

When he was small,
Muggsy's mom read
The Little Engine That Could
to him. A lot.

RAYCOM

The Power Of Integrated Media And Marketing

RAYCOM presents

Muggsy Bogues: Don't tell me no!

At 5'3", he's small for even a junior high school basketball player. But Muggsy Bogues has proven that the only measurements that really matter are the size of your heart and the depth of your desire.

Viewers, young and old alike, will be inspired and touched by his remarkable journey from a grim inner city neighborhood to the great arenas of the NBA. This uplifting story takes you back to Muggsy's modest beginnings in Baltimore. The national championship to which he led Dunbar High School. The standout career at Wake Forest that resulted in the retirement of his #14 jersey. And finally, on to his successful NBA career, where he has become the Charlotte Hornet's all-time leader in assists and steals, as well as one of the league's leading spokesmen.

Don't Tell Me No is a powerful and compelling story that teaches everyone the importance of self-esteem and how it can help us realize our loftiest dreams.

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 also 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 for

Window: 4/8/95—4/30/95
Length: Thirty Minutes
Inventory: 3 1/2 Minutes National
3 1/2 Minutes Local
Available in FCC Kids-Friendly format

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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