

When was the  
last time you  
argued with  
your  
television?

**RAYCOM**

The Power Of Integrated Media And Marketing



# RAYCOM presents Sports Illustrated's Forty for the Ages.

Who are the top forty sports figures from the past four decades? It's a fascinating question. And, thanks to *Sports Illustrated*, that question's been turned into an even more fascinating—and controversial—hour of television.

*Forty for the Ages* looks back at sports history through the achievements of forty of its most important figures, as selected by the editors of *Sports Illustrated*. Hosted by Bob Costas, this special includes dramatic highlights, stunning photography from the *Sports Illustrated* archives, and engaging interviews from the likes of Julius Erving, Jim Brown, Joe Montana and others. Not to mention an original music score by Branford Marsalis.

Best of all, though, is the list. Many of the names are so well-known they are referred to the world over by a single name. Ali. Michael. Pelé. Some are controversial. Like Howard Cosell. Marvin Miller. Pete Rose. And a few are virtually anonymous, like the late Dr. Harold Gores, who invented AstroTurf for inner city schoolyards, only to have his creation end up in stadiums across the country.

With Baltimore's stunning Oriole Park at Camden Yards serving as a backdrop, Costas adds his own insightful commentary as he runs down the list of sports greats. Viewers also get to see and hear from *SI*'s senior editors and writers as they make their cases for why these forty will be remembered as having made the greatest impact on the games we play and watch.

Audiences, whether casual fans or true sports fanatics, will enjoy *Forty for the Ages* for what it is: a witty, moving and highly entertaining tribute to those who not only changed sports, but the lives of everyone they touched.

## **RAYCOM. The power of integrated media and marketing.**

Audiences best know us for the more than 500 sports and entertainment events we televise each year. In addition to producing television events and creating original programming, we offer a host of support services, from distribution to program and advertising sales.

But this is just the beginning. Because we're also earning a reputation as an industry leader

Window:	8/12/95—8/27/95
Length:	One Hour
Inventory:	7 Minutes National 7 Minutes Local

for our integrated approach to marketing and distribution. Combining a wide range of multimedia options with our strong, nationwide college sports ties, we're positioned to provide new and existing clients with rich marketing opportunities they can't find anywhere else.

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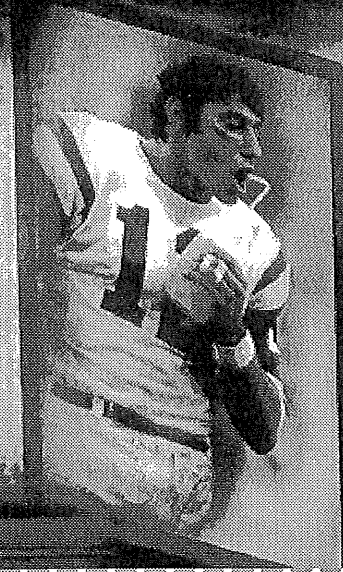
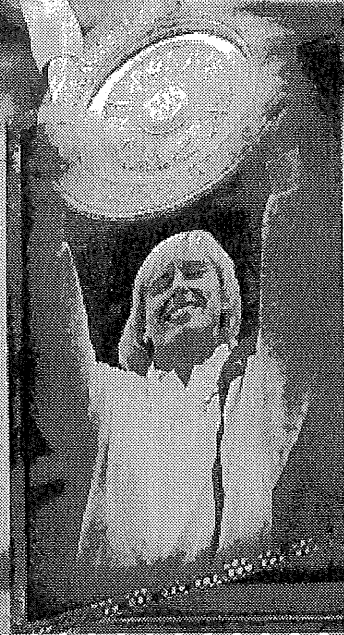
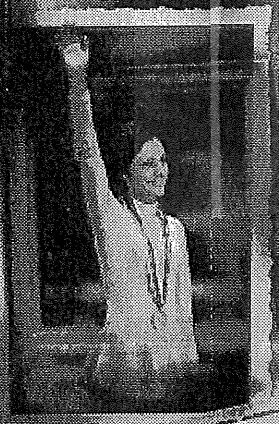
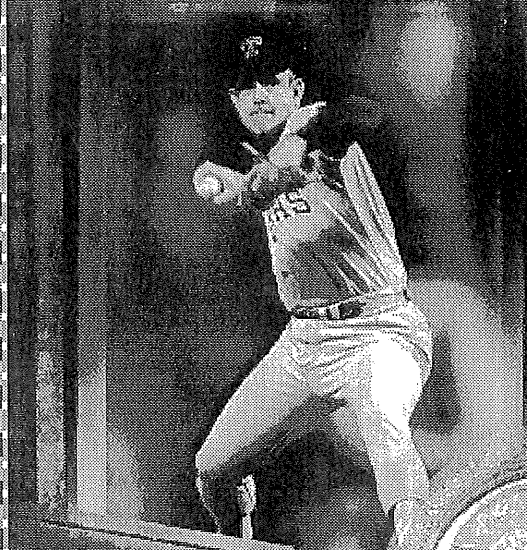
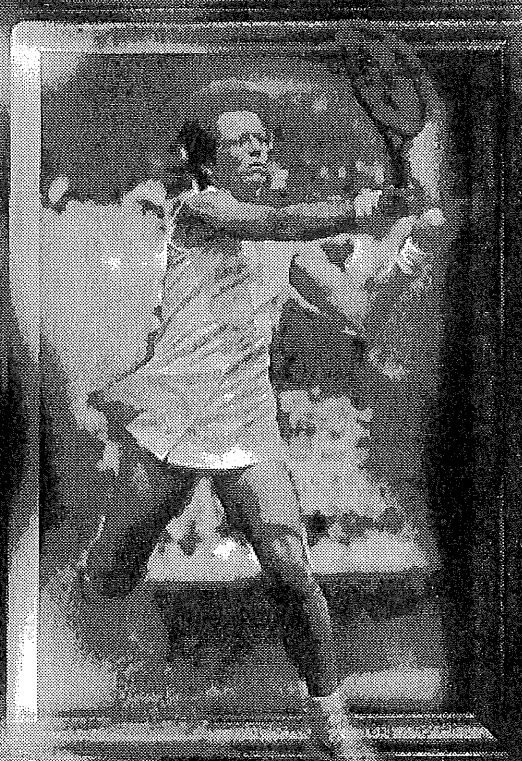
The Power of Integrated Media And Marketing

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## 40 FOR THE AGES

### Sports Illustrated's Anniversary TV Special

This one-hour television special features the 40 most important figures in the world of sports over the past four decades, as chosen by the editors of Sports Illustrated.

Hosted by Bob Costas, and scripted by award-winning SI Senior Writer Gary Smith, this fast-paced hour includes interviews with many of the selectees, dramatic highlights of their careers, original music by Branford Marsalis and other top studio musicians, SI's world-famous photography, and never-before-seen production techniques.

With Baltimore's breathtaking Oriole Park at Camden Yards as a backdrop, host Costas introduces each segment with his unique perspective, counting down the Top 40 from Julius Erving through Peggy Fleming and Arnold Palmer, through Boone Arledge, Magic Johnson and Michael Jordan, to, ultimately, Muhammad Ali...the magazine's number one choice. SI's senior editors and writers appear throughout the broadcast to give their insights and personal views on the selectees and their place in sports history.

40 FOR THE AGES....controversial, moving, witty, dramatic, as compelling to watch as to listen to...a one-hour tribute to the 40 who changed not just sport, but the lives of those they touched.