

Houston Oiler fans are looking forward to the arrival of the 1990 season as new head coach Jack Pardee brings his wide open brand of offense to the Oilers from across town at the University of Houston.

Pardee's wide open "run and shoot" offensive philosophy will showcase the talents of Pro Bowl quarterback Warren Moon and wide receivers Drew Hill and Ernest Givens. New acquisition Gerald McNeil is one of pro football's most exciting kick returners and will make an immediate impact on special teams as well as make Houston's receiving corps one of the most dangerous in the league.

The Houston defense has gained a reputation as the NFL's fiercest unit. Once again, they will welcome opposing offenses to the "House of Pain" with their aggressive hard hitting style of play.

The Raycom Oilers Network gives Houston fans a great chance to preview all the exciting action for the upcoming season as Jack Pardee and the Oilers look to strike Super Bowl pay dirt.

HOUSTON OILERS 1990 PRESEASON FOOTBALL



HOUSTON OILERS 1990 PRESEASON TV SCHEDULE

DATE	OPPOSING TEAM	TIME*	NETWORK
Thursday, August 9	Detroit Lions	7 pm	Raycom
Saturday, September 1	At Dallas Cowboys	8 pm	Raycom

*All games Central Time

Schedule is subject to change.

HOUSTON OILERS 1990 PRESEASON NETWORK

	MARKET	STATION	AFFIL.	RTG	HH (000)
Texas	Houston	KHOU	CBS	25	432
	Austin	KTBC	CBS	23	90
	Beaumont	KFDM	CBS	23	43
	Corpus Christi	KZTV	CBS	33	56
	El Paso	KCIK	FOX	18	45
	Harlingen	KRGV	ABC	25	50
	Laredo	KVTV	CBS	9	3
	San Antonio	KRRT	FOX	29	173
	Victoria	TBD	TBD	13	8
	Tyler	KETK	NBC	11	22
	Wichita Falls	KJTL	FOX	25	39
	Midland/Odessa	KPEJ	FOX	25	35
	Lubbock	KJTV	FOX	25	34
	Amarillo	KCIT	FOX	24	39
	San Angelo	TBD	TBD	31	13
New Mexico	Albuquerque	KKTO	IND	10	53
Arkansas	Little Rock	KLRT	FOX	17	65
	Ft. Smith/Fayetteville	KPOM	NBC	16	25

Source-Houston: August '89 NSI NTI,

1125

Network: November '89 NSI

JACK PARDEE SHOW

Raycom Sports & Entertainment joins forces with the Houston Oilers and new head coach Jack Pardee to bring a new late night highlight and talk show to air Sunday evenings at 10:30 pm, beginning July 29.

The 26-week show will feature Pardee's comments and highlights from that day's Oilers football game as well as a summary of other games in the NFL.

Participating Sponsorship

- Two (2) :30s
- Product exclusivity
- Open/closing billboards
- Merchandising*

\$156,000 gross

Ratings estimate: 12 RTG/25 share, based on Nov. '89 NSI

Program to air on KHOU-TV, channel 11, Sunday 10:30 pm, for 26 weeks, beginning July 29, 1990.

*Subject to availability

OTO Spot

- One (1) :30
- \$3,500 gross

HOUSTON OILERS 1990 PRESEASON NETWORK PACKAGES

Exclusivity

- Six (6) :30s
- On-air feature*
- Product exclusivity
- Open/halftime/closing billboards

\$120,000 gross

Half Game Sponsorship

- Four (4) :30s
 - Half game product exclusivity
 - Open and close billboards
 - On-air feature*
- \$88,000 gross

Two Unit Sponsorship

- Two (2) :30s
 - Floating billboard*
- \$46,000 gross

OTO Spot

- One (1) :30
- \$12,000 gross
- *Subject to availability



Charlotte (704) 331-9494
 New York (212) 302-4072
 Dallas (214) 631-1442
 Los Angeles (818) 609-7555
 Chicago (312) 527-3272
 Cedar Rapids (319) 378-0655