

WEEKLY NOTE: 10 FEBRUARY 2014

In an effort to keep everyone on the same page, I'm going to try once each week to send out an e-mail with "Sports Flash" information. Moving forward, I suspect that these weekly notes will become shorter and shorter.

1. Delivery of Files

All files that we send need to be "32000, 32-bit, Mono" unless otherwise indicated on the operations manual. If you're sending STEREO files, then please transition to MONO in the next week.

2. Microphone Placement

Please remain cognizant of microphone placement when recording. Remain consistent in your microphone placement. If you're not consistent, you will hear the difference in audio quality between your opening/closing billboards and the content of the updates. Depending upon the microphone, there is an ideal placement to capture the best audio possible. Find the microphone placement that works best for you and use it consistently. Changing your microphone positioning can create a noticeable difference in the audio from your opening/closing billboards and your content.

3. Processing-Limiting

All "Sports Flash" updates moving forward need to include processing. Jonathan Peterlin has already set up the processing on the Houston computers. The processing settings remain the same for all "Sports Flash" updates. To use the processing is a simple procedure. After you record your "raw" content files, highlight the file and hit "CTRL+F1" and return. This applies the processing to the files. After that, hit "CTRL+F2" to limit the processing to -6dB. The processing will add a much needed "punch" to our audio files. For the sessions that you've already set up, you'll need to go through and add processing to all of the elements of your sessions, i.e. the opening/closing billboards; sponsor guts; and station positioning at the end.

4. Multitrack Shortcuts

In addition to the shortcuts for the processing, we've add another shortcut while you're in the multitrack window. To MIX DOWN your files, all you have to hit is "CTRL+F3" and the files will automatically MIXDOWN as mono files. This is another time-saving measure.

5. DO NOT DRAG & DROP

This is a time-saving measure. Please set up all of your sessions so that when you open the session, the "raw" content files appear there.

6. Please delete files on the server prior to uploading your new files

When you're uploading your reports to the server, please delete the old files that are on the site. At times, the new files will not replace the old files. Please delete the old files prior to uploading the new files.

7. 810 CBS Sports Radio Orlando

This week, we've added WRSO-AM, which is Orlando's CBS Sports Radio affiliate. They're getting morning updates for Tony D and afternoon reports as well. The ops manual sheet has been sent out for that station.

8. For ESPN, CBS Sports Radio, NBC Sports Radio, and Fox Sports Radio affiliates . . . do not mention Yahoo! Sports Radio

This is just a clarification of our policy on the use of "...powered by Yahoo! Sports Radio" in our updates. We do not mention YSR on our affiliates that air programming from our competitors.

9. Yahoo! Sports Radio or Yahoo! Sports

There is a difference on when we should use "...powered by Yahoo! Sports Radio" and "powered by Yahoo! Sports" in our updates. When a station has the word "radio" in its branding, we drop the "radio" from our branding. The reason for this is that it sound awkward to repeat "radio" in the span of mere seconds in the updates. For example: Quicken Loans presents "The Sports Flash" powered by Yahoo! Sports Radio on Rock Radio 96.3." In that instance, drop Radio from our branding.

That's it for now. More to come. Keep up the good work, but challenge yourself to get better each day.

Mike

WEEKLY NOTES: 17 FEBRUARY

1. NASCAR – Ladies & Gentleman, start your engines!

NASCAR is a BIG deal for many of our affiliates, and it begins this week. The Daytona 500 ranks with the Indy 500, World Series, Super Bowl, Final Four, and NBA Finals in terms of coverage for our updates. The Great American Race is one of those iconic events that we must include in ALL of our updates.

For many of our affiliates, especially our Southern affiliates, we need to cover NASCAR throughout the season, starting this week and ending with the season-finale at Homestead-Miami Speedway. For this week, that means the following: qualifying for the race; Thursday's qualifying races, the Budweiser Duels; and, of course, Sunday's race. After this week, for our southern affiliates, we need coverage of each week's race. If you include a NASCAR-related story in each update, there will be NO complaints from our affiliates.

Many times, I'll use the upcoming NASCAR race, as a "throwaway" time-filler line at the end of an update when I need a few extra seconds. For example, I'm at 35-36 seconds in my update, I'll close out the update with: "NASCAR's Sprint Cup Series, this Sunday at Chicagoland." Our coverage can include the Sprint Cup Series; Nationwide Series; and the Camping World Truck Series.

POSSIBLE SPRINT CUP COVERAGE – WEEKLY CHART

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
RESULTS	PENALTIES	PENALTIES	SC PREVIEW	QUALIFYING	SC QUALIFY	NW RESULTS
STANDINGS	TEAM NEWS			NW SERIES	NW SERIES	SC PREVIEW

Please use your best judgment when including NASCAR-related information in the reports. During the upcoming conference and NCAA tournaments, our NASCAR

coverage will be less prominent, but it will be there, nonetheless. During the slow summer months, our coverage will pick up significantly.

Of course, you can find plenty of NASCAR information at www.nascar.com. Another terrific resource for NASCAR information is www.jayski.com, which is an ESPN-owned site and the sport's version of www.profootballtalk.com.

NASCAR Regions: Alabama; California; Florida; Georgia; Indiana; Louisiana; Kansas; Kentucky; Mississippi; North Carolina; Ohio; South Carolina; Tennessee; Texas; Oklahoma; West Virginia

Stations that do not require NASCAR coverage with the exception of the Daytona 500: 101 ESPN in St. Louis; 640 Sports in Miami; and our New York stations.

If you have any questions about whether your station/region needs coverage, please let me know.

2. Game Times

Let's eliminate game times from our updates. It is superfluous copy, and you can use that time to deliver another tidbit of information. Please use generic "time" references in your updates like: this afternoon; tonight; tomorrow afternoon, etc. As you know, the game time could change, like Saturday's Syracuse-NC State game that was moved from 3 PM until 7 PM, because NC State had travel issues getting to NY.

3. LATE NIGHT, not OVERNIGHT

Anchoring and producing the updates is not intended to be an overnight job. If you're doing the proper prep work, using the shortcuts, and remaining focused, it is possible to be done around 1 AM – 2 AM each weekday morning. This is possible, because I've done it. Granted, it does take time for you to increase your proficiency in anchoring, producing the updates, but try to challenge yourself each night to get quicker at putting the updates to bed.

If you're fine with being up all night doing the reports, then I'm fine with it. It is, however, important to know that you don't necessarily need to be up all night anchoring the reports. Keep in mind, your current workload is most likely to increase in the coming months.

4. CHALLENGE & COMFORT

As we continue to grow, we will be adding more and more affiliates. That means your affiliate roster is likely to increase. Please continue to challenge yourself to get better, but understand that I'm going to push all of you to grow and that means pushing you beyond your comfort zone.

5. Congratulations! - Barrett & Peterlin

A hearty congratulations to Brian Barrett and Jonathon Peterlin on the successful debut of their show on Sunday morning. It sounded great and no punches were thrown, much to my chagrin.

Anyway, if you have any questions, just let me know.

Thanks!

WEEKLY NOTES: 23 FEBRUARY 2014

I hope all is well.

First off, I want to thank all of you for your hard work. I heard NASCAR coverage that week, and that makes me and our affiliates very happy. Good job!

A few notes this week:

New Stations: ESPN Upstate & ESPN Ithaca

This week, we added ESPN Upstate in Greenville, South Carolina. WSPG was the ESPN affiliate in the market, but their tower was toppled in one of the ice storms, so they're off-air until further notice. It's good for us, since our updates are now being heard on a AM-simulcast in the market and a highly-rated FM talk station.

ESPN Ithaca has been an affiliate for a few weeks now, but this will be the first week that the guys in Houston will anchor the updates for the afternoon.

ESPN Charlotte

This is not a new affiliate, but we have made a change to the reports that we deliver. For this station, we're now producing 45-second updates. The change was made to accommodate their logs and automation. Unless you're anchoring this station, this is just a FYI.

Pronunciations: When in doubt, check it out

This is one of my biggest weaknesses. There are certain words, names, and team names that will trip us up from time-to-time. In some instances, it is a locally unique pronunciation that causes trouble. In North Carolina, Charlotte is pronounced CHAR-lett. While in Michigan, it is pronounced char-LOTTE. For the University of South Dakota, they're teams are known as the KYE-oats while in Phoenix the hockey team is known as the kuy-oh-tees.

Team game notes and media guides are a good source for pronunciations. For me, I need to hear the name to get the correct pronunciation. In those instances, I use a couple of resources, including: www.thenameengine.com. This web site includes pronunciations for many of the difficult names of players in all major professional sports.

Sometimes, when it is difficult to find a pronunciation, I will "GOOGLE" the name and try to find a YouTube video that may include the player's name. Typically, I'll try to find a reputable source on YouTube for the pronunciation like ESPN, Fox Sports, or regional/local television network.

At times, we'll come across an odd spelling of a school, and I'm unable to find online. This is especially true of high school and lower-level college teams. In those instances, I will "GOOGLE" the name of the school, find the main number to the school and call it. I listen to the outgoing message to get a feel for how the school name is pronounced. The thought is that the person who is leaving the outgoing voicemail message should be able to pronounce the name of the schools.

That's all for now.

Keep up the great work!

Mike

WEEKLY NOTES: 9 MARCH 2014

I missed last week, but it's back: WEEKLY NOTES.

"The Sports Flash" powered by Yahoo! Sports Radio delivers BIG numbers

The audience size of our updates has increased to 113,400 AQH for a 0.1 rating. The updates now reach 63.3% of the country. As our audience grows, we can begin to charge more for our commercials, making us more competitive and moving the business forward. Our goal is a 0.2, and we're getting there. This will be a significant accomplishment, and we're likely to get there by the middle of the year. "The Sports Flash" delivers significant ratings and revenue for YSR. That means your work each day is making a key contribution to our business.

YSR launches in St. Louis on Monday

With the 24/7 format launching in St. Louis on Monday, I will need to take over the anchoring of those updates. Why? Everyone else will be heard on the market either doing updates or hosting shows. This is a good problem to have for all of us.

New Affiliates

We're adding a number of new "Sports Flash" affiliates in the coming weeks, including:

- WGJK-AM, Rome, GA (99.5 The Jock)
- WTKE-FM, Ft. Walton Beach, FL (The Ticket Sports Network)
- WTKP-FM, Panama City, FL (The Ticket Sports Network)
- WTKE-AM, Destin, FL (The Ticket Sports Network)
- WLQH-AM, Chiefland (True Oldies 940)
- WZCC-AM, Cross City, FL (True Oldies 1240)

As these stations launch in the coming weeks, I will send out operations manuals to the appropriate anchors. Yes, I'm looking at you Tony. :-)

Issues With Audio Quality

We've received a few complaints this week about the audio quality of the files that the stations have received. I will address these issues with each of you individually. Yet, in general, please remain cognizant of the placement of your microphone and the board settings when recording the updates. The quality of the audio must remain consistent each day. This is easier for those of us with our own personal studios and more difficult for those of you in Houston. Please find your microphone and board settings that work best for you and keep them consistent.

Overall, things are going well. Keep up the good work!

If you have any questions, just let me know.

Mike

WEEKLY NOTES: 16 MARCH 2014

1. March Madness

It's the most wonderful time of the year! Obviously, starting tonight, there will be plenty of coverage of the NCAA Tournament in our updates. For each region, please make sure that ALL of the NCAA tournament teams are getting coverage. Don't forget the mid-major teams in the tournament. For example, in Michigan, there's Michigan, Michigan State, AND Western Michigan from the MAC. In Kentucky, we're looking at Kentucky, Louisville, AND Eastern Kentucky. In South Carolina, Wofford is in the tourney, but Clemson could make the field as an at-large team, but may not, so then you're covering the Tigers in the NIT or worse. Jonathan, don't forget our favorite Cal-Poly Mustangs, who make the tourney at 13-19.

In addition, don't forget the Not In Tournament (NIT) and other garbage postseason tournaments. It's not a story nationally, but locally for your teams, it is news that the stations will want.

Also, there's the NCAA D2 & D3 tournaments that may have local teams participating. In addition, don't forget the NCAA women's tournament.

If you have any questions or need help in identifying those teams, just let me know.

2. Spring Training Baseball

The Grapefruit & Cactus League seasons are in full swing. Don't forget to mention scores and any news related to the MLB teams that are in your regions.

3. NFL Free Agency

This is busy time of year for the NFL with players, moving to different team. Please keep an eye out for possible news involving players and teams of local interest. For example, in St. Louis this week, a big story was Rodger Saffold signing with Oakland only to have his contract voided when he failed his physical.

4. Dog Days of Summer

Brian Barreft posed a good question in regards to our reports when local sports wind down for the summer months in many of these markets. What then? The absolute worst time of the year for "Sports Flash" is immediately before and after the MLB All-Star Game, because there is pretty much nothing going on. During these "dog days" of summer, we do loosen our content guidelines significantly, so we're much more liberal with our content, i.e. stories that are barley local/regional in nature. I'll go more in-depth with that as we get closer to that time of year.

5. Afternoon Reports

A few stations have had an issue with our afternoon reports. Please keep in mind that the afternoon reports should be "forward looking" for that evening or the week. The afternoon reports should never include a recap of any game from the previous evening. Previous games can be used in "forward looking" reports to set the context of the upcoming game. For example: Clemson is off until Thursday, when the Tigers play host to Pitt. Clemson has won six of their last seven after last night's loss to Duke. That's acceptable as a "look back" for context when you're doing "forward looking" afternoon updates. Otherwise, game recaps and scores from the previous day are not acceptable.

Also, for our uber-local stations, like Rochester, if there's nothing going on that night. It's fine to preview what's coming up later that week with other teams. As an example, on a Monday afternoon, no local team is playing that night, but they will play Wednesday. It's fine to preview the upcoming week for the team. In fact, a station like Rochester would prefer that kind of story as opposed something from an out-of-town professional team.

Each week, I get another note about how you guys are doing great work for our affiliates. Keep it up!

Mike Sinnott

WEEKLY NOTES: 23 MARCH 2014

March Madness

In addition to the wonderful NCAA tournament, don't forget that our listeners want to hear about their local teams participating in all of the other postseason tournaments, including the NIT, etc. The women's tournament is also a big deal in certain markets, such as UConn and Tennessee. The NCAA Division 2 men's basketball tournament is in the QTRs and two teams are in our coverage area, including: West Liberty State (WV) and USC-Aiken (SC). Also, Wisconsin-Whitewater won the NCAA Division III national championship over David Gow's alma mater, Williams. Please mention that in the Wisconsin reports.

Spring Training/College Baseball

Please report MLB spring training scores for the morning reports. If you don't have a score to report, then mention who they're going to play that day. Also, in many markets college baseball is huge, so please keep on top of that. This is especially true in SEC markets. College baseball is huge in that part of the country. If you have any questions about that, just let me know.

Beer Commercials

Please remember not to air beer commercials on the restricted list. Those stations are of a format that is not conducive to alcohol drinking, especially the religious stations in the south.

New Stations

WBRG-FM in Lynchburg/Charlottesville is joining our affiliate list on Monday. At first, I will anchor those updates as I expect a bumpy launch for that station. Eventually, I'll hand that off to Alex. Also, Tony will launch the updates on a brand new station, 99.5 The Jock in Rome, Georgia. Starting Monday, all Rome/Atlanta stations will include "powered by 99.5 The Jock" during their "Sports Flash" updates. That includes WRGA-AM, The Rebel, and South 107. That includes you guys who do the reports on the weekends as well.

Next week, we'll launch on the Ticket Sports Network that covers a large portion of the Florida Panhandle. I will handle that launch with the goal of turning it over to Tony.

If you have any questions, just let me know.

Keep up the good work!

Mike

WEEKLY NOTES: 13 APRIL 2014

Tony Desiere launches a new show

Congratulations to Tony D! Tony begins his new overnight show on YSR this week. Tony had been hosting 9-12 PM, the slot now occupied by the show from the Venetian in Vegas.

"Sports Flash" adds 11 new affiliates

At this time, we're deliver "Sports Flash" updates to 285 affiliates. FYI, unless something changes, we're dropping ESPN Ithaca as an affiliate in mid-to-late May. I've never dropped an affiliate in the 12 years of the network, but they were a bit of a difficult client and the situation had become untenable for us in regards to getting the reports right.

Anyway, here are the new "Sports Flash" stations:

WBHP-AM (1580) - Champaign, Illinois
KSCI-FM (95.3) - Red Oak, IA
KOAK-AM (1080) - Red Oak, IA
WQLC-FM (102.1) - Lake City, FL
WOCY-FM (106.5) - Carrabella, FL
WFDZ-FM (93.5) - Perry, FL
KYLS-FM (95.9) - Ironton, MO
KLYS-AM (1450) - Fredericktown, MO
KPWB-FM (104.9) - Piedmont, MO
KPWB-AM (1140) - Piedmont, MO
KDKN-FM (106.7) - Ellington, MO

I will send out operations manuals for these in the coming weeks to the appropriate anchors.

Time Off – Peterlin & Sinnott

Jonathan Peterlin will be taking a few days off from "Sports Flash" anchoring. The dates are April 30 & May 1. That's a Wednesday & Thursday. Tony & Alex, let's discuss how to divide his station list. I may be able to help.

Yet, I will be traveling to Arizona from May 2-May 9 for a wedding and meetings with our partner Skyview in Scottsdale. I'm not anchoring nearly as many stations as I used to, so I'll pass those along to the appropriate anchors prior to my leaving town. If you have any questions, just let me know.

Pronunciations

Please know that I cannot find fault with you if you fail to know how to pronounce the names of every single member of the Cornell women's lacrosse team. Yet, our pronunciation issues are a concern. There are too many mistakes with the pronunciation, especially with our hyper-local updates.

Here's a simple guideline: When in doubt, check it out or leave it out. Unless you're absolutely certain of a pronunciation, do not assume that is pronounced as it looks. Question every pronunciation that you come across until you've confirmed from two sources the correct pronunciation. There are plenty of resources to check name pronunciations, including:

1. www.TheNameEngine.com (This is a great resource for the major professional sports. They also have a section of pronunciations for minor-league baseball teams, especially AAA teams.)

2. Google the name of the school, player and find YouTube videos in which the name is used
3. Game Notes & Media Guides for the teams

Again, the safer path is to leave the questionable pronunciation out whenever there is a doubt.

Overall, I'm very pleased with our work, and so are the affiliates. I've received a number of compliments from our affiliate stations. I'm going to compile those and send them out in the next week or so. Please keep it up as we move forward.

If you have any questions, just let me know.

Mike