



**COMMUNITY TELECAST, INC.**

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**We Broadcast the Community!™**

November 16, 2022

Jeff Sprowls  
Omaha Beef Professional Indoor Football  
1351 S. 20th Street  
Omaha, NE 68108

Hello, Jeff:

**Question:** Is it really necessary to wait until February 2011 to broadcast beef games. If so, why?

**Background:** As you know, the NFL added two-(2) additional games to its regular season, which (even if its only indirectly) essentially eats into the IFL's season.

**Observation:** Many people will be sitting at home with remote controls in their hands scanning channels to watch football. It's said that the best defense is a strong offense. Given the aforementioned statement, people could just as easily channel surf and land on highlighted excerpts or entire games of the Omaha Beef's 2009 season! In fact, when the Nebraska Cornhuskers are blacked-out<sup>1</sup> locally, why don't we counter-program by broadcasting highlighted excerpts or entire games of the Omaha Beef's 2009 season? Yes, there's the possibility of peaking interest too soon; however, as posted on the Omaha Royals web site<sup>2</sup>, other sporting events are clearly promoting and competing during the IFL's season and generating greater attendance at their events.

**Proposed:** CTI22 and the Omaha Beef execute a contract to begin broadcasting highlighted excerpts or entire games of the Omaha Beef's 2009 season in October 2010, which would include strategic counter-programming, sponsor "showcasing," and promotion of the 2011 season.

Please respond with your thoughts, or let's meet to discuss a broadcast action plan at your earliest convenience.

Have a great day!

Trip Reynolds,  
General Manager, CTI22  
402-934-1100

1. <http://huskersgameday.com/memorial-stadium/2010-nebraska-cornhuskers-football-schedule/>
2. [http://web.minorleaguebaseball.com/team1/page.jsp?ymd=20081104&content\\_id=477626&vkey=team1\\_t541&fext=.jsp&sid=t541](http://web.minorleaguebaseball.com/team1/page.jsp?ymd=20081104&content_id=477626&vkey=team1_t541&fext=.jsp&sid=t541)