

WINTER 2021-22 BROADCAST GUIDELINES



SECSPORTS.COM



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MEN'S BASKETBALL TIMEOUT FORMAT

ESPN, ESPN2, ESPNU

TV COORDINATOR WILL TIME ALL COMMERCIAL BREAKS & SIGNAL THE RESTART OF PLAY

FIRST HALF

Four Media Timeouts

1. First dead ball at or under 16:00 [Duration 3:00 – 1st horn at 2:45 | 2nd horn at 3:00]
2. First dead ball at or under 12:00 [Duration 3:00 – 1st horn at 2:45 | 2nd horn at 3:00]
3. First dead ball at or under 8:00 [Duration 3:00 – 1st horn at 2:45 | 2nd horn at 3:00]
4. First dead ball at or under 4:00 [Duration 3:00 – 1st horn at 2:45 | 2nd horn at 3:00]

SECOND HALF

Five Media Timeouts

1. First team-called 30-second timeout becomes a full media timeout [Duration 3:00 – 1st horn at 2:45 | 2nd horn at 3:00]
2. First dead ball at or under 16:00 [Duration 3:00 – 1st horn at 2:45 | 2nd horn at 3:00]
3. First dead ball at or under 12:00 [Duration 3:00 – 1st horn at 2:45 | 2nd horn at 3:00]
4. First dead ball at or under 8:00 [Duration 3:00 – 1st horn at 2:45 | 2nd horn at 3:00]
5. First dead ball at or under 4:00 [Duration 3:00 – 1st horn at 2:45 | 2nd horn at 3:00]

TEAM TIMEOUTS

- A team timeout called within 30 seconds of a media timeout (16:30, 12:30, 8:30, 4:30) will become the media timeout. (NCAA Rule 5-14.10.e)
- Each team is entitled to three (3) 30-second timeouts and one (1) 60-second timeout. A maximum of two (2) 30-second timeouts may be carried over to the second half.
- 30-second timeout (1st horn at :15 | 2nd horn at :30)
- 60-second timeout (1st horn at :45 | 2nd horn at :60)

HALFTIME

- The TOC shall instruct the timer to start the 15-minute halftime clock 30 seconds after the buzzer sounds to end the first half.
 - The TOC shall notify the producer when the halftime clock has been started. The TOC shall NOT wait for the producer to start the halftime clock; rather the TOC shall automatically start it 30 seconds after the buzzer sounds.

OVERTIME GAMES

- If a game goes into overtime, there will be a *one-minute* intermission before each extra period.
- In addition, the first team timeout will become a "full media timeout." If, in overtime, there are no timeouts taken by a team, then there will NOT be a media timeout.
- Each team will carry any unused team timeouts into the overtime and will also be awarded one additional 30-second timeout during each extra period.

TV SLIDE

- If a game requires a slide, the network will notify the game manager prior to 60-minutes on pregame countdown clock. Then the clock will hold at 60-minutes then restart at the updated time.



MEN'S BASKETBALL TIMEOUT FORMAT SEC NETWORK, SEC NETWORK+

TV COORDINATOR WILL TIME ALL COMMERCIAL BREAKS & SIGNAL THE RESTART OF PLAY

FIRST HALF

Four Media Timeouts [Duration 2:15 – 1st horn at 2:00 | 2nd horn at 2:15]

1. First dead ball at or under 16:00
2. First dead ball at or under 12:00
3. First dead ball at or under 8:00
4. First dead ball at or under 4:00

SECOND HALF

Five Media Timeouts [Duration 2:15 – 1st horn at 2:00 | 2nd horn at 2:15]

1. First team-called 30-second timeout becomes a full media timeout
2. First dead ball at or under 16:00
3. First dead ball at or under 12:00
4. First dead ball at or under 8:00
5. First dead ball at or under 4:00

TEAM TIMEOUTS

- A team timeout called within 30 seconds of a media timeout (16:30, 12:30, 8:30, 4:30) will become the media timeout. (NCAA Rule 5-14.10.e)
- Each team is entitled to three (3) 30-second timeouts and one (1) 60-second timeout. A maximum of two (2) 30-second timeouts may be carried over to the second half.
- 30-second timeout (1st horn at :15 | 2nd horn at :30)
- 60-second timeout (1st horn at :45 | 2nd horn at :60)

HALFTIME

- The TOC shall instruct the timer to start the 15-minute halftime clock 30 seconds after the buzzer sounds to end the first half.
 - The TOC shall notify the producer when the halftime clock has been started. The TOC shall NOT wait for the producer to start the halftime clock; rather the TOC shall automatically start it 30 seconds after the buzzer sounds.

OVERTIME GAMES

- If a game goes into overtime, there will be a *one-minute* intermission before each extra period.
- In addition, the first team timeout will become a "full media timeout." If, in overtime, there are no timeouts taken by a team, then there will NOT be a media timeout.
- Each team will carry any unused team timeouts into the overtime and will also be awarded one additional 30-second timeout during each extra period.

TV SLIDE

- If a game requires a slide, the network will notify the game manager prior to 60-minutes on pregame countdown clock. Then the clock will hold at 60-minutes then restart at the updated time.



MEN'S BASKETBALL TIMEOUT FORMAT

CBS

TV COORDINATOR WILL TIME ALL COMMERCIAL BREAKS & SIGNAL THE RESTART OF PLAY

FIRST HALF

Four Media Timeouts

1. First dead ball at or under 16:00 [Duration 2:15 – 1st horn at 2:00 | 2nd horn at 2:15]
2. First dead ball at or under 12:00 [Duration 2:15 – 1st horn at 2:00 | 2nd horn at 2:15]
3. First dead ball at or under 8:00 [Duration 2:15 – 1st horn at 2:00 | 2nd horn at 2:15]
4. First dead ball at or under 4:00 [Duration 2:45 – 1st horn at 2:30 | 2nd horn at 2:45]

SECOND HALF

Five Media Timeouts

1. First team-called 30-second timeout becomes a full media timeout [Duration 2:15 – 1st horn at 2:00 | 2nd horn at 2:15]
1. First dead ball at or under 16:00 [Duration 2:15 – 1st horn at 2:00 | 2nd horn at 2:15]
2. First dead ball at or under 12:00 [Duration 2:15 – 1st horn at 2:00 | 2nd horn at 2:15]
3. First dead ball at or under 8:00 [Duration 2:15 – 1st horn at 2:00 | 2nd horn at 2:15]
4. First dead ball at or under 4:00 [Duration 2:45 – 1st horn at 2:30 | 2nd horn at 2:45]

TEAM TIMEOUTS

- A team timeout called within 30 seconds of a media timeout (16:30, 12:30, 8:30, 4:30) will become the media timeout. (NCAA Rule 5-14.10.e)
- Each team is entitled to three (3) 30-second timeouts and one (1) 60-second timeout. A maximum of two (2) 30-second timeouts may be carried over to the second half.
- 30-second timeout (1st horn at :15 | 2nd horn at :30)
- 60-second timeout (1st horn at :45 | 2nd horn at :60)

HALFTIME

- The TOC shall instruct the timer to start the 15-minute halftime clock 30 seconds after the buzzer sounds to end the first half.
 - The TOC shall notify the producer when the halftime clock has been started. The TOC shall NOT wait for the producer to start the halftime clock; rather the TOC shall automatically start it 30 seconds after the buzzer sounds.

OVERTIME GAMES

- If a game goes into overtime, there will be a *one-minute* intermission before each extra period.
- In addition, the first team timeout will become a "full media timeout." If, in overtime, there are no timeouts taken by a team, then there will NOT be a media timeout.
- Each team will carry any unused team timeouts into the overtime and will also be awarded one additional 30-second timeout during each extra period.

TV SLIDE

- If a game requires a slide, the network will notify the game manager prior to 60-minutes on pregame countdown clock. Then the clock will hold at 60-minutes then restart at the updated time.



WOMEN'S BASKETBALL TIMEOUT FORMAT

ESPN, ESPN2, ESPNU, SEC NETWORK, SEC NETWORK+

TV COORDINATOR WILL TIME ALL COMMERCIAL BREAKS & SIGNAL THE RESTART OF PLAY

TIMEOUTS GRANTED AND CHARGED – MEDIA TIMEOUT FORMAT

(Rule 5-14.10) Each team is entitled to three (3) 30-second timeouts and one (1) 60-second timeout per regulation game. All timeouts may be carried over to the second half. There is one electronic-media timeout each period. The break between the first and second, as well as between the third and fourth periods, will be an electronic-media timeout. The first team-called timeout in the second half will become an electronic-media timeout.

FIRST HALF

FIRST QUARTER

One Media Timeout [Duration 2:45 – 1st horn at 2:30 | 2nd horn at 2:45]

First dead ball at or below the 5-minute mark OR at the first team-called timeout above the 5-minute mark.

BETWEEN FIRST AND SECOND QUARTER

Intermission Break [Duration 2:45 – 1st horn at 2:30 | 2nd horn at 2:45]

SECOND QUARTER

One Media Timeout [Duration 2:45 – 1st horn at 2:30 | 2nd horn at 2:45]

First dead ball at or below the 5-minute mark OR at the first team-called timeout above the 5-minute mark.

HALFTIME - Duration 15 minutes

SECOND HALF

FIRST TEAM-CALLED TIMEOUT IN SECOND HALF

One Media Timeout [Duration 2:45 – 1st horn at 2:30 | 2nd horn at 2:45]

THIRD QUARTER

One Media Timeout [Duration 2:45 – 1st horn at 2:30 | 2nd horn at 2:45]

First dead ball at or below the 5-minute mark OR at the first team-called timeout above the 5-minute mark.

BETWEEN THIRD AND FOURTH QUARTER

Intermission Break [Duration 2:45 – 1st horn at 2:30 | 2nd horn at 2:45]

FOURTH QUARTER

One Media Timeout [Duration 2:45 – 1st horn at 2:30 | 2nd horn at 2:45]

First dead ball at or below the 5-minute mark OR at the first team-called timeout above the 5-minute mark.

OVERTIME GAMES

- If a game goes into overtime, there will be a *one-minute* intermission before each extra period.
- In addition, the first team timeout will become a "full media timeout." If, in overtime, there are no timeouts taken by a team, then there will NOT be a media timeout.
- Each team will carry any unused team timeouts into the overtime and will also be awarded one additional 30-second timeout during each extra period.

TV SLIDE

- If a game requires a slide, the network will notify the game manager prior to 60-minutes on pregame countdown clock. Then the clock will hold at 60-minutes then restart at the updated time.



GYMNASTICS TELEVISION TIMEOUT FORMAT/TIMING PROTOCOLS ESPN, ESPN2, ESPNU, SEC NETWORK, SEC NETWORK+

COMMERCIAL FORMAT & START OF THE MEET

The plan is to produce these meets in a 90:00 window. No commercial breaks will be taken during a rotation.

- Break 1 – 2:00 (After 1st rotation)
- Break 2 – 1:30 (Mid-Touch Warm Up)
- Break 3 – 2:00 (After 2nd rotation)
- Break 4 – 1:30 (Mid-touch Warm Up)
- Break 5 – 2:00 (After 3rd rotation)
- Break 6 – 1:30 (Mid-touch Warm Up)
- Break 7 - End of the Meet

All meets start at :01/:35 for all televised meets. Meets televised at 7:00 p.m. ET will start at 7:01. Meets televised at 8:30 p.m. ET will start at 8:35.

TIMING PROTOCOLS

Dismount to Mount – Currently there is an average of :15 seconds from the time an athlete dismounts an apparatus to the time the next athlete mounts on the opposite apparatus in a dual meet. We will need an additional: 05 seconds (:20 seconds total) to be added in order to allow us to show reaction to the routine, replays, graphics, etc. Each institution must provide two volunteers to serve in the capacity of “red hat” to signal the judges’ flag.

TOUCH PERIOD

There is a 2:00 rotation period and 4:00 touch warm-up period after each rotation for the athletes to prepare for their next apparatus. We must adhere to the 4:00 warm-up period in order to keep the meet on time.

EXHIBITIONS

No exhibitions will be allowed during live televised meets. Exhibitions can take place during tape-delayed meets.

COACH INTERVIEWS

Coach interviews will take place at least one time during the meet in a touch warm-up period. The ideal time is after each team completes the vault rotation. These will be facilitated by a reporter and the producer will work with your Communications contact to determine the time that works best for each head coach.



INSTITUTIONAL PSA GUIDELINES – CBS

The following are delivery instructions and deadline information regarding in-game promotional materials and institutional messages for 2021 COLLEGE FOOTBALL & 2021 – 2022 NCAA BASKETBALL season. PLEASE NOTE: Unless otherwise noted, the same message will run during the 2021-2022 BASKETBALL season, as well.

DELIVERY:

Please send all institutional spots **(HD ONLY)**: Delivery methods are:

ELECTRONIC DELIVERY (preferred) to CBS TELEVISION NETWORK not CBS SPORTS NETWORK (our cable side):

1. via electronic delivery to the following:
Extreme Reach, Yangaroo (DMDS), Javelin, Comcast AND On The Spot Media

TAPE DELIVERY:

2. 1 copy for each spot on HDCAM SR 1080i (preferred) Or HD CAM
****tapes submitted on 720p or non-drop frame **WILL NOT** be acceptable for air****

Charlie Carapezza (212) 975-5028
CBS TV NETWORK
(561 W 56TH Street)
Attn: BOC LIBRARY (1E2-5)
New York, New York 10019

-Please note, for tapes, we only accept Institutionals in HD. You must supply 1 copy that is on HD Cam SR or HD Cam format. Our machines only play back 1080i with a 59.94 field rate ratio. Spots must be 4x3 safe. Each school promotional message/conference message must be: 30 and isolated on separate reels. We will not accept multi-reel spots. PLEASE NOTE: NO TWO (2) MESSAGES SHOULD BE SENT ON THE SAME REEL.

Each message should contain a unique character code (ISCI) ON THE BOX LABEL AND SLATE 8 – 12 characters long that can be a combination of the school name & year. Please remember that this code cannot exceed the **maximum of 12 characters** as the system will not be able to process it. Some school's name will have to be abbreviated. For your convenience, any questions on coding can be directed to: Ad-ID Customer Service; (704) 501-4410; cs@ad-id.org.

Sample codes for School / Conference Message

UNIVCBS17	:30 sec length
CBSSTATE2017	:30 sec length
CBSSTUNIV17	:30 sec length

****It is important that the isci code is on the front of each box label as well as on the slate****

APPROVALS:

All spots must be approved by our Program Practices department before airing. Please email me all screeners/links or slated versions at the same time as delivery (link must include the isci code on a slate leading into video. Please include your name, contact information, ISCI code and date that each spot is assigned to air (I know this may be approximate). I need this sent to me to pass on for approval.

All messages must include the following graphic: "FURNISHED BY (NAME OF SCHOOL)" as to distinguish it from a commercial. We can not air your school message unless this graphic appears on the message.

All messages are to be delivered no later than Friday, 9/11/2022. This is to ensure schools do not miss the opportunity to get their PSA on air. Once again, unless otherwise noted the same message will run during the 2021 – 2022 BASKETBALL season, as well.

-Please keep in mind that we do not keep school messages/conference messages that aired in previous year's season, so you must submit a message for it to make air. If you have any questions please feel free to call me directly at (212) 975-4535.

Shoshana Salmon | Shoshana.salmon@cbs.com | (212) 975-4535



INSTITUTIONAL PSA GUIDELINES – ESPN, ESPN2, ESPNU, SEC Network

AD-ID SYSTEM

Agencies are required to utilize the Ad-ID (formerly ISCI code) numbering system for all commercials. To obtain a prefix (assigned exclusively to each advertiser), please contact the Ad-ID as follows:

Ad-ID

Phone: (704) 501-4410

Email: cs@ad-id.org

11020 David Taylor Drive, Suite 305

Charlotte, NC 28262

COMMERCIAL CLEARANCE

- All commercial material(s) (e.g. advertisements, billboards, feature materials, etc.) must be submitted in advance for approval and
 - are subject to ESPN's Advertising Standards and Guidelines.
- All clearance materials should be sent in advance to CommercialClearance@espn.com for network approval.
- **A minimum of two weeks lead time is required.** Script, storyboard, and/or Beta SP or DVD viewing material is required for review.
 - On occasion, one or more elements may be required for approval (e.g. script and rough-cut).
- Submission of a commercial shall constitute the agency/client warranty to ESPN that all elements have been cleared for air (and Internet Distribution, if via espn.com and/or WatchESPN, Mobile ESPN or other internet or broadband properties) with respect to intellectual property rights: this includes, but not limited to, rights or privacy and master, mechanical, performance and synchronization rights for music.

COMMERCIAL DELIVERY SPECIFICATIONS FOR TELECAST

- Any content which does not meet these specifications may be refused for air or have the levels altered to meet these
 - specifications at ESPN's discretion
- ESPN reserves the right to refuse to broadcast or otherwise utilize television recordings that, in its opinion,
 - are technically unsatisfactory.
- On-Air materials must be in house (Bristol, CT) no later than **five (5) business days prior to the airdate**.
- On-Air materials for ABC telecasts must be sent to ABC (New York, NY) directly.
- ESPN accepts Closed Captioned commercial content. All Infomercials **MUST** be Closed Captioned.
- ESPN does **NOT** accept commercial content with embedded or encoded triggers.
- ESPN will utilize one commercial tape for a buy across all Standard Definition networks. There is no need to submit the
 - same commercial tape for each of these networks.
- ESPN will **NOT** guarantee replacement of a commercial if it is assigned the same Ad-ID as the original version.
 - **Unique codes must be created for all separate material submitted for telecast.**

COMMERCIAL PURGE POLICY

- Commercial material will be held for **sixty** days from the last airdate, after which time it will be removed from the system. The same
 - commercial purge policy applies to material that does not air within **sixty** days of receipt.
- ESPN cannot hold indefinitely, duplicate or return commercial materials submitted for telecast.
- If commercial material may not air after a specific date, it is agency or advertiser's responsibility to notify ESPN and request that such
 - material be purged from the system effective as of that date.
- If commercial material should not air and the agency or advertiser has not provided purge notification to ESPN, any changes that ESPN may
 - incur as a result will be passed on to the agency or advertiser.



ESPN+/Digital Platforms Commercial Delivery

- If EDI has not been sent to agency, the following process applies:
 - If creative is already in house in Bristol, the ISCI code information needs to be sent to Nikki Erakovich (NIKKI.ERAKOVICH@disney.com) and Amy Dixon (Amy.K.Dixon@disney.com).
 - Commercials will be digitized and sent from Bristol to Seattle. Two day lead time required.
- If creative is NOT already in house in Bristol, TV Ad Operations will request that a digitized version (QuickTime or Windows Media file) be sent direct to Seattle.
 - If material cannot be sent directly to Seattle, it should be sent to Bristol via standard media delivery channels.
 - The ISCI code information needs to be sent to the ISCI code information needs to be sent to Nikki Erakovich (NIKKI.ERAKOVICH@disney.com) and Amy Dixon (Amy.K.Dixon@disney.com).
 - Commercials will be digitized and sent from Bristol to Seattle. Two day lead time required.

COMMERCIAL DELIVERY SPECIFICATIONS FOR TELECAST

- Any content which does not meet these specifications may be refused for air or have the levels altered to meet these specifications at ESPN's discretion.
- ESPN reserves the right to refuse to broadcast or otherwise utilize television recordings that, in its opinion, are technically unsatisfactory
- On-Air materials must be in house (Bristol, CT) no later than **five (5) business days prior to the airdate**.
- On-Air materials for ABC telecasts must be sent to ABC (New York, NY) directly.
- ESPN accepts Closed Captioned commercial content. All Infomercials **MUST** be Closed Captioned.
- ESPN does NOT accept commercial content with embedded or encoded triggers.
- ESPN will utilize one commercial for a buy across all SD and HD. There is no need to submit the same commercial for each of these networks.
- ESPN will NOT guarantee replacement of a commercial if it is assigned the same Ad-ID as the original version. Unique codes must be created for all separate material submitted for telecast.
- ESPN cannot hold indefinitely, duplicate or return commercial materials submitted for telecast. Commercials will be held for sixty days from the last airdate, after which time they will be removed from the computerized inventory system and destroyed. The same purge policy applies to commercials that do not air within sixty days of receipt.
- All clearance materials should be sent in advance to CommercialClearance@espn.com for network approval.

STANDARD DEFINITION

- § Accepted Digital Ad Delivery vendor required.*
- § 29.97 frame rate.
- § ESPN will utilize one commercial spot for a buy across all Standard Definition networks. There is no need to submit the same commercial spot

for each of these networks.

- § Full Stereo mix on audio channels 1 & 2.

HIGH DEFINITION

- Accepted Digital Ad Delivery vendor required.*
- 720p; 59.94 frame rate.
- Full Stereo mix on audio channels 1 & 2. ESPN does not broadcast commercial inventory on 5.1 Dolby Surround.
- The HD Ad-ID must have an "H" at the end to signify HD material.
- Only one piece of creative (either SD or HD) will be accepted for air on all available networks and will air simultaneously on the HD and SD services. Commercials airing on any SD only network (Classic, etc.) may submit a center-cut protected HD or an SD version.
 - HD material (i.e. in full 16 x 9 format) and will be simulcast in letter-box format (i.e. in 4 x 3 format) on the SD broadcast.
 - ESPN Classic is currently SD only. HD material is accepted on this network and will be down-converted as center-cut for the SD broadcast.



Digital Ad Vendor Contact Info:

- Extreme Reach: support@extremereach.com or (800) 324-5672
- Javelin/Hula: support@javelindelivers.com or 877-851-1786
- AdStream: Traffic.latam@adstream.com or (786) 472 2615
- DMDS/Yangaroo: support@dmds.com or (866) 992-9902
- Comcast AdDelivery: addelivery_support@cable.comcast.com or 855-858-1942, option 1
- On The Spot Media/EZSpot: stationservices@onthespotmedia.com
- SpotGenie: support@spotgenie.com, or (888) 808-1631
- Syncro: spots@syncroservices.com

All Conference/School institutionals must have a "Furnished by" disclaimer.

**THE "MESSAGE FURNISHED BY" MUST BE ON THE SCREEN
FOR AT LEAST 3 SECONDS AND CLEARLY READABLE**

It needs to be stand alone. Here is our policy on superimposed content:

STANDARD

When superimposed copy is required, it must be displayed clearly and conspicuously. As a general rule, supers must be presented against a contrasting background, and must be displayed for sufficient duration and in large and bold enough, well-spaced letters, words, and lines of copy to be read easily.

GUIDELINES

All supers must be clearly legible, any clear typeface is acceptable.

Each line of every required super must occupy at least 22 scan lines (or the equivalent of 5% of the active picture) of the television screen for SD formatted commercials; a minimum of 29 scan lines for HD formatted commercials.

Minimum on-display time should be three seconds for all one-line supers. Supers of two or more lines should remain in view as follows: three seconds for the first line of text plus one second for each additional line (thus a four-line super requires a minimum six-second display).

Supers which vertically "roll" over the screen may be permissible; those which horizontally "crawl" across the bottom one-third of the screen may be permitted on a case-by-case basis.

ESPN reserves the right to modify these requirements as circumstances may warrant.



INSTITUTIONAL SIGNAGE POLICIES

SEC institutions retain the right to offer and control signage at their home sites subject to the NCAA rules and the following policies which shall be in effect for all games distributed by SEC media providers (including both televised games and games distributed digitally on SECNetwork.com or the ESPN App):

FOOTBALL

- No sign, billboard or other display (including electronic wrap signage) for any product or service will be located at field level at the site during an SEC media provider's coverage of a game, except static advertising which is permanently affixed at the site on a season-long basis.
- Digital boards are permitted only if the sponsor remains consistent during a season (sponsor rotation is permitted once per half – therefore an institution may have different first and second half sponsors).
- No "soccer-style" perimeter advertising shall be visible within normal camera view.
- No sign, logo, mark or advertising shall be visible on any field goal nets or comparable location other than as set forth in the "Field Goal Net Guidelines" section of these Broadcast Guidelines and otherwise with prior consent from the conference office.
- No sponsor, other than a naming rights sponsor as permissible by NCAA rules, shall be located on the field.

BASKETBALL

- Digital tables/ LED signage (camera view side):
 - Sites will be permitted to have rotating/LED signage, with one or two sponsors visible on such signage at any time, provided that the SEC media providers receive 25% of the inventory on those signs, solely to promote media platforms or programing. SEC institutions may rotate/display up to twenty different sponsors each game.
- No sponsor, other than a naming rights sponsor, shall be located on the court (including out of bounds apron).
- Goal Stanchions:
 - Sponsor signage on the sides of goal frames and on goal pads is permissible only if it is permanently affixed at the site on a season-long basis.
 - Digital signage is permitted but should remain static during play. Rotations are allowed during dead ball situations.



INSTITUTIONAL SIGNAGE POLICIES - CONTINUED

OTHER SPORTS

- No sign, billboard or other display (including electronic wrap signage) for any product or service will be located at field level at the site during an SEC media provider's coverage of a game, except static advertising which is permanently affixed at the site on a season-long basis and digital boards as described below.
 - Digital boards are permitted. SEC institutions may rotate/display different sponsors each game; provided, that SEC media providers receive 25% of the rotating/display time solely to promote media platforms or programming. For digital boards which remain static during games, the SEC media provider would not receive inventory.
- No sponsor, other than a naming rights sponsor, shall be located on the field or court.



LIVE GAME CONTENT

- An SEC institution may not distribute live game content for any game on CBS. For games on ESPN platforms, please see the “ESPN In-Progress Video Policy.”
- Credentialed members of the media may use Facebook Live, Periscope, or other similar digital applications acceptable to the SEC to distribute live video during Southeastern Conference home events provided such video does not include any “game action” and is otherwise in compliance with NCAA rules and regulations, including any such rules or regulations related to publicity of prospective student-athletes.
- Video of “game action” includes any video images of any players, coaches, competition area or bench area, from the earlier of the beginning of the contest or the scheduled telecast of the contest until the end of the contest.
- Any violation of the above restrictions may result in the revocation of the applicable media credential.
- SEC Institutions may use Facebook Live, Periscope, or other similar digital applications acceptable to the SEC in the same manner as credentialed members of the media. In addition, SEC Institutions may use such digital applications to distribute video of halftime activities.
- SEC ticket holders may use Facebook Live, Periscope, and similar digital applications acceptable to the SEC in the same manner as credentialed members of the media.



ESPN IN-PROGRESS VIDEO POLICY

To: ESPN Partner Collegiate Conference

From: Nick Dawson, VP Programming & Acquisitions

Date: 8/12/2021

Re: 2021-22 Digital In-Progress Video Policy

The following memo details ESPN's policy governing conference and school distribution of digital in-progress video. ESPN extends these permissions for the 2021-22 athletics season only. ESPN reserves the right to re-evaluate at any time. These rights are subject to the following general and sport specific restrictions and obligations. ESPN may revoke at any time in its sole discretion upon breach of said restrictions and obligations.

For any conference controlled (i.e., conference must control the media rights to the game) ESPN, Inc. telecast/stream of a regular season game or event, ESPN permits only the Conference and Conference's participating member institution(s) to distribute digital in-progress video during the live telecast window and only as per the terms below.

FOOTBALL AND MEN'S BASKETBALL

- Max four (4) clips from any game telecast/streamed on ABC (max 30 seconds per clip).
 - For use only on conference/schedule controlled official websites, apps and primary social media accounts via native video.
- For games telecast/streamed on ESPN platforms:
 - Max ten (10) clips per game (max 30 seconds per clip) for use only on conference/school controlled official websites and apps.
 - Max four (4) clips per game (max 30 seconds per clip) for use only on conference/school controlled primary social media accounts via native video.
- Playback functionality in embedded Tweets must be disabled when sharing highlights.

ALL OTHER SPORTS

- Max four (4) clips from any game/event telecast on ABC (max 30 seconds per clip).
- Max ten (10) clips from any game/event telecast/streamed on ESPN platforms (max 30 seconds per clip).
- For use solely on official conference or school official websites, apps, and primary social media accounts via native video



PROMOTIONAL OBLIGATIONS – APPLY TO ALL SPORTS

- For each game to which Conference/School activates these rights, the Conference/School is obligated to deliver the following promotion for ESPN's live distribution of said game:
 - Subject to the social media restrictions noted above, every social media post that includes native in-progress video must:
 1. Include a direct deep link to the game's live stream in the ESPN app
 2. Include an @tag of a relevant ESPN social account (options include, but are not limited to: @ESPN, @SportsCenter, @ESPNCFB, @CollegeGameDay, @SECNetwork) when posting content to Facebook, Twitter, Instagram, TikTok and Snapchat
 - At least one in advance of, and once during, each game, Conference/School must display/post on its digital and social platforms:
 1. A direct deep link to the game's live stream in the ESPN app
 2. Textual tune-in for the game including originating ESPN platform (e.g. Linear Network – ABC, ESPN, ESPN2, etc. or Digital Network – ESPN3, ESPN+, etc).

GENERAL PROVISIONS – APPLY TO ALL SPORTS

- Rights apply to Conference controlled regular season and conference championship games only. CFP, Bowl Games and NCAA Championships excluded.
- Limited to republished in-progress video only – nothing streamed live.
- No rights for third party platforms unless noted above. Cross-posting or similar social media tools prohibited.
- For clarity, no rights are being conveyed for individual (e.g., coach, administrator, student-athlete) websites, apps and social media accounts.
- All video must be network footage, inclusive of the visible network ID bug.
- Sponsorship/monetization prohibited (e.g., no pre/post-roll or superimposed ads, etc.).
- Upon ESPN request, conference agrees to share basic performance data.



POST-GAME HIGHLIGHT POLICY

- An SEC institution may distribute post-game highlights from games in which it participates on the institution's or its athletics department's official website, official mobile application or YouTube Channel, on coach's websites maintained by the institution and in coach's or highlights shows distributed on behalf of the institution as follows:
 - Official Website, Mobile App, YouTube Channel and Coach's Website: a maximum of three minutes of highlights from each game in which it participates
 - Coach's or Highlights Shows: a maximum of eight minutes of highlights per 30 minutes of coach's or highlights show from each game in which it participates
- For SEC-controlled games (e.g., conference games and home non-conference games), the SEC institution may create post-game highlights from the game broadcast distributed by the applicable SEC media provider (e.g. CBS, ESPN, SEC Network or WatchESPN App) up to the maximum amounts described above.
- For games that are not SEC-controlled games (e.g., away games, bowl games and NCAA tournament games), the SEC institution may create and distribute post-game highlights as permitted by the home team or event organizer, up to the maximum amounts described above, and may use post-game highlights from the game broadcast as allowed by the copyright holder of the broadcast (typically the home team or its conference, the game organizer or the broadcaster).

RE-AIRS

- NO RE-AIRS: SEC institutions are NOT permitted to authorize the re-air of any game in which it participates on its official website, official mobile application, YouTube Channel or otherwise. This restriction applies to both current games and "archive" games.



DOCUMENTARY ACCESS SHOWS

An SEC institution is permitted to authorize the production of a documentary access show or series in accordance with the following guidelines:

- A member institution should enter into a site access agreement which may include an access fee to be negotiated and paid directly to the member institution.
- Member institutions are responsible for ensuring the production of such documentaries adhere to all Conference media policies as well as all NCAA rules and regulations, including those related to student-athlete promotional activities, endorsements and matters related to recruiting.
- The production entity must obtain a satisfactory documentary license through SEC-ESPN Network which may include, but not limited to, the following:
 - First right as distribution partner for the documentary
 - Footage licensing through XOS Digital, the Conference's broadcast partner licensing agent. XOS Digital may only license content for SEC controlled games, which includes Conference Championship events.
- Should SEC-ESPN Network pass, production entity may engage with a national, non-sports related, distribution agent ONLY (Amazon, Facebook, Showtime, etc.)
- For any post-season season events (Bowls, NCAA Championships, etc.) or non-SEC controlled games, the production entity must obtain a separate license from the appropriate rights holder.



PRACTICES, SPRING FOOTBALL GAMES, MIDNIGHT MADNESS, INTRA-SQUAD SCRIMMAGES AND PRO DAYS

- Generally, there are no SEC-imposed restrictions on the distribution of highlights from practices of SEC institutions on the institution's or its athletics department's official website, official mobile application or YouTube Channel.
- However, for special practices or scrimmages such as spring football games, midnight madness events, other intra-squad scrimmages and other similar special practices or scrimmages, the following restrictions shall apply:
 - The SEC institution may not (and may not authorize its rights holder or any other entity to) televise, stream or distribute such event on its official website, official mobile application, YouTube Channel or otherwise. This restriction shall apply to both live and delayed distribution.
 - The SEC institution may distribute highlights from such event on its or its athletics department's official website, official mobile application or YouTube Channel, on coach's websites maintained by the institution and in coach's or highlights shows distributed on behalf of the institution, but only up to the maximum amounts that would be allowed under these Broadcast Guidelines if such event were an SEC-controlled game.
- For "pro days" held by an SEC institution on its campus or other site, ESPN and the SEC Network shall have non-exclusive distribution rights. Accordingly, an SEC institution may grant non-exclusive rights to televise or distribute a "pro day" to its rights holder or other entity (other than a national linear telecast or television distribution).



The SEC Network is pleased to offer the following parameters for member schools wishing to broadcast pre-season basketball events and/or pro-days:

Preseason Tip-off Events

- Schools may produce basketball preseason tip-off events for distribution on SECN+ (at the pass through or ad-served level) or at a linear level for SEC Network, subject to live window availability.
- For events produced at the digital ad-served level, this will count as one of the 80 reimbursable events. The SEC Network will look for a favorable re-air window on the linear network. Digital events that re-air on the linear network will NOT receive a linear stipend.
- Events produced at the pass-through level will not be reimbursed or receive a re-air on SEC Network.
- Upon confirmation of window availability, linear productions will be reimbursed at the Tier 1, 2 or 3 level consistent with all SEC Network linear events.
- Schools must clear any/all commercial music used at the event and create a show format that is conducive for television.
- Schools must work with ESPN/SEC Network on the basketball show flow and ensure proper documentation for TV purposes.

Pro Days

- Schools may produce pro day events for SECN+ at the pass through or ad-served level.
- If produced at the ad-served level, this will count as one of the 80 reimbursable events.
- Pro days are unlikely to re-air on the SEC linear network.

If you would like to discuss opportunities further, please reach out to Tyler McBride of the SEC Network.

Tyler McBride

ESPN Programming & Acquisitions

O: 704-350-3482 | C: 704-618-9172

Tyler.McBride@espn.com



SEC MIC'D UP – BASKETBALL

Men's and Women's head basketball coaches will be "Mic'd Up" for up to give (5) home games (home team head coach only) on an ESPN family of networks (ESPN, ESPN2, SEC Network, ESPNU). If an institution wishes to participate with "Mic'd Up" additional times during the season and the televising network has the ability to do so, it is permissible (home coach only) to do more than five.

Guidelines for "Mic'd Up":

- The footage and sound shall be positive in nature and represent the coach, school, SEC and ESPN in a positive way
- Materials will air tape turnaround only, no live to air sound;
- Schools have the option of approving clips prior to airing
- All materials that isn't utilized during the telecast or that has NOT been approved by the school will be destroyed immediately following the game;
- The footage and sound shall not contain conversations between the coaches and officials nor contain coaches' personal conversations during in-game action;
- The head coach shall be "mic'd up" at mutually agreed upon time between the television game producer and sports information representative or school administrator. This time frame will typically be approximately 15-30 minutes before the start of the game;
- Ideally, a television representative such as an audio technician shall remove the microphone and audio transmitter prior to the head coach entering the post-game locker room;
- Schools wishing to use "Mic'd Up" sound may only use material that aired in the telecast and must only use such audio for institutional platforms; and
- No one on the production crew or technical crew shall record the mic'd sound from any tape source to their phone, tablet, or other recording device and share the content with anyone outside the production crew.



Additional Information:

- During the SEC Tournaments, boom microphones will be used around benches. The material will be subject to review by a representative of the participating institutions prior to air.
- Institutions at their sole discretion (home or visiting teams) may allow access for televising partners in locker rooms for pre-game or half-time speeches.



GAME DVD'S

- An SEC institution may distribute DVD's containing a "Full Game Broadcast" of an SEC-controlled game in which it participates
 - "Full Game Broadcast" means video that comprises all (or a substantial portion intended to include all material elements) of a game
 - Subject to the notes below about copyrights, the SEC institution may use game broadcast that was televised or distributed by the applicable SEC media provider (e.g. CBS, ESPN or SEC Network)
- IMPORTANT NOTES ABOUT COPYRIGHTS
 - Although the SEC owns or has the right to use the copyrights to the broadcasts of the games televised or distributed under the SEC Media Agreements, the SEC's rights do not extend to music, footage or commercials inserted by the broadcaster into the game broadcast that is not owned or controlled by the broadcaster. The SEC institution is solely responsible for removing such third-party materials from the game broadcast or obtaining all necessary consents and clearances in connection with its distribution of DVD's.
 - A possible solution to the third-party material issue described above is for the SEC institution to distribute DVD's that contains the "clean feed" of television broadcast accompanied by the audio from the radio broadcast produced by the SEC institution's radio network.