

CBS Sports Network Traffic Department Training Guide

Your role in the Traffic Department is to make sure commercials air correctly during live sports broadcasts.

You will monitor programming in real time, track when commercials air, and adjust them as needed.

Key Terminology

- Advertiser: Company buying airtime for ads.
- Commercial (Units): An advertisement.
- Commercial Break: Scheduled slot for commercials.
- Window: A program or game's full airing period.
- Live Coverage Sheet: Spreadsheet that tracks what airs and when.
- Swaps: Real-time adjustments to commercial placements.
- Dead: Unit will not air at all.
- CUT: Unit is removed from its original spot, may air later.

What is Live Coverage

- Making sure all commercials air.
- Communicating with Master Control (MC) and producers via email and phone line.
- Writing down exact commercial air times.
- Remember: The day runs from 6 AM to 6 AM. Stay alert-live windows often shift!

Module 1: The Live Coverage Sheet

The Live Coverage Sheet is where you monitor and manage commercials.

Key Columns:

- Program Line: Show segment and title.
- Real Time: Scheduled start time.
- Start Time: Actual start time.
- Hit Time: Estimated ad time (not exact, mock schedule).
- Event Type: Type of unit (COMMERCIAL, PROMO, LOCAL, etc.).
- Length: Duration of each commercial.
- Title: Name of the company buying the ad with greater detail about the specific unit
- Advertiser: Name of the company buying the ad.
- House Number: Unique ID used to refer to units.
- Ordered As: Window the unit is sold to.
- Spot End Time: Latest time ad can play.
- Floaters: Extra units added that can air anytime during a window.

Color Codes:

- Yellow: Sold units

- Red: Cut or dead
- Blue: Moved to new time

Module 2: Ordered As & Unit Prioritization

- Yellow = Sold Units
- Purple = Local Ads, always 1:30 in length
- Green = DRs, Promos, PSAs, lowest priority, first to be cut

Priority Order (High to Low):

1. Show Specific - Must air in original program.
2. Sports Spectacular - Can be moved within other Sports Spectacular shows.
3. ROS 24 Hour - Can air anytime, flexible.
4. ROS Prime - Flexible but can only air between 7 PM - 12 AM.
5. Studio/Sports Encore - Lowest value, can usually be cut (except PBR Encore).

Module 3: Marking & Moving Units

- Tracking Commercials:
- Watch closely and mark the exact time each commercial airs (to the second).
- Stay on the line with MC/Producer for live updates.

How to Move (Swap) a Unit:

1. Confirm it's allowed to move (check "Ordered As").
2. Check if the "Spot End Time" is still valid.
3. Identify a new break with room.
4. Check brand SEP: Same brand (:30s) must be 30 min apart.
5. Check brand conflicts.
6. Mark the original unit red and note where it moved.
7. Add the moved unit to its new break and mark it blue.

Emailing MC (Master Control) Swaps:

Keep your email simple and clear

Example

Swap to save :30 secs from Break 11 of 12 PM Game

2 PM Game [identity game or show]

Break 1 [identify break you are moving to]

CUT: [House number]

IN: [House number]