

## Haines, LaPlatney Explore International Markets

RAYCOM is busily expanding its presence in the international programming marketplace. Recently, TransWorld International, a division of International Management Group was hired to sell RAYCOM's extensive list of collegiate football and basketball properties.

In October, Ken Haines, RAYCOM's Executive Vice President and Pat LaPlatney, Vice

President, Affiliate Relations traveled to Tokyo to meet with Japan's leading commercial broadcasters in an effort to learn more about the Japanese market.

Shortly thereafter Haines and LaPlatney attended MIPCOM in Cannes, France where they met with broadcasters, distributors, and producers from across the globe. Many projects are in the discussion stage as a result of the trip to

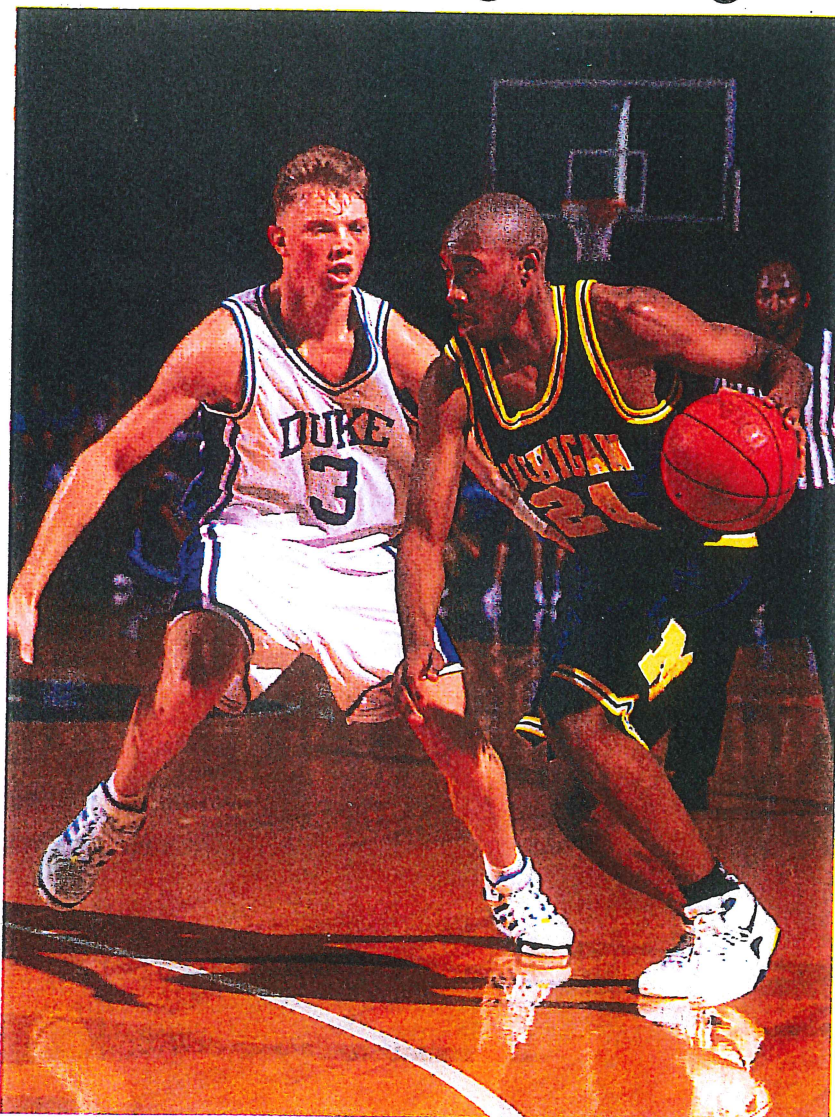
Cannes. Immediately following MIPCOM, the pair traveled to Monte Carlo where they met with international sports programmers at SPORTEL, an international sports conference/seminar.

In the months ahead, RAYCOM will aggressively expand into the international programming arena, both in sports and entertainment.

## RAYCOM's Basketball Scores High Ratings

With the tremendous influx of college basketball games hitting the national air waves, only RAYCOM, the nation's leading independent sports programmer, has found a way to give viewers, and thus, advertisers, what they want. RAYCOM telecasts of Atlantic Coast, Big Eight, Big Ten, Metro, Pac-10 and Southwest basketball deliver games with national impact and local interest to the home markets of each team.

As parity extends further and further throughout college basketball, the name of the game is regional interest. With games of bona fide national impact becoming less and less abundant, schools place more emphasis on conference games. RAYCOM's agreements with six of the best college basketball conferences in America allow the company to take the lead in bringing the games that mean the most to the viewers who want to see them. It all adds up to viewer loyalty and high ratings, and it's all available through RAYCOM.



RAYCOM's nationally syndicated telecast of this season's Duke/Michigan game, a re-match of the 1992 national championship, was touted as the biggest regular-season match-up of the year.