



ACC KIDS

ACC

ATLANTIC COAST CONFERENCE

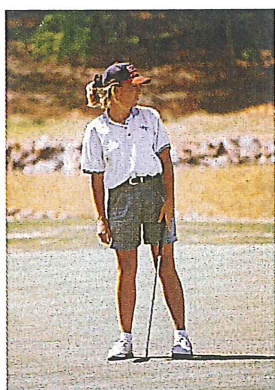
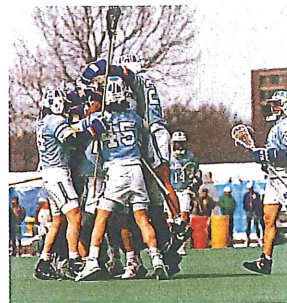
RAYCOM

A Subsidiary of Ellis Communications

ACC Kids is an exciting, fast-paced and FCC-friendly half-hour of television targeted to children aged 6-11.

The show will use the strength and popularity of the Atlantic Coast Conference to deliver an informative, entertaining and motivational message to children throughout the ACC viewing area. Maybe it's Dean Smith teaching dribbling skills, or Grant Hill delivering a "stay in school" or "stay off drugs" message. Either way, children will have an opportunity to learn and have fun with big-name personalities.

Here's a look at some of the features that will air within the show:



ACC In the Know

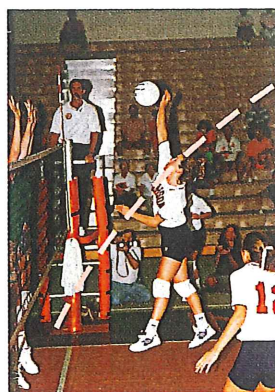
What's it like to be an ACC mascot? How do ACC cheerleaders train and practice? Where does equipment like lacrosse sticks and soccer balls come from... how is it made? What goes on behind the scenes at the ACC Basketball Tournament?

ACC Coaches Clinic

ACC coaches show kids how to do everything from shooting a basketball to hitting a baseball. They'll demonstrate how to improve coordination... and they'll teach valuable lessons about teamwork and sportsmanship.

ACC Factoids

This series of bumpers will inform and educate kids on the ACC Conference, its schools, and the ACC geography.



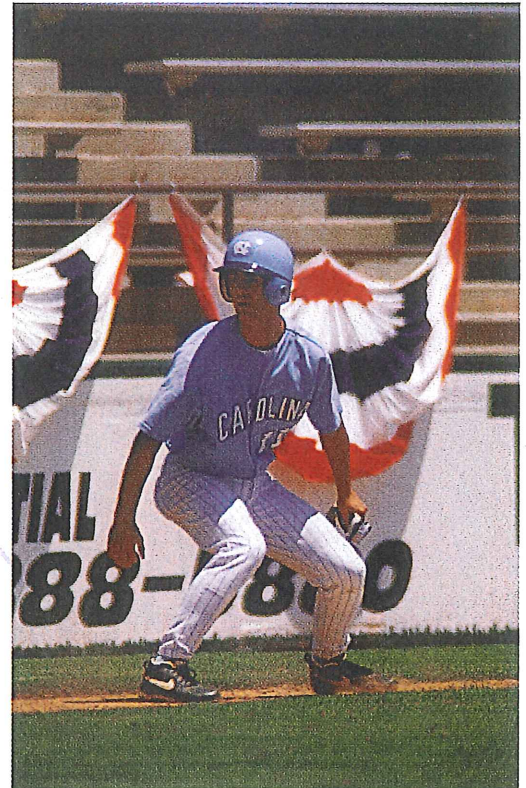


TryIt...

Each week *Try It* will focus on one of the many sports available to *ACC Kids*. The sports will range from football, basketball, baseball and soccer... to lacrosse, track and field, gymnastics and swimming. The purpose of this feature is to expose boys and girls to a variety of sports and to try them.

AlumniRollCall

ACC Kids goes one-on-one with former ACC personalities who are now in the midst of a professional career, whether it's sports or business. *Alumni Roll Call* will ask questions about growing up, making it in the classroom, parental support, teacher/coach relationships and life after school. A typical guest list would include Grant Hill (Duke/Detroit Pistons), Terry Gannon (NC State/ABC Sports) and Katie Couric (UVA/NBC Today Show).

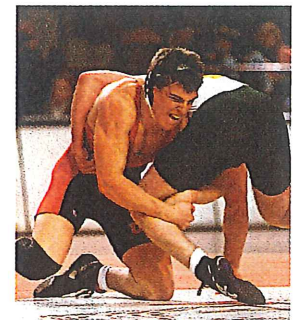


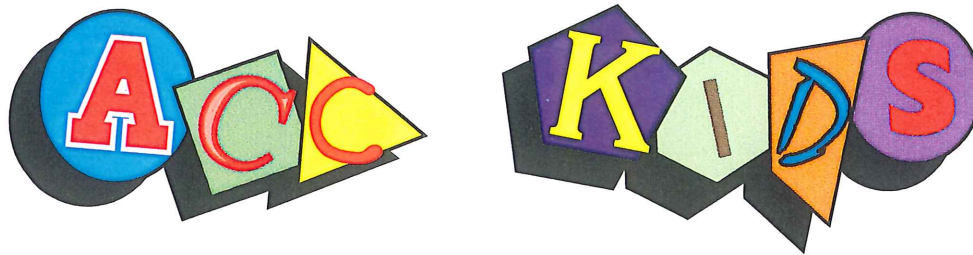
ACC Kid Achievements

A weekly report from our *ACC Kids* affiliates honoring outstanding achievement in the classroom, the community or in athletics.

Tips to Live By

Informative tips that will cover areas like diet, personal hygiene, personal health and study habits.





Deal Points

Program Length

Half-hour

Number of weeks

52 (26 original)

Inventory

2 1/2 min. local

2 1/2 min. network

Co-Hosts

Muggsy Bogues

The ACC Kids Team

Time Period

Saturday/Sunday

morning/afternoon

Available

September '96

CHARLOTTE: 412 East Boulevard, P.O. Box 33367, Charlotte, NC 28233-3367 (704) 331-9494 Fax (704) 378-4461

NEW YORK: 500 Fifth Avenue, Suite 2330, New York, NY 10110 (212) 302-4072 Fax (212) 921-2910

CHICAGO: 401 North Michigan Avenue, Suite 725, Chicago, IL 60611 (312) 527-3272 Fax (312) 527-3276

DALLAS: 1300 West Mockingbird Lane, Suite 110, Dallas, TX 75247 (214) 631-1442 Fax (214) 638-5534

FT. LAUDERDALE: 915 Middle River Drive, Suite 120, Fort Lauderdale, FL 33304 (305) 564-5000 Fax (305) 564-8902

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