



2017 Cowboys Radio on Compass Media Networks NFL Football Format

There are 25 minutes available for station sale

Date	Matchup	Time	Channel
Sept. 10, 2017	NY Giants @ Dallas	8:00pm ET	115
Sept. 17, 2017	Dallas @ Denver	3:45pm ET	115
Sept. 25, 2017	Dallas @ Arizona	8:00pm ET	115
Oct. 1, 2017	LA Rams @ Dallas	12:30pm ET	115
Oct. 8, 2017	Green Bay @ Dallas	3:45pm ET	115
Oct. 15, 2017	BYE WEEK		
Oct. 22, 2017	Dallas @ San Francisco	3:30pm ET	115
Oct. 29, 2017	Dallas @ Washington	3:45pm ET	115
Nov. 5, 2017	Kansas City @ Dallas	3:45pm ET	115
Nov. 12, 2017	Dallas @ Atlanta	3:45pm ET	115
Nov. 19, 2017	Philadelphia @ Dallas	8:00pm ET	115
Nov. 23, 2017	LA Chargers @ Dallas	4:00pm ET	115
Nov. 30, 2017	Washington @ Dallas	8:00pm ET	115
Dec. 10, 2017	Dallas @ NY Giants	3:45pm ET	115
Dec. 17, 2017	Dallas @ Oakland	8:00pm ET	115
Dec. 24, 2017	Seattle @ Dallas	3:45pm ET	115
Dec. 31, 2017	Dallas @ Philadelphia	12:30pm ET	115

Pre Season:

Date	Matchup	Time	Channel
Aug. 12, 2017	Dallas @ LA Rams	8:30pm ET	115
Aug. 19, 2017	Colts @ Dallas	6:30pm ET	115
Aug. 26, 2017	Oakland @ Dallas	7:30pm ET	115
Aug. 31, 2017	Dallas @ Houston	7:30pm ET	115



## 2017 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

Pos #1 - (120) Network

*Pos #2 - (180) Station*

Pos #3 - (120) Network

*Pos #4 - (180) Station*

Pos #5 - (120) Network

### FIRST QUARTER

*Pos #6 - (120) Station*

Pos #7 - (120) Network

Pos #8 - (90) Network

Pos #9 - (90) Network

Pos #10 (120) Network END OF FIRST QUARTER

### SECOND QUARTER

*Pos #11 - (120) Station*

Pos #12 - (120) Network

Pos #13 - (90) Network

Pos #14 - (90) Network -- Two-Minute Warning:

*Pos #15 (120) Station -- END OF SECOND QUARTER*

### HALFTIME SEGMENT

Pos #16 - (60) Network

*Pos #17 - (180) Station*



*START OF THE SECOND HALF*

*THIRD QUARTER*

*Pos #18- (120) Station*

Pos #19- (120) Network

Pos #20- (90) Network

Pos #21- (90) Network

Pos #22 - (120) Network - END OF THIRD QUARTER:

*FOURTH QUARTER*

*Pos #23 - (120) Station*

Pos #24 - (120) Network

Pos #25 - (90) Network

Pos #26 - (90) Two-Minute Warning

*Pos #27- (180) Station -- END OF FOURTH QUARTER (OR GAME) \*\**

POST GAME

Pos #28- Network (120)

*Pos #29- Station (180)*

Network Closing Billboards

End of Broadcast

\*\*Should the game be tied after the 4<sup>th</sup> 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 Wegener receivers

#### 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: 1-888-HELP-450 or 720-873-5177  
NetOps@WestwoodOne.com and rblum@compassmedianetworks.com