

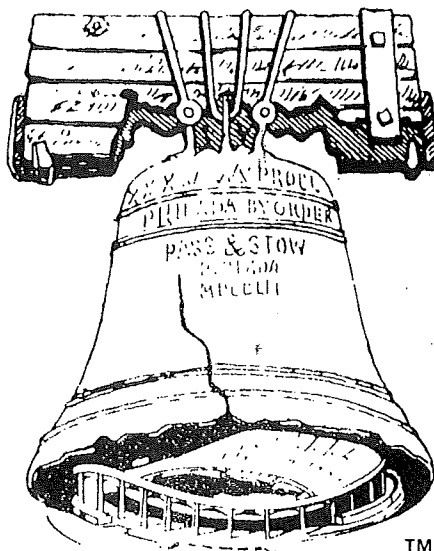
THE LIBERTY BOWL

...5 seconds remaining and a 40 yard field goal will win the game for your team, but you're a freshman and you've never planted the ball between the uprights from more than 35 yards. A football place-kicker's dream maybe...but this was the reality of the 1987 LIBERTY BOWL.

Freshman John Kasay kicked his first 40 yard field goal to give the Georgia Bulldogs a 20-17 victory over the Arkansas Razorbacks.

Year after year, the Liberty Bowl has emerged as one of the most exciting post-season events. In fact, ten of the last eleven Liberty Bowls have been decided by a touchdown or less.

Television audiences also share in this excitement. For the third consecutive year, the Liberty Bowl has been the highest rated syndicated bowl game in the country. The Liberty Bowl, now in its thirtieth year, is broadcast live over the Raycom Sports Network to nearly 90% of television homes nationwide.



The 30th Annual Liberty Bowl

85%-90% U.S. TV HOUSEHOLDS

DELIVERY ESTIMATES (DELIVERIES PER :30)

The LibertyBowl is traditionally the highest rated non-New Year's Day bowl game in America. Broadcast live to nearly 90% U.S. TV homes, the Liberty Bowl is known for dramatic competition between two of America's finest collegiate teams.

HH	HH	M18+	W18+	A18+	M18-49	W18-49	A18-49	M25-54	W25-54	A25-54
RTG	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)
5.2	4,710	4,291	2,680	6,971	2,482	1,201	3,683	2,477	1,352	3,829

*Audience delivery based on 1987 LIBERTY BOWL NTI.

THE 30th ANNUAL LIBERTY BOWL

THE LIBERTY BOWL MEMORIAL STADIUM - MEMPHIS, TENNESSEE
DECEMBER 28, 1988
8p.m. EDT

RATES

EXCLUSIVE SPONSORSHIP

Ten (10) :30's

On-air feature*

Open-halftime-closing billboards

Product exclusivity

\$380,000 gross

HALF GAME SPONSORSHIP

Six (6) :30's

Open and halftime billboards

Half game product exclusivity

\$240,000 gross

SPOT PARTICIPATION

One (1) :30

\$45,000 gross

*Subject to availability

Merchandising Available



CHARLOTTE: 801 East Trade Street, P.O. Box 3367, Charlotte, NC 28233-3367, (704)331-9494
 NEW YORK: 24 West 45th Street, 5th Floor, New York, NY 10036, (212)302-4072
 DALLAS: 1300 W. Mockingbird Lane, Suite 445, Dallas, TX 75247, (214)631-1442
 LOS ANGELES: 18321 Ventura Boulevard, Tarzana, CA 91356 (818)609-7555

THE LIBERTY BOWL

It will be a cool night in Memphis when two of the nation's finest college football teams tee it up in front of 50,000+ screaming fans. When the ball is kicked off, it will be the beginning of one of the most exciting post-season clashes as it has been for the past 28 years.

Some of the outstanding teams in the nation have competed in the Liberty Bowl: LSU, Auburn, Notre Dame, Alabama, Ohio State, Penn State, Nebraska, UCLA and Southern Cal. In addition, many of the big names in college football have performed in the event: Bo Jackson, Doug Flutie, Tony Eason, Randy White, Kellen Winslow, George Mira, Allen Pinkett, Archie Manning, Ted Hendricks, Ernie Davis, Art Schlichter and Ricky Bell.

For the second consecutive year, the Liberty Bowl was the highest rated syndicated bowl game in the country. The Liberty Bowl is broadcast exclusively over the Raycom Sports Network, to nearly 90% of television homes nationwide.

For 29 years, the Liberty Bowl has been regarded as one of the finest events in the country in both rating performance and the quality of team match-ups. The 1987 Liberty Bowl promises to be an exceptional event, steeped in tradition with a spectacular halftime show, and full of excitement as two of the country's top teams compete at The Liberty Bowl Memorial Stadium in Memphis.

December 29, 1987
8:00 p.m. EST



85%-90% U.S. TV HOUSEHOLDS



DELIVERY ESTIMATES (DELIVERIES PER :30)

The Liberty Bowl is traditionally the highest rated non-New Year's Day bowl game in America. Broadcast live to nearly 90% U.S. TV homes, the Liberty Bowl is known for dramatic competition between two of America's finest collegiate teams.

HH RTG	HH (000)	V2+ (000)	M18+ (000)	W18+ (000)	M18-34 (000)	W18-34 (000)	M18-49 (000)	W18-49 (000)	M25-54 (000)	W25-54 (000)
6.8*	6,100	9,943	5,429	3,294	2,135	915	3,416	1,708	2,989	1,525

*AUDIENCE DELIVERY BASED ON NT 6.8 - DECEMBER, 1986
VIEWERSHIP BASED ON A.C. NIELSEN SPORTS VPH'S FOR COLLEGE BOWL GAMES.

RATES

Exclusive Sponsorship:

Eight (8) :30s
On-air feature*
Open-halftime-closing
billboards
Product exclusivity

\$320,000 gross

*SUBJECT TO AVAILABILITY.

Half Game Sponsorship:

Four (4) :30s
Open and halftime billboards
Half game product exclusivity

\$160,000 gross

Spot Participation:

One (1) :30

\$40,000 gross

MERCHANDISING*

Exclusive Sponsorship:

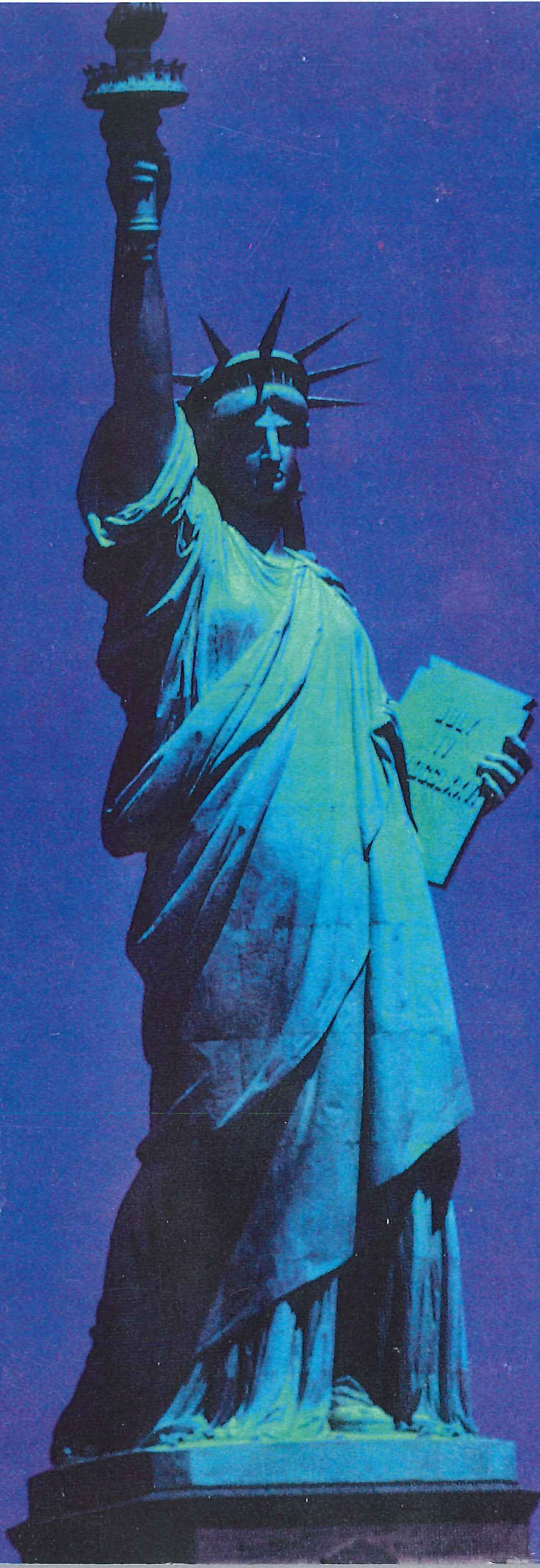
10 game tickets
2 invitations to Liberty Bowl
festivities
2 invitations to Hall of Fame
dinner
Full page color ad in
Liberty Bowl program**

Half Game Sponsorship:

6 game tickets
Full page black & white ad
in Liberty Bowl program**

*SUBJECT TO AVAILABILITY
**SUBJECT TO PUBLICATION CLOSING AND MATERIALS
DEADLINE.

MERCHANDISING PACKAGE IS CONTINGENT UPON FINAL
NEGOTIATED RATE.



THE TWENTY SIXTH ANNUAL

OFFICIAL SOUVENIR PROGRAM \$3.00

LIBERTY BOWL

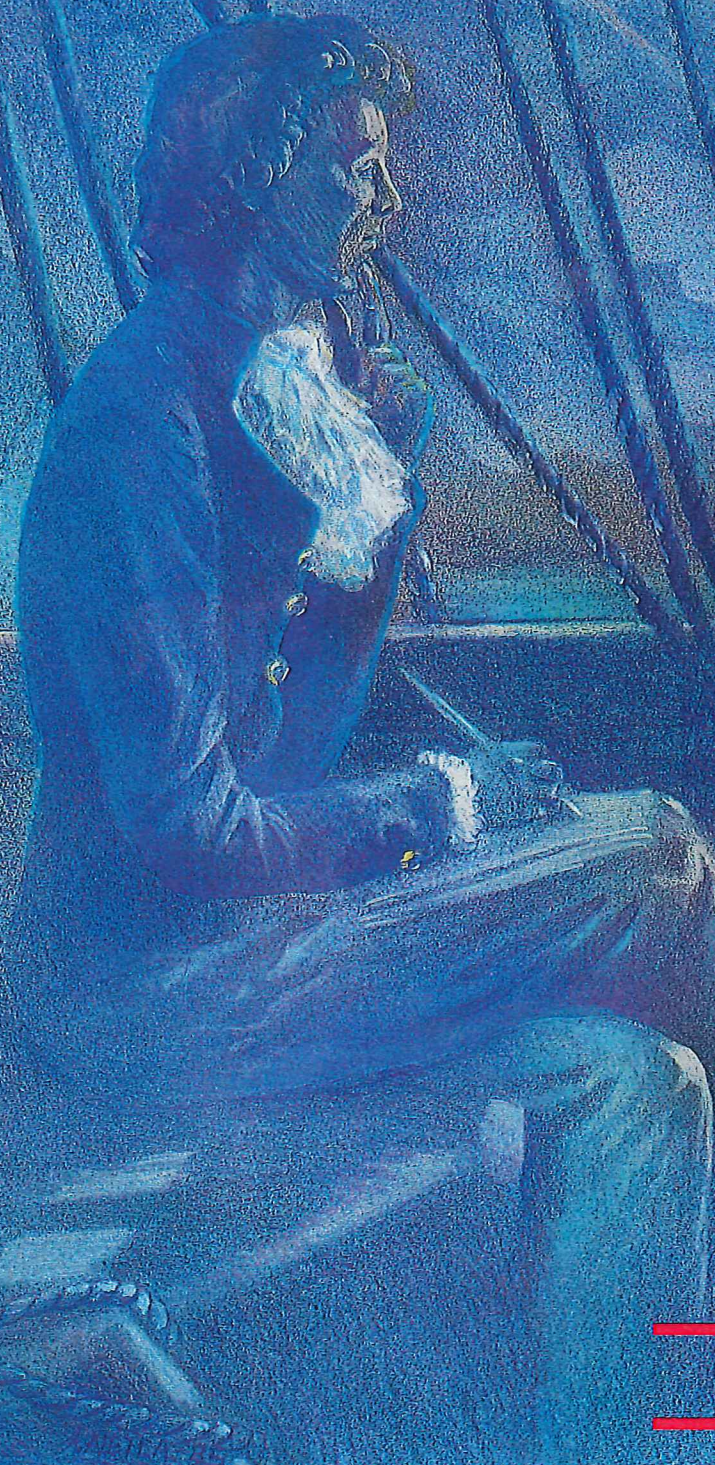
DECEMBER 27, 1984 / MEMPHIS, TENNESSEE

Arkansas vs. Auburn

OFFICIAL SOUVENIR PROGRAM \$4.00

The 27th Annual
Liberty Bowl

Memphis, Tennessee
December 27th 1985



Baylor vs. LSU

FRANCIS SCOTT KEY — STAR SPANGLED BANNER

Voices of the Liberty Bowl

In a period of six years, Raycom Sports has become the largest and most respected name in the syndication of sports programs. The company has basketball contracts with the Atlantic Coast Conference, the Metro Conference and the Pacific Coast Athletic Association. Raycom also holds exclusive football and basketball contracts with the Southwest Conference and the Big Eight Conference. The prestigious Liberty Bowl, Kickoff Classic and University of Miami football are also produced by Raycom. Of the many sports syndicators in the business six years ago, Raycom is the only one that still retains its original name and corporate structure.

The company moved from modest beginnings in sports broadcasting during its first season (1979-1980) to its

present position as the most dominant independent sports television network in the United States. The Charlotte-based company has offices in Dallas, Los Angeles and New York.

This year the Liberty Bowl telecast will be seen in over 150 television markets, including Alaska and Hawaii. Virtually every television household will be able to watch the game over an extensive network of commercial television stations and cable systems. Handling the telecast of the 1985 Liberty Bowl game are Merle Harmon, Kevin Kiley and Bud Wilkinson.

Merle Harmon brings into the broadcasting booth more than 30 years of broadcasting experience. Harmon, long associated with excellence in broadcasting, is synonymous with college football, having broadcast ABC's college football games, the Hall of Fame Bowl, the Bluebonnet Bowl, the East-West Shrine game, the North-South Shrine game, games of the Southeastern Conference, the Big Eight and the Big Ten. He has also hosted ABC's "College Football Scoreboard." In pro football he has announced the Super Bowl and NFL games for NBC. He has also an-

nounced for the Kansas City Chiefs, Pittsburgh Steelers and New York Jets. Currently, Harmon does play-by-play on Raycom's Southwest Conference football and basketball telecasts.

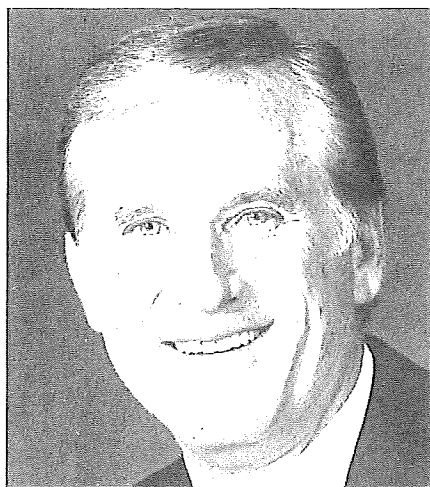
This past fall, **Kevin Kiley** served as an analyst for Raycom Big Eight football games. In 1984 Kiley provided color commentary for ACC football games and was ranked by *USA Today* as the "top regional color man in the country." He has been associated with WJLA-TV in Washington, D.C. as a sports anchorman and reporter since 1978. Kiley began his playing career with the New York Jets and later played with the Chicago Fire of the World Football League and the Calgary Stampeders of the Canadian Football League. He is a graduate of the University of Wyoming, where he was also a linebacker on the football team.

Bud Wilkinson, former University of Oklahoma and NFL coach, is no stranger to football fans. A former analyst for ABC for 12 years, Wilkinson's sharp football analysis comes from a glorious coaching career. His Oklahoma teams of 1953-57 won 47 straight games, a national collegiate record. Wilkinson's head coaching record includes 145 victories, 29 defeats and four ties. He has won various awards associated with coaching, including being named Coach of the Year by the American Football Coaches Association and *The Associated Press*.

The action of the 1985 Liberty Bowl game will be heard across the nation via the NBC Radio network. Describing the day's events will be Marty Glickman and Jack O'Rourke.

When they coined the phrase "veteran sportscaster," **Marty Glickman** could have been the man they had in mind. A play-by-play announcer for over 29 years, Marty has covered professional and collegiate football, New York Knicks basketball and NCAA basketball. NBC Sports' broadcasting "coach" will continue his respected play-by-play coverage of the prestigious Liberty Bowl game this fall from the NBC announcer booth. His dramatic style and in-depth knowledge make hearing him call a game a treat.

From Super Bowls to World Series to championship rounds of basketball and the Olympics, the distinctive style of **Jack O'Rourke** has carried the sports story to millions of listeners. Since joining NBC in 1969 he has covered Winter and Summer Olympics and Pan Am Games, utilizing his wide knowledge of amateur athletics. His college football bowl broadcasts have been widespread. A Peabody Award winner, Jack has provided NBC radio listeners with coverage of nearly every major sport—from golf to boxing, from auto racing to the World Series. ●



Merle Harmon



Bud Wilkinson



Marty Glickman



Jack O'Rourke



TWENTY-NINTH ANNUAL December 29, 1987/Memphis, Tennessee

LIBERTY BOWL 1987



ARKANSAS VS. GEORGIA

OFFICIAL PROGRAM \$4



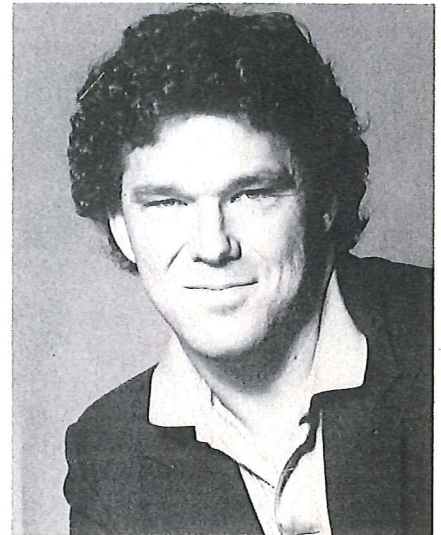
VOICES OF THE LIBERTY BOWL



Dave Rowe



Bob Murphy



Stan White

In a period of eight years, Raycom Sports has become the largest and most respected name in televised collegiate sports. The company has basketball contracts with the Atlantic Coast Conference (ACC), the Pac-10 Conference, the Metro Conference, the Big Eight, the Southwest Conference and the Pacific Coast Athletic Association (PCAA). Raycom also holds exclusive football contracts with the Southwest Conference. The prestigious Liberty and All-American Bowl, Kickoff Classic and University of Miami football are also produced by Raycom. Of the many collegiate sports producers in business during the past 10 years, Raycom is the only one that still retains its original name and corporate structure.

The company moved from modest beginnings in sports broadcasting during its first season (1979-1980) to its present position as the most dominant independent sports television network in the United States. The Charlotte-based company has offices in Dallas, Los Angeles and New York.

Handling the telecast of the 1987 Liberty Bowl game are Dave Rowe and Phil Stone.

Former all-pro defensive lineman Dave Rowe will conclude an outstanding season as Raycom's top football color analyst.

Rowe served as color analyst on the recently completed 11-game Southwest Conference football package which Raycom

Sports distributed to its 23-market network.

Raycom executive sports producer Peter Rolfe selected Rowe, who worked with Rolfe while serving as a football analyst for NBC Sports after his 13-year football career ended in 1980. Rowe has also provided color commentary on the NBC radio network for two seasons and worked for the Mutual Radio network this fall.

Rowe earned all-pro and all-rookie honors as a defensive tackle with New Orleans and then played for New England, San Diego, Oakland and Baltimore. He started for the Raiders in the 1977 Super Bowl. Rowe retired during the 1980 preseason after re-injuring his right elbow.

The Penn State graduate earned All-America honors and played in the Hula Bowl, East-West Shrine Game and College Football All-Star Game before being drafted in the second round by the Saints.

Veteran play-by-play announcer Phil Stone will call the shots of the Liberty Bowl for the Raycom sports network.

Stone, who was the voice of Raycom's recently completed Southwest Conference football action, has been on the air since he earned a master's degree in sports administration from Ohio University in 1973.

Since 1979 Stone has served as the play-by-play voice of NBC-TV for NFL football, Pac-10 basketball, Major League Baseball Game-of-the-Week, and is as-

signed to the 1988 Summer Olympics in Seoul, Korea. For ESPN, Stone has announced golf and track and field.

An Emmy winner, Stone has served as the play-by-play voice of the San Francisco Giants, Kansas City Royals and San Diego Padres.

The action of the 1987 Liberty Bowl game will be heard across the nation via the NBC radio network. Describing the day's events will be Bob Murphy and Stan White.

Murphy, who has broadcast major league baseball for three decades, is equally at home broadcasting football. He has seen some of the best in college football, covering Florida State as well as Southwest Conference and Big Eight teams. Murphy was broadcasting games for the Oklahoma Sooners in the '50s, when they ran up a 47-game winning streak. He did play-by-play for NBC radio on the Orange Bowl for five straight years and on the Gator Bowl for four years.

White, a former all-pro linebacker for the Baltimore Colts, brings his on-the-field experience to the broadcast booth. He has provided play-by-play for the Maryland Terrapins and hosted a nightly one-hour sports talk show, "Sportsline," for WBAL.

He has also broadcast NFL games for NBC Radio, including the playoffs with Marty Glickman.

1959
PENN ST. 7
ALABAMA 0

1960
PENN ST. 41
OREGON 12

1961
SYRACUSE 15
MIAMI 14

1962
OREGON ST. 6
VILLANOVA 0

1963
MISS. ST. 16
N.C. STATE 12

1964
UTAH 32
W. VIRGINIA 6

1965
OLE MISS 13
AUBURN 7

1966
MIAMI 14
VIRG. TECH 7

1967
N.C. STATE 14
GEORGIA 7

1968
OLE MISS 34
VIRG. TECH 17

1969
COLORADO 47
ALABAMA 33

1970
TULANE 17
COLORADO 3

1971
TENNESSEE 14
ARKANSAS 13

1972
GA. TECH 31
IOWA ST. 30

1973
N.C. STATE 31
KANSAS 18

1974
TENNESSEE 7
MARYLAND 3

1975
U.S. CAL. 20
TEXAS A&M 0

1976
ALABAMA 35
U.C.L.A. 6

1977
NEBRASKA 21
N. CAROLINA 17

1978
MISSOURI 20
LSU 6

1979
PENN ST. 9
TULANE 6

1980
PURDUE 28
MISSOURI 25

1981
OHIO ST. 31
NAVY 28

1982
ALABAMA 21
ILLINOIS 15

1983
NOTRE DAME 19
BOSTON COLL. 18

1984
AUBURN 21
ARKANSAS 15

1985
BAYLOR 21
LSU 7

1986
TENNESSEE 21
MINNESOTA 14

1987
GEORGIA 20
ARKANSAS 17

1988
INDIANA
S. CAROLINA

LIBERTY BOWL

19

88

30

YEAR
CELEBRATION

SOUTH CAROLINA VS. INDIANA

WEDNESDAY, DEC. 28TH

7:00 P.M. (CST) LIBERTY BOWL STADIUM

OFFICIAL SOUVENIR PROGRAM — \$4.00



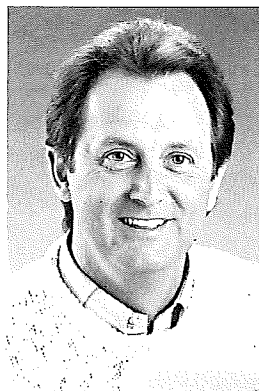
Raycom Sports



DEE RAY



RICK RAY



PHIL STONE



DAVE ROWE

Now in its 10th year of sports programming, Raycom Sports is the dominant independent producer of sports for television in the United States. From its beginning in 1979, co-founders Rick and Dee Ray have demonstrated their commitment to excellence on behalf of affiliates, viewers, advertisers and rights holders.

In this year alone, the company will produce, distribute and market more than 400 sports programs, including the first football game to be played in the Soviet Union. On September 2, 1989, the "Glasnost Bowl" will air live to a worldwide audience from Moscow's Dynamo Stadium—living up to the meaning of its name. "Glasnost" is the Russian word for "openness."

Throughout the year, Raycom holds the television rights for the Liberty Bowl, the Kickoff Classic and Southwestern Conference football and basketball, as well as televised packages for three independent schools: Illinois, Iowa and Purdue. Raycom also broadcasts football and basketball for the Big Ten Conference and it holds the basketball rights for the Big Eight, the PAC-10, the Metro Conference and the ACC (in partnership with Jefferson-Pilot Teleproductions).

In July 1988, Raycom created the first televised production of "The Ninth Annual Emmy Awards for Sports," a two-hour live special hosted by TV celebrities Alan Thicke and Joan Van Ark.

Raycom also organized the first annual "Diet Pepsi Tournament of Champions," a men's college basketball tournament in the new 25,000-seat Charlotte (NC) Coliseum on December 2-3, 1988. At the event, the University of North Carolina hosted teams from Temple University, the University of Arizona and the University of Missouri.

At Raycom's home office in Charlotte, NC, and in offices in New York, Chicago, Los Angeles, Dallas, Atlanta and Champaign, Ill., more than 65 professionals work to bring major college and professional sports events into homes across the country.

Handling the telecast of the 1988 Liberty Bowl game are Dave Rowe and Phil Stone.

This will be the second Liberty Bowl that the duo has announced, and the third national bowl game, as they also teamed up to broadcast for the Kickoff Classic, which aired in August 1988.

Rowe, a former All-Pro lineman and NBC-TV NFL commentator, is highly regarded as the color analyst for the Southwest Conference football broadcasts, where he also shares the microphone with Stone. He began as a football analyst for NBC Sports after retiring from his successful 13-year NFL playing career in 1980. He has provided color commentary on the NBC Radio Network for two seasons and worked for the Mutual Radio Network last fall. Last winter Rowe became part of broadcast history when NBC teamed him with Gayle Sierens, who became the first woman to call the play-by-play of an NFL game.

Stone has been on the air since earning his master's degree in Sports Administration from Ohio University in 1973. Since 1979, Stone has served as the play-by-play voice for NBC-TV's NFL football, PAC-10 basketball and the major league baseball game of the week. For ESPN, he has announced golf and track and field programs. An Emmy Award-winner, Stone has served as the play-by-play voice of the San Francisco Giants, the Kansas City Royals and the San Diego Padres.