*

FLOATERS

As time allows, several network positions may be inserted into the commercial sequence with the cue: There's a break in the action, you're listening to Compass Media Networks, this is the NFL

TECHNICAL FORMAT NOTES

CMN NFL games can be received using the Dial-Global receivers

Relays

Relay 1- stopset start

Relay 2- Station ID

Relay 3- End of Game

There will not be a relay to indicate the start of a program, as they have hard start times.

For Troubleshooting/Receiver issues please call our Broadcast control center :
1-720-873-5177