



Memo

To: ESPN Radio Network Affiliate Stations
From: Scott Shapiro, Program Director, ESPN Radio
CC: Jeff Martindale, Greg Molina, Carl Ossipoff, Patrick Polking
Date: 3/21/2013
Re: **Clock Adjustment – Effective April 22, 2013**

In an effort to increase flexibility in the Mike & Mike clock, the hard out located at :27 after the hour will no longer continue to be a hard out effective Monday, April 22nd.

As opposed to this being a hard out, the producers of Mike & Mike will now make the call based upon the flow of the content. For example, if we have a significant guest being interviewed, the producers would now have the flexibility to serve the fan by extending the interview rather than cutting it short in order to accommodate the hard out.

The break will continue to be a 2-minute local stopset. The only difference is that it won't be at the precise same time each hour.

Mike & Mike will be committed as always to win all four quarter hours within each hour and we feel that this will better help us to achieve this goal.

Additionally, as shown in the attached clock, effective April 1st Mike & Mike and The Herd will have an additional LIVE READ during show content. The length is :30 and it will air before the :40 break. This will have no effect on your local inventory and will not require any additional change.

Please contact your affiliate representative should you have any questions or feedback.

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