



OPERATIONS GUIDE
2016-2017

SSNAFFILIATE.COM

**View Schedules, Download
shows and access our MSU
Broadcast stream:**



Program Downloads and .PDF Schedules:

Username: ssn (once used will not have to input again)

Password: none required

•Note: Some browsers require right click to save .mp3

Program Downloads (.mp3) (username required)

Michigan Sports Brief
Inside the Huddle with Mark Dantonio
Timeout with Tom Izzo
This Week in College Football and Basketball
Press Conferences
Game Highlights
Promos

PDF's (username required)

Broadcast Schedules
Satellite/Westwood One info and updates
Operations Manual (including formats)

Access to MSU Broadcast Stream:

Username: none required

Password: ssn2016

(To ensure users are only affiliates, please do not share this information outside of the station)

MSU Broadcast Stream (password required)

Programs Streamed: Football, Mark Dantonio Show, Men's Basketball, Tom Izzo Show, select Hockey, Tom Anastos Show, Select Women's Basketball, Suzy Merchant Show, Inside MSU Athletics with AD Mark Hollis, Michigan Sports Hall of Fame Induction Show

Satellite and Master Control



Closures

Michigan State Football, Men's Basketball, the Mark Dantonio Show and the Tom Izzo Show feature closures for use in automation.

Local Breaks: R45,

Top of Hour ID: R46,

End of Game Broadcast: R47

Westwood One

MSU Football, Men's Basketball, Weekly Mark Dantonio Show, Weekly Tom Izzo Show and Michigan Sports Hall of Fame Induction Show are distributed via the XDS Transmission Platform.

Affiliate Technical Services:
Mon-Fri 9a-6p ET 914-908-3210

Technical Operations Center (Live Feeds): 914-908-3220

All correspondence and notifications from Westwood One are available as a .pdf on ssnaffiliate.com

Sun Outages

See the pdf's section of ssnaffiliate.com for current sun outage information or contact Westwood One.

Affiliate Information



Streaming is Prohibited

In conjunction with Michigan State University, affiliate stations are prohibited from streaming live programming of Michigan State Athletics events on station websites, apps and other streaming services. This includes live games, coaches shows, special events, etc. Streaming is allowed for daily programs Inside the Huddle with Mark Dantonio, Time Out with Tom Izzo, the Michigan Sports Brief and This Week in College Football/Basketball.

Time Bank

From June 1, 2016 through May 31, 2017, the Network requires 30 units per week (:30 or :60) for use on a ROS basis in accordance with the terms of Section D of the Radio Program License Agreement. If the Network does not use units, they will not accumulate.

Affidavits of Performance

Affidavits of performance are required to verify spots ran. Network will provide monthly affidavits via email to be verified or station may provide

- A set of generic program and game broadcast formats are part of this booklet. These formats can be copied for your use during each Network broadcast.
- An affidavit form will be E-MAILED to you following each broadcast month listing all games and programs on the Spartan Sports Network schedule for that month. A sample follows. You need only indicate any variance from the schedule and sign and return within 30 days:

Make Goods

Make Goods are required on all missed Network inventory. Commercials are required to air within 10 days of original date and within a similar time period. Notarized affidavits of performance verifying make goods are required within 30 days of the pre-emption.

Email and ssnaffiliate.com

Network broadcast schedule updates, program reminders, time bank information, etc. will be emailed and posted at ssnaffiliate.com If you have e-mail address changes, please let us know.



2016-17 Spartan Sports Network

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Sample Game Format
Mark Dantonio Show
Inside the Huddle with Mark Dantonio Daily Show

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Broadcast Instructions
Sample Game Format
Midnight Madness Format
Exhibition Game Format (optional)
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Program Schedule and Satellite Information
Sample Format

Michigan Sports Hall of Fame Induction Show....29
(optional)

Michigan State Football



ANNOUNCERS

George Blaha-Play-by-Play

Jason Strayhorn-Analyst, Kickoff|Postgame Lockerroom

Keith Nichol-Sideline Reporter

Will Tieman-Kick-off Show, Pregame, Halftime, Postgame Lockerroom

COUNTDOWN|VOICE CUES|COMMERCIALS|ID'S

At 15 minutes prior to the start of each game broadcast, the Network will provide satellite audio and periodic voice time checks. The Network will countdown through 3 seconds to air. There will be no bumper music going into breaks. There will be bumper music coming back from breaks.

NEW for 2016 LOCAL COMMERCIAL CUE:

"You're listening to the Fox Sports Presentation of MSU Football"

NETWORK COMMERCIAL CUE: "On the Spartan Network"

ID CUE: Top of each hour (crowd noise will fill) "Let's pause 10 seconds for our Network stations to identify themselves"

LOCAL BILLBOARDS: Are available immediately following the conclusion of the Network billboards in locations indicated on the format. Music will roll for :15.

BREAK LENGTHS: Network break lengths may vary from game to game. Local Break lengths will never change and all breaks will be taken in order as listed on the format. Local Breaks will have a 10 second pad to facilitate local identification, etc. Please do not take Local ID's after Network breaks.

PRE AND POST GAME PROGRAMMING

Each Spartan Football game day broadcast begins with the Spartan Kickoff Show (30 min). The Kickoff Show begins and ends with Network only billboards (open pre-produced/close-read live). The close billboard throws to LOCAL Break #5. The Mark Dantonio Pre-Game Show (Approx 15 min) follows Break #5. The Dantonio show features the Coach in a one-on-one interview, includes Network only breaks, and begins and ends with Network only billboards. The closing Network billboard will end with the cue to LOCAL Break #8. Following Break #8 is the Spartan Pre-game Show which begins with Network only billboards. The Pre-game show ends with live announcer billboards and a throw to Network Break #14. Game open billboards run out of Network Break #14. Game open billboards include 15 seconds of music for Local billboard insertion (cue to local billboards is the final network sponsor which is preceded by "And by..."). After LOCAL billboards 15 seconds, Network introduces announcers for start of play-by-play.

Michigan State Football



At the end of each game, Network will cue game broadcast close billboards followed by :15 music for LOCAL billboard insertion. Following LOCAL billboards, we will cue LOCAL Break #41. A :02 pause will follow the break and then the Spartan Postgame Lockerroom Show opening Network only billboards will air.

Within the Spartan Postgame Lockerroom Show, The Coach Mark Dantonio Postgame Show Interview will float depending on Coach's availability. The Dantonio show begins with Network only billboards, features a one-on-one live interview with the coach and one Mark Dantonio Show Network commercial break. Following the break, closing Dantonio Show billboards will air. Following the billboards, the Postgame Lockerroom show will continue where it left off on the format.

The Spartan Lockerroom Show features listener call-in, player and coach interviews and analysis through Local Break #47. The program ends with Network only close billboards. This concludes the game day broadcast.

OVERTIME: In the event of overtime, Network may take any remaining in-game :60 breaks in the formatted order. It is possible that no breaks will be taken in overtime.

LOCAL INVENTORY SUMMARY

Break placement is identified in the following sample format and all breaks are padded with bumper music for clean entry and exit.

Spartan Kickoff Show:	3 min (1 - 2:10 break, 1 - 1:02 end break)
Mark Dantonio Pre-Game Show:	2 min (1 - 2:02 end break)
Pre-Game Show:	3 min (1 - 2:10, 1 - 1:10)
In Game:	15 min (5 - 1:10, 5 - 2:10)
PostGame Lockerroom Show	<u>4 min</u> (2 - 2:10)
Total	27 minutes

Michigan State Football 2016 Schedule



Date	Opponent	Broadcast Time-ET
9/2	FURMAN	5:30pm
9/17	@ Notre Dame	6:00pm
9/24	WISCONSIN	TBA
10/1	@ Indiana	6:30pm
10/8	BYU	TBA
10/15	NORTHWESTERN	2:00pm
	*** Homecoming	
10/22	@ Maryland	6:00pm
10/29	MICHIGAN	TBA
11/5	@ Illinois	TBA
11/12	RUTGERS	TBA
11/19	OHIO STATE	TBA
11/26	@ Penn State	TBA
Post Season		
12/3	B1G Championship (if qualify)	TBA
	Bowl Game/Playoffs	TBA
April 2017	Spring Football Game	TBA

MICHIGAN STATE FOOTBALL - 2016 Format

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CUES & COUNTDOWN: Audio begins approx 15 min prior to air.

Satellite: Westwood One (XDS Receiver)

**In the event of satellite trouble during countdown or program, immediately call
Westwood One TOC at (914) 908-3220**

All numbered commercial breaks will be taken IN ORDER as listed on the format. Coach Mark Dantonio Postgame Show break will FLOAT during The Locker Room Show and will be cued with "And now it's time for the Mark Dantonio Postgame Show".

CUE TO NETWORK COMMERCIALS: "On the Spartan Network"

CUE TO LOCAL COMMERCIALS: "You're listening to the Fox Sports presentation of MSU Football"

LOCAL BILLBOARDS: :15 each for Game Open and Game Close (Insert after Network Billboards-Music will roll)

LOCAL STATION ID: (:10 top of each hour): "Let's pause :10 for our Network stations to identify themselves"-
Crowd Noise will fill from stadium

BREAK #	LENGTH/BREAK TYPE	TIME
- <u>SPARTAN KICKOFF SHOW</u> -		
SPARTAN KICKOFF SHOW OPEN BILLBOARD- <u>NETWORK ONLY</u>		
(NOTE: Billboard ends with Network cue to Break #1 – On The Spartan Network)		
(sponsor mention in and out of all breaks)		
1. NET 2:00		_____
2. NET 3:00		_____
3. Local 2:10		_____
4. NET 2:00		_____
SPARTAN KICKOFF SHOW CLOSE BILLBOARD- <u>NETWORK ONLY</u>		
(NOTE: Billboard ends with Local cue to Break #5 - You're listening to MSU Football)		
5. Local 1:02		_____

- HEAD COACH MARK DANTONIO PREGAME SHOW -

MARK DANTONIO PREGAME OPEN BILLBOARD- <u>NETWORK ONLY</u>		
(NOTE: Billboard ends with Network cue to Break #6 – On The Spartan Network)		
(sponsor mention in and out of all breaks)		
6. NET 3:00		_____
7. NET 3:00		_____
MARK DANTONIO PREGAME CLOSE BILLBOARD- <u>NETWORK ONLY</u>		
(NOTE: Billboard ends with Local cue to Break #8 - You're listening to MSU Football)		
8. Local 2:10		_____

- GAME DAY BROADCAST BEGINS -

PREGAME SHOW OPEN BILLBOARD- <u>NETWORK ONLY</u>		
(NOTE: Billboard ends with Network cue to Break #9 – On The Spartan Network)		
(sponsor mention in and out of all breaks)		
9. NET 2:00		_____

10. Local 2:10 _____

11. NET 2:00 _____

12. NET 2:00 _____

13. Local 1:10 _____

FARM BUREAU INSURANCE PREGAME SHOW CLOSE BILLBOARD-(LIVE) _____

14. NET 1:00 _____

GAME OPEN BILLBOARD-NETWORK ONLY _____

followed by:15 MUSIC BED for Local BILLBOARD copy insertion, then music stings out

FIRST HALF BEGINS

15. NET 2:00 _____

16. Local 2:10 _____

17. NET 1:30 _____

(Qtr Break)

18. NET 1:00 _____

19. Local 1:10 _____

(2nd Qtr)

20. NET 2:00 _____

21. Local 1:10 _____

22. NET 1:30 _____

23. NET 1:00 _____

(1st Half Ends)

24. NET 2:00 _____

- END OF FIRST HALF / HALFTIME BEGINS -

25. NET 2:00 _____

26. Local 2:10 _____

27. NET 2:00 _____

28. NET 1:00 _____

29. Local 1:10 _____

**end halftime report

- SECOND HALF BEGINS -

- 30. NET 2:00 _____
- 31. Local 2:10 _____
- 32. NET 1:30 _____
- (Qtr Break)
- 33. NET 1:00 _____
- 34. Local 1:10 _____
- (4th Qtr)
- 35. NET 2:00 _____
- 36. Local 1:10 _____
- 37. NET 1:30 _____
- 38. NET 1:00 _____
- (Game Ends)**
- 39. Local 2:10 _____
- 40. NET 1:30 _____

Once Regular post game coverage ends and Breaks #39 & #40 have aired, closing comments will end this portion of the broadcast. This will conclude with the following outcue... "stay tuned for more Michigan State game day football coverage with our Spartan Locker Room Show coming up next" ---- Followed by...

NETWORK GAME CLOSE BILLBOARD

:15 bed for Local BILLBOARD copy insertion and then;

(NOTE: Billboard ends with Local cue to Break #45 - You're listening to MSU Football)

- 41. Local 2:02 _____

No BUMP (:02 of silence for rejoin)

SPARTAN LOCKERROOM SHOW

SPARTAN LOCKER ROOM SHOW OPEN BILLBOARD-NETWORK ONLY _____

42. NET 2:00 _____

43. NET 2:00 _____

44. Local 2:10 _____

45. NET 2:00 _____

46. NET 1:00 _____

47. Local 2:10 _____

SPARTAN LOCKER ROOM SHOW CLOSE BILLBOARD-NETWORK ONLY _____

(Billboard ends with outcue: "a presentation of the Spartan Sports Network")

GAME DAY BROADCAST END TIME: _____

FLOATING - HEAD COACH MARK DANTONIO POSTGAME SHOW - FLOATING

*Position of show will rotate in Locker Room Show based on Coach Dantonio's arrival. Following this Show, accompanying commercial break and Show Closing Billboard, we will continue our Locker Room Show where we left off on the format.

MARK DANTONIO POSTGAME OPEN BILLBOARD-NETWORK ONLY _____

For Head Coach Mark Dantonio, NET 2:00
I'm Will Tieman

MARK DANTONIO POSTGAME CLOSE BILLBOARD-NETWORK ONLY _____

Followed By: RETURN TO REGULAR POST GAME COVERAGE WHERE LEFT OFF

OVERTIME NOTE: In the event of overtime, NETWORK may take any remaining in-game :60 breaks in the formatted order. It is possible that no breaks will be taken in overtime.

Mark Dantonio Show



Hosted by George Blaha, the Mark Dantonio Show features Head Coach Mark Dantonio, Spartan Players, listener call-in and a live audience from Reno's East in East Lansing.

Show Schedule

All Shows Thursday unless indicated
7:00-7:58:50pm
15 Shows Total

Monday, August 29 (Season Preview with Spartan Coaches and Players)

Wednesday, August 31

Thursday, September 8

Thursday, September 15

Thursday, September 22

Thursday, September 29

Thursday, October 6

Thursday, October 13

Thursday, October 20

Thursday, October 27

Thursday, November 3

Thursday, November 10

Thursday, November 17

NO SHOW November 24 (Thanksgiving)

Thursday, December 1 or final show date TBA

(New in 2016)

Bowl Preview Show(s) - TBD – Live from the site of the MSU bowl game(s)

Show(s) will be same time and format of a Mark Dantonio Show

MSU NETWORK – MARK DANTONIO SHOW

AIRTIME: 7:00pm - 7:58:50

SATELLITE: Westwood One (XDS Receiver)

CALL-IN: 877-535-1MSU (1678) Nationwide

CUE TO NET COMMERCIALS: "On the Spartan Network"

CUE TO LOCAL COMMERCIALS: " You're listening to the Auto Owner's presentation of the Mark Dantonio Show"

LOCAL BREAK LENGTH: All plus :10

BREAK # /SPOT

TIME SPOTS RAN

TEASE/OPEN BILLBOARD-**NETWORK ONLY** - 1:00 approx

1. NET 2:00

2. Local 2:10

3. NET 2:00

4. NET 2:00

5. Local 2:10

6. NET 2:00

FINAL comments and thank you

Followed by:

CLOSE BILLBOARD-NETWORK ONLY - 1:00 approx

(Billboard ends with outcue: "a presentation of the Spartan Sports Network")

BROADCAST END TIME: _____

Inside the Huddle with Mark Dantonio



Will Tieman interviews Coach Mark Dantonio in this daily series covering Michigan State Football. This series runs through the football season before switching sports to Timeout with Tom Izzo.

Show Schedule

- Monday, August 29, 2016 through Friday, November 25, 2016
- 3 minutes in length
- 65 Shows

Distribution

E-mail

Shows will be sent via e-mail after 3:00pm ET the afternoon prior to each morning satellite feed. Each show is sent in a separate e-mail as an mp3 and is labeled as below:

08-29-16 Inside The Huddle Monday

Download

Download the mp3 of each show at ssnaffiliate.com. Show is named the same as in the email.

Michigan State Men's Basketball



ANNOUNCERS

Will Tieman - Play-by-Play
Gus Ganakas - Analyst
Matt Steigenga - Analyst

COUNTDOWN|VOICE CUES|COMMERCIALS|ID'S

At 15 minutes prior to the start of each game broadcast, the Network will provide satellite audio and periodic voice time checks. The Network will countdown through 3 seconds to air. There will be no bumper music going into breaks. There will be bumper music coming back from breaks.

NEW for 2016 LOCAL COMMERCIAL CUE:

"You're listening to the Fox Sports Presentation of MSU Basketball"

NETWORK COMMERCIAL CUE: "On the Spartan Network"

NETWORK FLOATING :30s: "Right after this Message"

ID CUE: Top of each hour (crowd noise will fill) "Let's pause 10 seconds for our Network stations to identify themselves"

LOCAL BILLBOARDS: Are available immediately following the conclusion of the Network billboards in locations indicated on the format. Music will roll for :15.

BREAK LENGTHS: Network break lengths may vary from game to game. Local Break lengths will never change and all breaks will be taken in order as listed on the format. Local Breaks will have a 10 second pad to facilitate local identification, etc.

Pre and Post Game Programming

Each Spartan Men's Basketball game day broadcast begins with the Coach Tom Izzo Pre-Game Show (Approx 15 min). The show features Coach Izzo in a one-on-one interview and begins and ends with Network only billboards (open is pre-recorded/close is pre-recorded). The closing Network billboard will end with the cue to LOCAL Break #3. Following that break, the Network will run the opening Network only billboards for the Pre-game show. At the conclusion of the Pre-game show (after break #9), Network game billboards will air followed by :15 of music for insertion of LOCAL billboards. After the LOCAL billboards, the Network will bring on game day announcers for the play-by-play call.

Michigan State Men's Basketball



The play-by-play portion of the broadcast will be followed by Postgame activities (replay, stats, etc) until Coach Izzo joins the broadcast for a live interview. At this time, the Network will leave its post-game coverage and begin the Coach Tom Izzo Postgame Show. The show begins with Network only live announcer billboards and features a one-on-one live interview with the coach and one Tom Izzo Show Network only commercial break. Following the break, closing Network pre-recorded billboards will air. Following the billboards, the regular post-game will continue where it left off on the format.

OVERTIME: Any remaining breaks that can be taken, may be taken in order. The Network may take additional:30 floating breaks in overtime if necessary. Break 24 will not be taken until the game is over.

REMINDER FOR 2016-17

If Network floater breaks are not taken at the conclusion of a half, we will take any remaining floaters as one combined break with the cue "Right after this :90/:60/:30 message"

LOCAL INVENTORY SUMMARY

Break placement is identified in the following sample format and all breaks are padded with bumper music for clean entry and exit.

Coach Tom Izzo Pre-Game Show:	2 minutes (1 - :2:10 end break)
Game Day Pre-Game Show:	4 minutes (2 - 2:10)
In Game:	8 minutes (4 - 1:10, 2 - 2:10/2:02)
Game Day Post-Game Show:	<u>1 minute</u> (1 - 1:10)
Total	15 minutes

MICHIGAN STATE BASKETBALL 2016 - 17 Format

CUES & COUNTDOWN: Audio available approx 15 min prior / Voice begins approx 5 min prior to air.
 Satellite: Westwood One (XDS Receiver)

In the event of satellite trouble during countdown or program, immediately call the Westwood One TOC at (914) 908-3220

All numbered commercial breaks will be taken IN ORDER as listed on the format. Network :30 Floating Breaks (Indicated by letters A-E) will FLOAT throughout the half in which they are listed and will be cued with "Right after this 30 second message".

CUE TO NETWORK COMMERCIALS: "On the Spartan Network"
CUE TO NETWORK FLOATING :30 COMMERCIALS: "Right after this :30 message"
CUE TO LOCAL COMMERCIALS: " You're listening to the Fox Sports presentation of MSU Basketball"
CUE TO STATION ID: (:10 top of each hour)"Let's pause :10 for our Network stations to identify themselves"

BREAK #	LENGTH/BREAK TYPE	TIME
- <u>HEAD COACH TOM IZZO PREGAME SHOW</u> -		
	TOM IZZO PREGAME OPEN BILLBOARD- <u>NETWORK ONLY</u> (NOTE: Billboard ends with Network cue to Break #1 – On The Spartan Network) (sponsor mention in and out of all breaks)	_____
1.	NET 3:00	_____
2.	NET 3:00	_____
	TOM IZZO PREGAME CLOSE BILLBOARD- <u>NETWORK ONLY</u> (NOTE: Billboard ends with Local cue to Break #3 - You're listening to MSU Basketball)	_____
3.	You're listening to MSU Basketball Local 2:10	_____
- <u>GAME DAY BROADCAST BEGINS</u> -		
	PREGAME SHOW OPEN BILLBOARD- <u>NETWORK ONLY</u> (NOTE: Billboard ends with Network cue to Break #4 – On The Spartan Network) (sponsor mention in and out of all breaks)	_____
4.	NET 2:00	_____
5.	Local 2:10	_____
6.	NET 2:00	_____
7.	NET 2:00	_____
8.	Local 2:10	_____
	PREGAME SHOW CLOSE BILLBOARD-(LIVE)	_____
9.	NET 2:00	_____
- <u>GAME DAY BROADCAST BEGINS</u> -		
	GAME OPEN BILLBOARD- <u>NETWORK ONLY</u> followed by:15 MUSIC BED for Local BILLBOARD copy insertion, then music stings out	_____
10.	NET 1:00	_____

- FIRST HALF BEGINS -

- 11. Local 1:10 _____
- 12. NET 1:00 _____
- 13. NET 2:00 _____
- 14. Local 1:10 _____
- 15. NET 2:00 _____
- A. NET FLOATER :30 _____
- B. NET FLOATER :30 _____

NOTE: If neither floating breaks has been taken by the end of the first half, they may be combined into one break. The outcue would then be "Right after this 60 second message")

Take going into halftime:

- 16. NET 2:00 _____

END OF 1ST HALF / HALFTIME BEGINS -

- 17. Local 2:10 _____
- 18. NET 2:00 _____
- 19. NET 2:00 _____

SECOND HALF BEGINS -

- 20. Local 1:10 _____
- 21. NET 1:00 _____
- 22. NET 2:00 _____
- 23. NET 2:00 _____
- 24. Local 1:10 _____
- 25. NET 2:00 _____
- C. NET FLOATER :30 _____
- D. NET FLOATER :30 _____
- E. NET FLOATER :30 _____

NOTE: Any floating breaks which remain unaired at the end of the half, may be combined into one break. The outcue will state how long the break will be. (i.e. "Right after this :90 message")

To be taken going into postgame coverage:

- 26. Local 2:10 _____

END OF SECOND HALF / POSTGAME COVERAGE BEGINS

FARM BUREAU INSURANCE POSTGAME SHOW OPEN BILLBOARD-NETWORK ONLY _____

**(NOTE: Billboard ends with Network cue to Break #27 – On The Spartan Network)
(sponsor mention in and out of all breaks)**

27. NET 2:00 _____

28. NET 2:00 _____

29. NET 2:00 _____

30. Local 1:10 _____

FARM BUREAU INSURANCE POSTGAME SHOW CLOSE BILLBOARD-(LIVE) _____

FLOATING - HEAD COACH TOM IZZO POSTGAME SHOW - FLOATING

*Position of show will float in postgame based on the coach's arrival. Please follow break cues as we will interrupt the postgame for the coach's show to be followed by the coaches show commercial break. Post game coverage will resume with the next # break and continue through the end of the game day broadcast.

TOM IZZO POSTGAME OPEN BILLBOARD-NETWORK ONLY _____

For Head Coach Tom Izzo, NET 2:00 _____
I'm Gus Ganakas

TOM IZZO POSTGAME CLOSE BILLBOARD- NETWORK ONLY _____

FOLLOWED BY: RETURN TO REGULAR POST GAME COVERAGE WHERE LEFT OFF

Once all postgame breaks and the Tom Izzo Postgame Show have aired, FINAL game day comments and thank you will end the broadcast - Followed by:

CLOSE NETWORK GAME BILLBOARD _____

:15 bed for Local BILLBOARD copy insertion and then;
(Billboard ends with outcue: "a presentation of Spartan Sports Network).

GAME BROADCAST END TIME: _____

OVERTIME NOTE: Any remaining breaks that can be taken, may be taken in order in overtime. The network may take additional :30 floating breaks in overtime if necessary. Break 24 will not be taken until the game is over.

EXHIBITION GAMES ONLY!
MICHIGAN STATE BASKETBALL
2016 FORMAT

CUES & COUNTDOWN: Audio available approx 15 min prior / Voice begins approx 5 min prior to air.
 Satellite: Westwood One (XDS Receiver)

**In the event of satellite trouble during countdown or program, immediately call
 Westwood One TOC at (914) 908-3220**

All numbered commercial breaks will be taken IN ORDER as listed on the format. Network :30 Floating Breaks (Indicated by letters A-E) will FLOAT throughout the half in which they are listed and will be cued with "Right after this 30 second message".

CUE TO NETWORK COMMERCIALS: "On the Spartan Network"
CUE TO NETWORK FLOATING :30 COMMERCIALS: "Right after this :30 message"
CUE TO LOCAL COMMERCIALS: "You're listening to MSU Basketball"
CUE TO STATION ID: (:10 top of each hour)"Let's pause :10 for our Network stations to identify themselves"

BK # SPOTS	LENGTH/BK TYPE	TIME
GAME OPEN TEASE 1:00		_____
- HEAD COACH TOM IZZO PREGAME SHOW -		
Coach Tom Izzo Pre-Game Show (mention at all break in and out)		
OPEN COACH TOM IZZO PREGAME BILLBOARD-NETWORK ONLY		_____
CLOSE COACH TOM IZZO PREGAME BILLBOARD- NETWORK ONLY		_____
OPEN NETWORK GAME BILLBOARD		_____
- GAME DAY BROADCAST BEGINS -		
followed by:15 MUSIC BED for Local BILLBOARD copy insertion, then music stings out		
Pre-Game Show (mention at all breaks in and out)		
1. NET 1:00		_____
- FIRST HALF BEGINS -		
2. Local 1:10		_____
3. NET 1:00		_____
4. NET 2:00		_____
5. Local 1:10		_____
6. NET 2:00		_____
A. NET FLOATER :30		_____
B. NET FLOATER :30		_____
Take going into halftime:		
7. NET 2:00		_____
<u>END OF 1ST HALF / HALFTIME BEGINS -</u>		
8. Local 2:10		_____
9. NET 2:00		_____
10. NET 2:00		_____

SECOND HALF BEGINS -

- 11. Local 1:10 _____
 - 12. NET 1:00 _____
 - 13. NET 2:00 _____
 - 14. NET 2:00 _____
 - 15. Local 1:10 _____
 - 16. NET 2:00 _____
 - C. NET FLOATER :30 _____
 - D. NET FLOATER :30 _____
 - E. NET FLOATER :30 _____
- To be taken going into postgame coverage:
- 17. Local 2:10 _____

- END OF 2ND HALF / POSTGAME BEGINS -

- 18. NET 2:00 _____
- 19. NET 2:00 _____
- 20. Local 1:10 _____

Once all postgame breaks have aired, FINAL game day comments and thank you will end the broadcast - Followed by:
CLOSE NETWORK GAME BILLBOARD _____
 :15 bed for Local BILLBOARD copy insertion and then;
(Billboard ends with outcue: "a presentation of Spartan Sports Network).

GAME BROADCAST END TIME: _____

NOTE: Any floating breaks which remain unaired at the end of the half, may be combined into one break. The outcue will state how long the break will be. (i.e. "Right after this :90 message")

OVERTIME NOTE: Any remaining breaks that can be taken, may be taken in order in overtime. The network may take additional :30 floating breaks in overtime if necessary. Break 17 will not be taken until the game is over.

SHOW DATE:

MSU NETWORK – MSU MADNESS

CUES & COUNTDOWN: Audio available approx 15 min prior / Voice begins approx 5 min prior to air.
Satellite: Westwood One (XDS Receiver)

**In the event of satellite trouble during countdown or program, immediately call Westwood One TOC at
(914) 908-3220**

All numbered commercial breaks will be taken IN ORDER as listed on the format.

CUE TO NETWORK COMMERCIALS: "On the Spartan Network"

CUE TO LOCAL COMMERCIALS: "You're listening to the Fox Sports presentation of MSU Basketball"

CUE TO STATION ID: "Let's pause :10 for our Network stations to identify themselves"

<u>BREAK # /SPOT</u>	<u>POSITION/LENGTH</u>	<u>TIME SPOTS RAN</u>
TEASE/OPEN BILLBOARD- NETWORK ONLY	- 1:00	_____
1. NET 1:30		_____
2. Local 2:10		_____
3. NET 1:30		_____
4. NET 1:30		_____
5. Local 2:10		_____
6. NET 1:30		_____
7. NET 1:30		_____
8. Local 2:10		_____
9. NET 1:30		_____
10. NET 1:30		_____
11. Local 2:10		_____
12. NET 1:30		_____

FINAL comments and thanks

CLOSE BILLBOARD-NETWORK ONLY - 1:00 _____ **(Billboard ends with outcue: "a presentation of the Spartan Sports Network")**

BROADCAST END TIME: _____

Tom Izzo Show



Hosted by Will Tieman and featuring former Spartan Head Coach and radio analyst Gus Ganakas, the Tom Izzo Show features Head Coach Tom Izzo and special guests, listener call-in and a live audience from Reno's East in East Lansing.

Show Schedule

All Shows Monday, except where indicated

7:00-7:58:50pm

17 to 20 shows total Shows Total

Monday, November 7

Wednesday, November 16

No Show over Thanksgiving

Wednesday, November 30

Monday, December 5

Monday, December 12

Monday, December 19

No show over Christmas

Wednesday, January 4

Monday, January 9 or Wednesday January 11

Monday, January 16 or Wednesday January 18

Monday, January 23 or Wednesday January 25

Monday, January 30 or Wednesday February 1

Monday, February 6 or Wednesday February 8

Monday, February 13 or Wednesday February 15

Monday, February 20 or Wednesday February 22

Monday, February 27 or Wednesday March 1

Monday, March 6 (Green Carpet Special at BB Banquet)

Monday, March 13 (NCAA Preview Special)

(New for the 2016-17 Season)

Tournament Preview Show(s)

***Shows will start at the same time and use the same format as the Tom Izzo show and will air the night before the first game of each weekend.

If the team makes the tournament there will be at least one show.

A trip to the Sweet 16 guarantees a second show and a trip to the Final Four would guarantee a third show.*** (3 shows max)

MSU NETWORK – TOM IZZO SHOW

AIRTIME: 7:00pm - 7:58:50

SATELLITE: Westwood One (XDS Receiver)

CALL-IN: 877-535-1MSU (1678) Nationwide

CUE TO NET COMMERCIALS: "On the Spartan Network"

CUE TO LOCAL COMMERCIALS: " You're listening to the Auto Owner's presentation of "The Tom Izzo Show"

LOCAL BREAK LENGTH: All plus :10

BREAK # /SPOT

TIME SPOTS RAN

TEASE/OPEN BILLBOARD-**NETWORK ONLY** - 1:00 approx

1. NET 2:00

2. Local 2:10

3. NET 2:00

4. NET 2:00

5. Local 2:10

6. NET 2:00

FINAL comments and thank you

Followed by:

CLOSE BILLBOARD-NETWORK ONLY - 1:00 approx

(Billboard ends with outcue: "a presentation of the Spartan Sports Network")

BROADCAST END TIME: _____

Time Out with Tom Izzo



Will Tieman interviews Coach Tom Izzo in this daily series covering Michigan State Men's Basketball. This series follows the season run of Inside the Huddle with Mark Dantonio and runs through the basketball season.

Show Schedule

- Monday, November 28, 2016 through Friday, March 3, 2017
- NO SHOW - December 25, January 1
- 3 minutes in length
- 68 Shows

Distribution

E-mail

Shows will be sent via e-mail after 3:00pm ET the afternoon prior to each morning satellite feed. Each show is sent in a separate e-mail as an mp3 and is labeled as below:

08-29-16 Time Out With Tom Izzo Monday

Download

Download the mp3 of each show at ssnaffiliate.com. Show is named the same as in the email.

Michigan Sports Brief



This daily series covers Michigan State, college football and basketball in the state of Michigan and other sports of interest.

Show Schedule

- Monday, August 29, 2016 through Friday, March 3, 2017
- NO SHOW - December 25 and January 1
- 3 minutes in length
- 133 Shows

Distribution

E-mail

Shows will be sent via e-mail after 3:00pm ET the afternoon prior to each morning satellite feed. Each show is sent in a separate e-mail as an mp3 and is labeled as below:

08-29-16 Michigan Sports Brief Monday

Download

Download the mp3 of each show at ssnaffiliate.com. Show is named the same as in the email.

This Week in College Football and Basketball



Entering its 26th season covering the B1G Conference, this series features a weekly conference preview featuring game breakdowns, team correspondents, coaches, players, highlights, B1G Insider and the B1G Biography.

Show Schedule

- 26 Shows: Friday, September 9, 2016 through Friday, March 3, 2017
 - 13 Football Shows (Sept 9-Dec 2)
 - 13 Basketball Shows (Dec 9-Mar 3)

NOTE: The December 23rd Show is a 2017 B1G Season Preview, The December 30th Show is a 2016 B1G Season in Review

- 28:50 in length
- Can air Friday or Saturday before college games start for the day

Delivery

Westwood One XDS Platform

This Week in College Football/Basketball

Show Code: TWCFB

Thursday

9:00pm - 9:30pm ET

Programs may be scheduled by the calendar method. Authorization is NOT necessary - these are open programs.

Instructions on scheduling programs in the XDS receiver can be located at this link:

<http://myxdsreceiver.cmneng.com/aff/Documentation/XDS%20Pro%20Scheduler%20Primer.pdf>

Locate the programs in the XDS "Program List" tab as follows:

This Week in College Football/Basketball Stations with satellite difficulties during the live feeds should call the Technical Operating Center at 212-456-5000, option 3.

Stations with technical questions about the XDS carrier or receivers, should call Affiliate Technical Services Department, Monday through Friday, 9:00 am to 6:00 pm ET at 212-456-5000, option 4. You can also send an email to the Affiliate Technical services department at: techservices@cumulus.com.

Download

Available at snaaffiliate.com each week by Thursday evening. (show usually posted by 6:00pm ET Thursday). NO PASSWORD IS REQUIRED

FORMAT

THIS WEEK IN COLLEGE FOOTBALL and BASKETBALL SERIES

Show Schedule: 26 Shows – September 9/10, 2016 - March 3/4, 2017

Satellite: Westwood One XDS Receiver

Show Code: TWCFB

Consecutive Thursdays 9:00-9:30pm ET

Download: MP3 at ssnaffiliate.com (**Contact us for Username - no password required**)

2016-17 Weekly Format		
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Show is 28:50

:40 Show open with music and v/o

:20 Network open billboards

Show begins

Network Break #1 :60

Local Break #1 (NO CUE: Immediately follows NETWORK) PI spot inserted by Network :65

Network Break #2 :60

Local Break #2 (NO CUE: Immediately follows NETWORK) PI spot inserted by Network :65

Network Break #3 :30 or
:60

Closing Comments

:20 Network close billboards

Trouble:

Satellite | Westwood One:

For Questions about the XDS Platform: Affiliate Technical Services Dept, Monday through Friday, 9:00am to 6:00pm ET 914-908-3210

During Feeds, please call Technical Ops Center 212-456-5000, option 3 Technical questions about StarGuide III, please call 212-456-5000, option 4

Internet Download Questions: 517-337-1776, ssnproduction@gmail.com

Michigan Sports Hall of Fame 2016 Induction Show



As a broadcast partner of the Michigan Sports Hall of Fame, the Spartan Sports Network presents live coverage of the annual Hall of Fame induction event.

The 60th induction class for 2016 includes:

- Derek Jeter, Kalamazoo Native, New York Yankees
- Mike Modano, Livonia Native, Stanley Cup Champion
- Chris Osgood, Detroit Red Wings, Stanley Cup Champion
- Ben Wallace, Detroit Pistons, NBA Champion
- Brendan Shanahan, Detroit Red Wings, Stanley Cup Champion
- Kathy McGee, Flint Powers Catholic Girl's Basketball Coach, 4-time State Champion
- Bob Mann (Legend), UofM, Detroit Lions
- Tom Gage, Detroit News, National Baseball Hall of Fame
- Pete Hovland, Coach Oakland U Men's and Women's Swimming and Diving – 37 years
- John Long, Romulus Native, U of Detroit, Detroit Pistons

DATE: Friday, September 9, 2016

BROADCAST TIME: 7:00-9:00pm ET

LOCAL AVAILS: 8 minutes (4 per hour)

DISTRIBUTION: Westwood One

MSU Broadcast Stream

SPARTAN SPORTS NETWORK

1111 Michigan Avenue Suite 201

East Lansing, MI 48823

P-517-337-1776 F-517-337-3373

ssnaffiliate.com