

MEDIA GENERAL BROADCAST GROUP

MEDIA GENERAL BROADCASTING, INC. • A MEDIA GENERAL COMPANY

MEMORANDUM

JIM ZIMMERMAN

President

January 22, 2002

TO: MGBG General Managers, News Directors and General Sales Managers

CC: MGBG Executives

RE: News Commercial Inventory Guidelines

This memorandum is intended to provide a guide for General Managers, News Directors, and General Sales Managers for managing commercial inventory in all local newscasts. While specific situations are likely to vary from market to market, these guidelines should allow for as much flexibility as needed for most situations. However, should a situation present itself that appears to be in conflict with any of these points, then additional discussion should take place with the local managers and the Division VP's.

- Spot inventory should be limited to 4, 2 minute breaks for each 30-minute local newscast.
- Billboard sponsorships for different segments of the newscast must be contracted and locked into the newscast format.
- MGBD approves of Billboard Sponsorships for the following segments:
 - a. Weather
 - b. Sports
 - c. Closed Captioning
 - d. Daily Stock Market or Local Business Report
- Billboard sponsorships should run between :07 and :10 seconds. They may include an audio announcement as well as still (non-animated) graphic.
- Because the time allocated for Billboard Sponsorships typically comes out of time allocated for News content, MGBD recommends limiting the number of Billboards in a 30-minute newscast to 4.
- If the billboard is unsold, Marketing can use it or the News department can take the time back.
- Special events and coverage such as the Olympics, High School Football or a major local event may generate the need for an additional Billboard sponsorship from time to time.

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- It is acceptable to sell a sponsorship for a station's Doppler radar. This sponsorship shall be limited to a graphic/logo that is included as part of the Doppler image displayed on the screen during the newscast. It is a common and acceptable practice with these sponsorships to include the name and logo of the sponsor in any Marketing/Promotion campaigns the station runs for its Doppler radar.
- It is acceptable to sell sponsorship for special and or continuing coverage of events such as severe weather, hurricanes or snowstorms. This coverage can include the graphic/logo of the sponsor on pre-prepared graphic that would be used for lower third crawls of community closings and other related information.
- When an advertiser or sponsor in a local newscast is the focus of a significant story in the newscast, MGBG recommends the commercials for that advertiser be removed from the newscasts.

Please use these guidelines as they are intended, to provide your station with an aggressive use of news inventory and protecting the integrity of your news department and newscasts.

/mjb