

CBS POP-UP

EXPLANATION and LIMITATIONS

CBS does not produce a separate pre-game show for their late games. They do have what is called a “Pop-up”

IMPORTANT

CBS pop-ups are not intended to be “filler” or 15 minutes of “pre-game show.” It is intended for their affiliates and meant as a “welcome” or “welcome back” to the NFL.

1. At the top of the hour (4:00 p.m. ET), CBS will start off with its studio segment. It joins their studio talent and he/she will start out with something like, “We welcome you back to the CBS network...,” they’ll say a few words and then they will usually throw it to the conclusion of one of their early games. Then they stay with that game until its conclusion. The conclusion of that 1:00 game will most likely go past 4:15 p.m. ET.
2. A pop-up will MOST LIKELY be on a separate satellite than your scheduled game. This means you will need to monitor both the pop-up and your station’s scheduled game if you want to switch in time for a 4:15 kickoff.
3. Not being able to downlink two feeds at once and monitor both means you run the risk of:
 - A. Missing your scheduled game’s kickoff by staying with the conclusion of the 1:00 game.
 - B. Abruptly (and perhaps sloppy) switching from the pop-up segment to the kickoff of your regularly scheduled game.
4. If you do not have a second receiver, then you will have to work something else out.
5. We do not know when commercial breaks during the pop-up will occur or what the A.D. will say.