

Chris
on Ray.com

AMERICA
COMES TO
Graceland

ELVIS
HIS LIFE AND TIMES



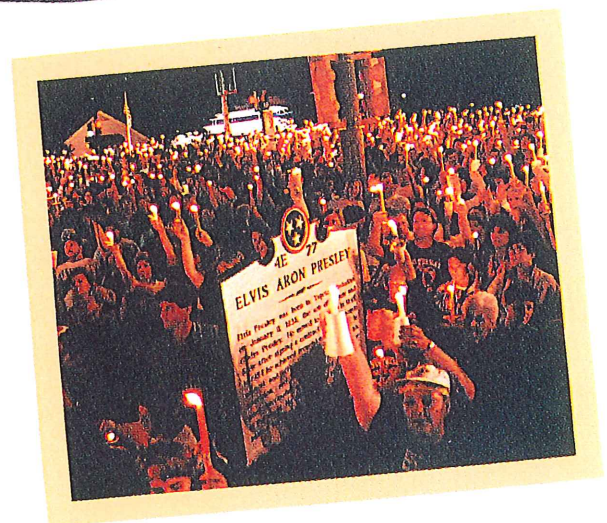
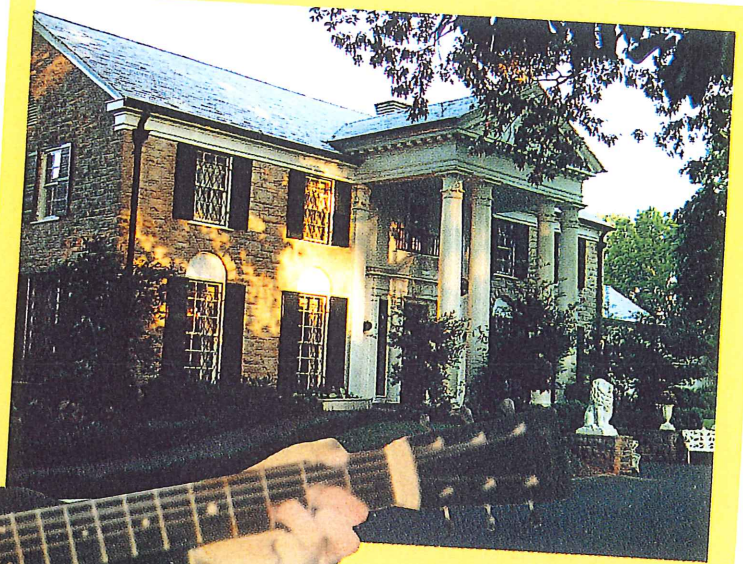
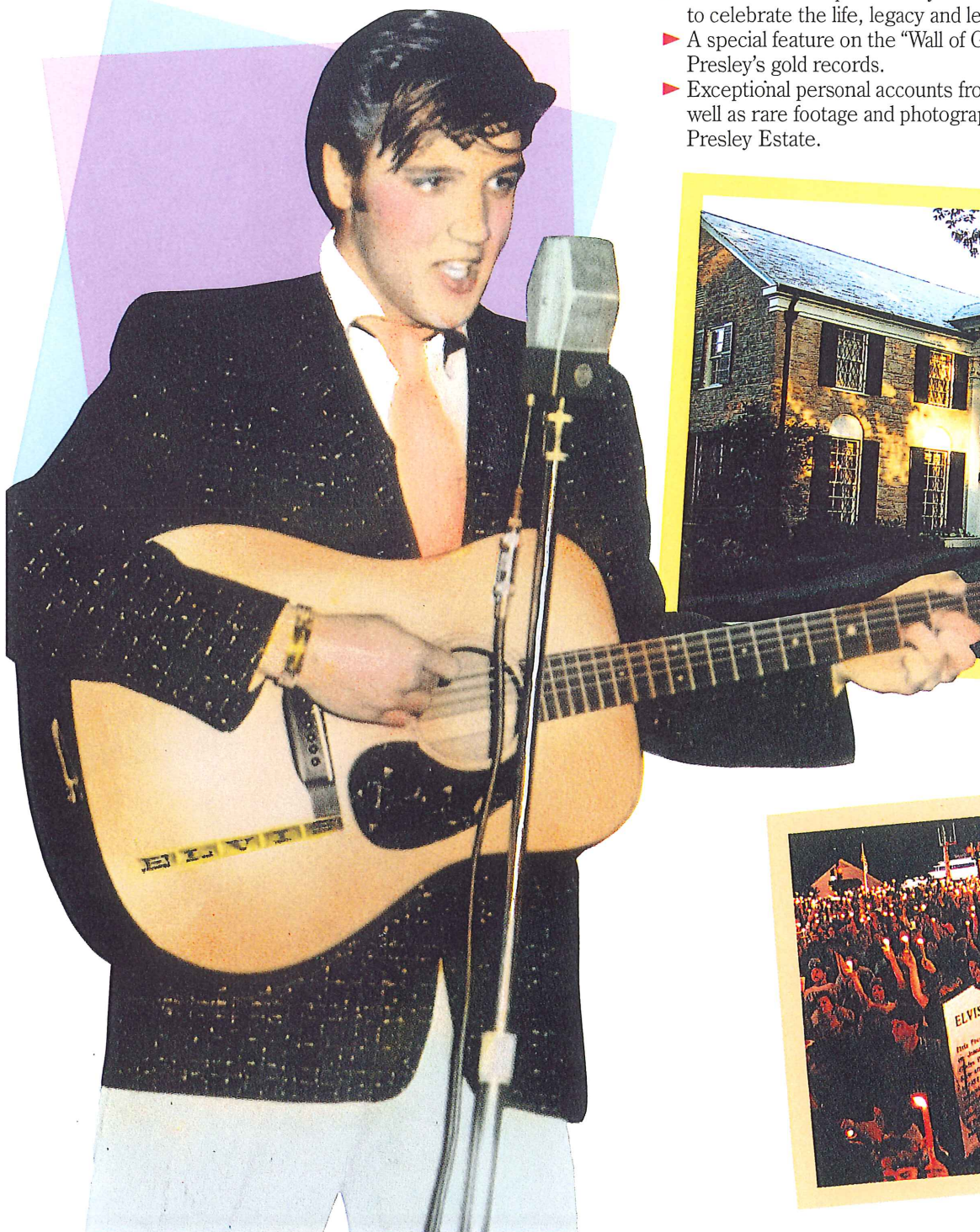
The Legend Lives On..

America Comes To Graceland

Shot on location, this special focuses on "Tribute Week," the annual pilgrimage by Elvis Presley fans from across America to Memphis, Tennessee and the famous Presley Estate. The special will feature the unique activities, events and tributes never before shared with a national television audience.

- ▶ A unique look behind the gates at Graceland, the most popular private residence in America.
- ▶ The vicarious experience by viewers of joining with thousands of fans to celebrate the life, legacy and legend of Elvis.
- ▶ A special feature on the "Wall of Gold," which contains all of Elvis Presley's gold records.
- ▶ Exceptional personal accounts from those who knew Elvis best, as well as rare footage and photography from the archives of the Elvis Presley Estate.

Length: 60 Minutes

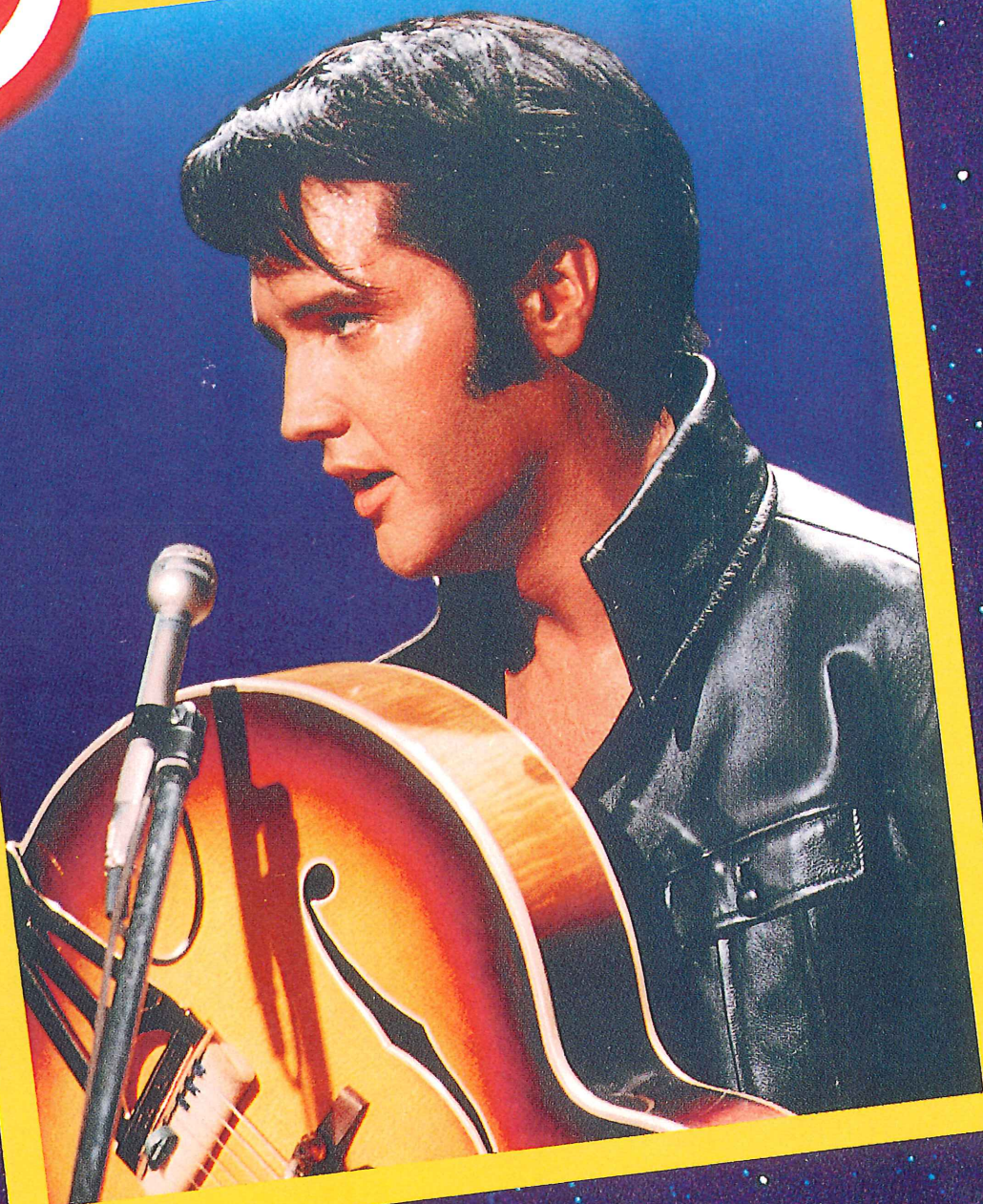


Elvis

Elvis Presley is the most famous entertainer in the world. He has sold over one billion records worldwide, more than anyone in recorded history. And his gold and platinum records outnumber his closest competitor, the Beatles, three to one.

Now, for the first time, Raycom and Elvis Presley Enterprises have joined forces to present two extraordinary television specials.

RAYCOM



Elvis Still Draws A Crowd.

As the Elvis Presley legend continues to grow, so does the American public's interest in Elvis programming. "The King's" popularity is greater than ever, as witnessed by the ratings:

- ▶ **Elvis and Me**, an ABC network special, averaged a 24.5 rating over two nights in February of 1988.
- ▶ **The Elvis Files**, a syndicated primetime special from LBS delivered a 8.2 national rating in August of 1991.
- ▶ Raycom's **Elvis' Graceland**, a one-hour syndicated special, hosted by Priscilla Presley, cleared 93% of the U.S., with a 7.2 national rating.

20th Anniversary Countdown.

Raycom and Elvis Presley Enterprises have entered into a five year agreement to produce an annual special during Tribute Week (August 9-August 16). The first program, **America Comes To Graceland**, will air in August 1993, in tandem with the two-hour biography, **Elvis: His Life and Times**.

In 1994, 1995 and 1996, Raycom will distribute a new "America Comes to Graceland," originating from the Presley Estate in the same one-hour format.

In 1997, on the 20th Anniversary of Elvis Presley's death, Raycom will produce a three-hour special from Graceland incorporating the **Elvis: His Life and Times** video biography into what promises to be an unprecedented worldwide memorial tribute.

America Comes To Graceland

Length: 60 Minutes

Date: Saturday, August 7, 1993

Time: 8 PM Eastern, 7 PM Central, 6 PM Mountain

Refed for West Coast at 8 PM Pacific

Window: Two Runs, August 7-14, 1993

Terms: 6½ Minutes National, 6½ Minutes Local

Elvis: His Life And Times

Length: Two Hours

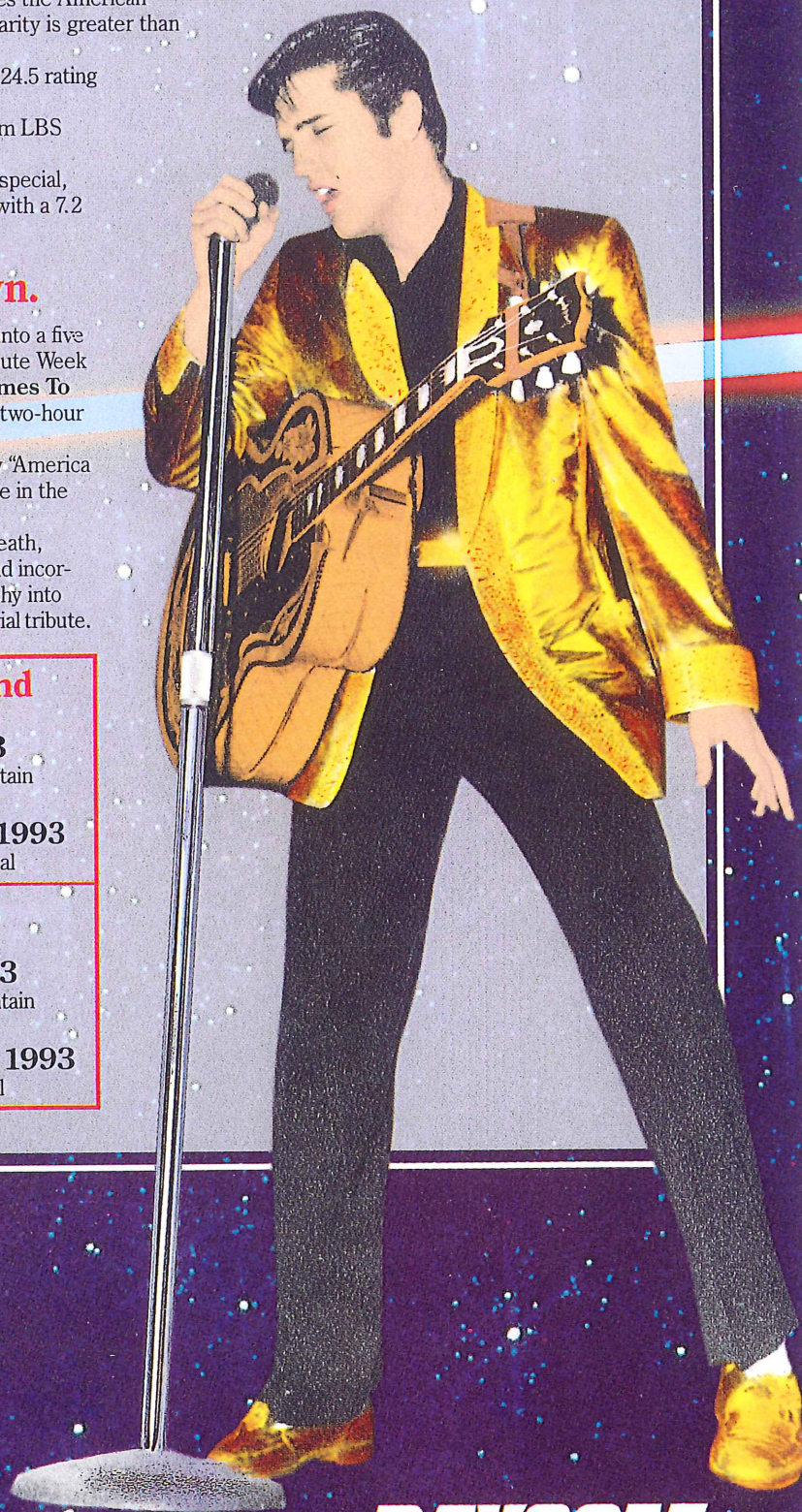
Date: Saturday, August 14, 1993

Time: 9 PM Eastern, 8 PM Central, 7 PM Mountain

Refed for West Coast at 9 PM Pacific

Window: Two Runs, August 14-21, 1993

Terms: 13 Minutes National, 13 Minutes Local



RAYCOM

Charlotte: 412 East Boulevard, P.O. Box 33367, Charlotte, NC 28233-3367, 704/378-4400 FAX: 704/378-4465 or 704/378-4477

New York: 500 Fifth Avenue, Suite 2330, New York, NY 10110, 212/302-4072, FAX: 212/921-2910

Chicago: 401 North Michigan Avenue, Suite 565, Chicago, IL 60611, 312/527-3272, FAX: 312/527-3276

Dallas: 1300 West Mockingbird Lane, Suite 455, Dallas, TX 75247, 214/631-1442, FAX: 214/638-5534

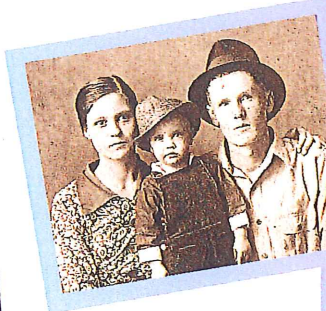
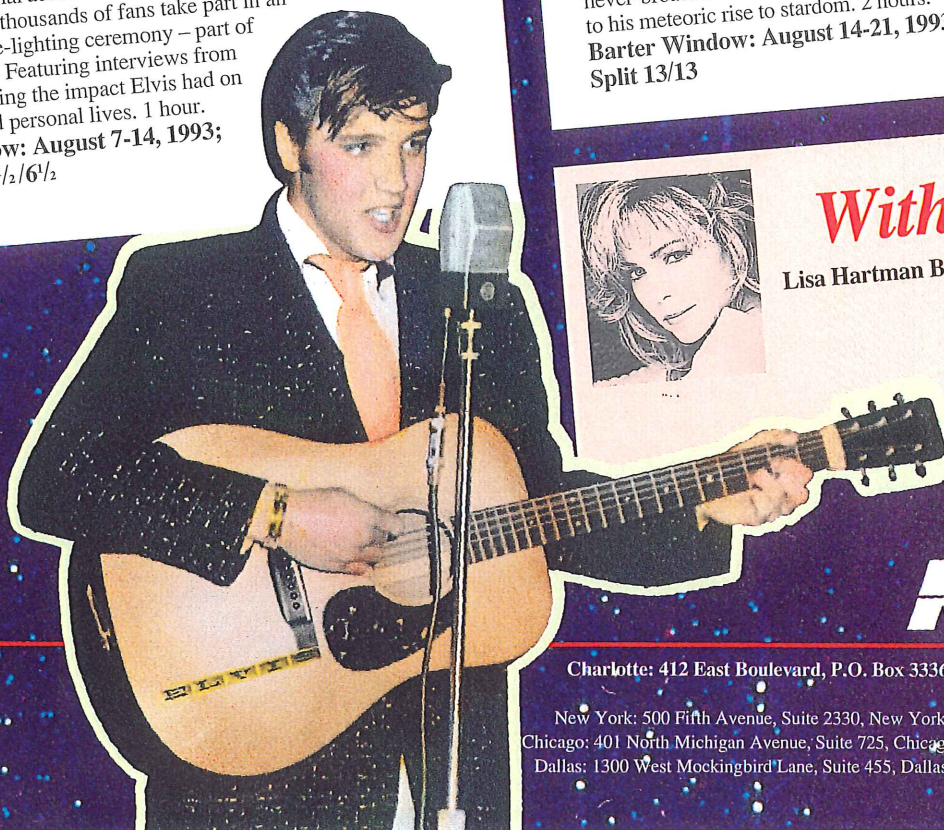
Elvis



America Comes To Graceland

Visit the most popular private residence in America and share unique events and personal accounts from people gathered from around the world. Watch as thousands of fans take part in an emotional candle-lighting ceremony – part of "Tribute Week". Featuring interviews from superstars recalling the impact Elvis had on their careers and personal lives. 1 hour.

Barter Window: August 7-14, 1993;
2 runs Split 6½/6½



Elvis: His Life And Times

The most complete and comprehensive video biography ever produced about the greatest entertainer the world has ever seen. Including exclusive, never-broadcast footage chronicling his life from his humble beginnings to his meteoric rise to stardom. 2 hours.

Barter Window: August 14-21, 1993; 2 runs
Split 13/13



With...
Lisa Hartman Black



Mac Davis

RAYCOM

Charlotte: 412 East Boulevard, P.O. Box 33367, Charlotte, NC 28233-3367, 704/331-9494

FAX: 704/378-4465 or 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: 312/527-3270

Dallas: 1300 West Mockingbird Lane, Suite 455, Dallas, TX 75247, 214/631-1442, FAX: 214/638-5534