



## Compass Media Networks NCAA Basketball Format

Compass Media Networks is proud to broadcast NCAA Basketball games this season.

There are 12 minutes available for station sale.

The games/satellite channels that are available are as follows:

<u>Date</u>	<u>Opponents</u>	<u>Airtime</u>	<u>Sat</u>
Dec. 4, 2010	North Carolina vs. Kentucky	12:15pm	112
Dec. 9, 2010	Xavier vs. Butler	8:45pm	111
Dec. 18, 2010	North Carolina vs. Texas	3:45pm	111
Jan. 4, 2011	Minnesota vs. Indiana	6:45pm	111
Jan. 8, 2011	Texas vs. Connecticut	3:15pm	111
Jan. 13, 2011	Stanford vs. Washington	9:45pm	111
Jan. 22, 2011	Purdue vs. Michigan State	8:45pm	111
Jan. 29, 2011	North Carolina vs. NC State	1:45pm	111
Feb. 5, 2011	Indiana vs. Iowa	3:45pm	111
Feb. 9, 2011	Syracuse vs. Georgetown	6:45pm	111
Feb. 12, 2011	Wisconsin vs. Ohio State	1:45pm	111
Feb. 14, 2011	Kansas State vs. Kansas	8:45pm	111
Feb. 19, 2011	Purdue vs. Ohio State	TBA	111
Feb. 26, 2011	Kansas State vs. Missouri	11:45am	111
Mar. 2, 2011	Miami vs. Maryland	6:45pm	111
Mar. 10, 2011	Big Ten Tournament Begins	TBA	TBD

\*All times are EST\*

2009/2010 CMN NCAA FORMAT  
12 Minutes for Station Sale

Broadcast opens with theme, intro and Network billboards...[By (*sponsor*) and by (*sponsor*)].Following the final Network billboard, 10 second of music in the clear will play...Stations may voice over this music with a 10-second local billboard.

*NETWORK CUE: YOU'RE LISTENING TO COMPASS MEDIA NETWORKS, THE NATIONS FASTEST GROWING SPORTS NETWORK*

*STATION CUE: YOU'RE LISTENING TO COMPASS MEDIA NETWORKS, AMERICA'S NEW HOME FOR COLLEGE BASKETBALL*

PREGAME SHOW

Pos #1 -Network(120)

Pos #2 -Station (120)

Pos #3 -Network(120)

FIRST HALF

Pos #4 - Station(90)

Pos #5 - Network(90)

Pos #6 - Network(90)

Pos #7 - Network(90)

END OF FIRST HALF

Pos #8 -Station (120)

HALFTIME

Pos #9 - Network(120)

Pos #10 -Station (120)

Pos #11 -Network(120)

SECOND HALF

Pos #12 - Station(90)

Pos #13 - Network(90)

Pos #14 - Network(90)

Pos #15 - Network(90)

END OF GAME

Pos #16 - Network(180)

POSTGAME

Pos #17 - Station(180)

2009/2010 NCAA BASKETBALL FORMAT 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 10 SECONDS FOR STATION IDENTIFICATION, YOU'RE LISTENING TO COMPASS MEDIA NETWORKS, AMERICA'S NEW HOME FOR COLLEGE BASKETBALL

*OVERTIME*

If the game goes into overtime or additional timeouts are taken, network may take additional breaks. When the game concludes, the format would resume as normal with POS 16 being a network break signaling end of game.

Followed by POS 17 (LOCAL)

*COMMERCIAL SEQUENCE*

The Network is not always in control of when commercial breaks can be taken, as this is often dictated by game play or the organization 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 game quarter end before all the formatted commercial positions have aired, the Network will jump ahead and go to the break scheduled for the end of that quarter. 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 cue: YOU'RE LISTENING TO COMPASS MEDIA NETWORKS, AMERICA'S NEW HOME FOR COLLEGE BASKETBALL

## Radio Advertising Policies of the NCAA

### Prohibited

NCAA advertising policies are designed to prohibit those advertisements that do not appear to be in the best interests of higher education. The NCAA will have the authority to rule in cases where doubt exists concerning acceptable advertisers and advertising copy for broadcasts of NCAA Championships; however, the following are expressly prohibited:

1. Alcoholic beverages (except as specified below),
2. Cigarettes and other tobacco products,
3. Professional sports organizations or personnel (except as specified hereafter),
4. Organizations promoting gambling,
5. Firearms, ammunition and other weapon related items, and
6. Nightclubs, pool halls, and similar establishments.

### Restricted

There will be no advertisements for alcoholic beverages other than malt beverages, beer and wine. Such advertisements shall comprise not more than 60 seconds per hour, and no more than 120 seconds total of any broadcast.

### Use of Professional Athletes

Advertisements featuring active professional athletes from the sport for which an NCAA broadcast is being produced are permissible, provided there are no vocal references to that sport. There are no advertising or promotional limitations applicable to active professional athletes in other sports. Advertisements in broadcasts that contain reference to the games, personnel (except as noted above), broadcasts, or other activities of professional sports organizations are not acceptable.

### Drug Advertisements

Non-therapeutic drugs and, generally, other drugs and patent medicine advertisements are not allowed; however, analgesics, cold remedies, antacids and athletics training aids that are in general use are acceptable. Institutional advertising by pharmaceutical firms also is acceptable.

Affiliation with NCAA, Participating Teams

No commercial advertisement may relate, directly or indirectly, the advertising company

or the advertised product to the participating institutions or their student-athletes, or the Association itself, unless prior written approval has been granted by the NCAA

## TECHNICAL FORMAT NOTES

CMN NCAA BASKETBALL games can be received using the Dial-Global receivers

CHANNELS - 111 and 112

Relays:

Relay 1- stop set 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