



RAYCOM TEAMS UP WITH JOHN-BOY AND BILLY FOR TV SPECIALS

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CHARLOTTE, N.C. RAYCOM Sports, the nation's leading independent sports programmer which is based in Charlotte, is teaming up with WRFX-FM radio personalities, John-Boy and Billy in a series of NCAA Final Four television programs originating from Charlotte during the week.

It was announced on March 12 that RAYCOM and Prime Network will air two-hour Final Four Specials on Friday, April 1 at 7:00 p.m., Saturday, April 2 at 1:00 p.m., Sunday, April 3 at 8:00 p.m. and Monday, April 4 at 7:00 p.m. They will air locally on SportSouth.

Entitled *Championship Week from Charlotte*, the specials will bring the nation an up-close and behind-the-scenes look at the events surrounding the Final Four. The live broadcasts, which will include taped segments, will take place at a number of locations throughout the Charlotte-area including FanJam from the Charlotte Convention Center, Discovery Place, Founder's Hall at NationsBank and the Entertainment '94 Tent based at South Park.

In addition, RAYCOM will syndicate an insider's look at Championship Week entitled, *Hoops Hysteria*, that will air live from Charlotte on Friday at 8:00 p.m. on WBTV.

Both programs will feature the duo of John-Boy and Billy along with RAYCOM's Terry Hanson in five-minute features each half-hour. The off-the-cuff and unrehearsed reports, as only John-Boy and Billy can do, will include special offerings of officially licensed NCAA Final Four in-arena merchandise provided by Spectator Sports Services of Charlotte.

Hanson, president of RAYCOM's Management group, said, "John-Boy and Billy have become a regional phenomenon through syndication of The Big Show on WRFX. We hope to show the nation what characters these two guys really are. My primary job will be to keep them focused, a job that Marlin Perkins might be better suited for but I will give it a shot."

Headquartered in Charlotte, with offices in New York, Chicago, Dallas and Fort Lauderdale, RAYCOM was founded in 1979 by Rick and Dee Ray. In all, RAYCOM televised over 400 college basketball games this season including regional packages for the ACC, Metro Conference, Big Eight, PAC-10, Big 10 and Southwest Conference. In 1992, RAYCOM entered into a unique agreement with ABC in which RAYCOM provides all of the network's college basketball schedule. In addition, RAYCOM televises the Disneyland Pigskin Classic, the CARQUEST BOWL and the Freedom Bowl.

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