

Metro Conference basketball fans are among the most vocal in the country, and they've got plenty to cheer about. Last season, four teams made appearances in the Top 20, and all were invited to the NCAA Tournament.

Louisville, Memphis State, Florida State, and South Carolina all enjoyed excellent campaigns in 1989, and the season ahead looks even more promising.

Virginia Tech, Cincinnati and Tulane will return to the Metro Tournament next March in Biloxi, Mississippi, where the hometown Golden Eagles of Southern Miss will host the league's 15th anniversary event. And at the age of 15, the Metro Conference is going strong.

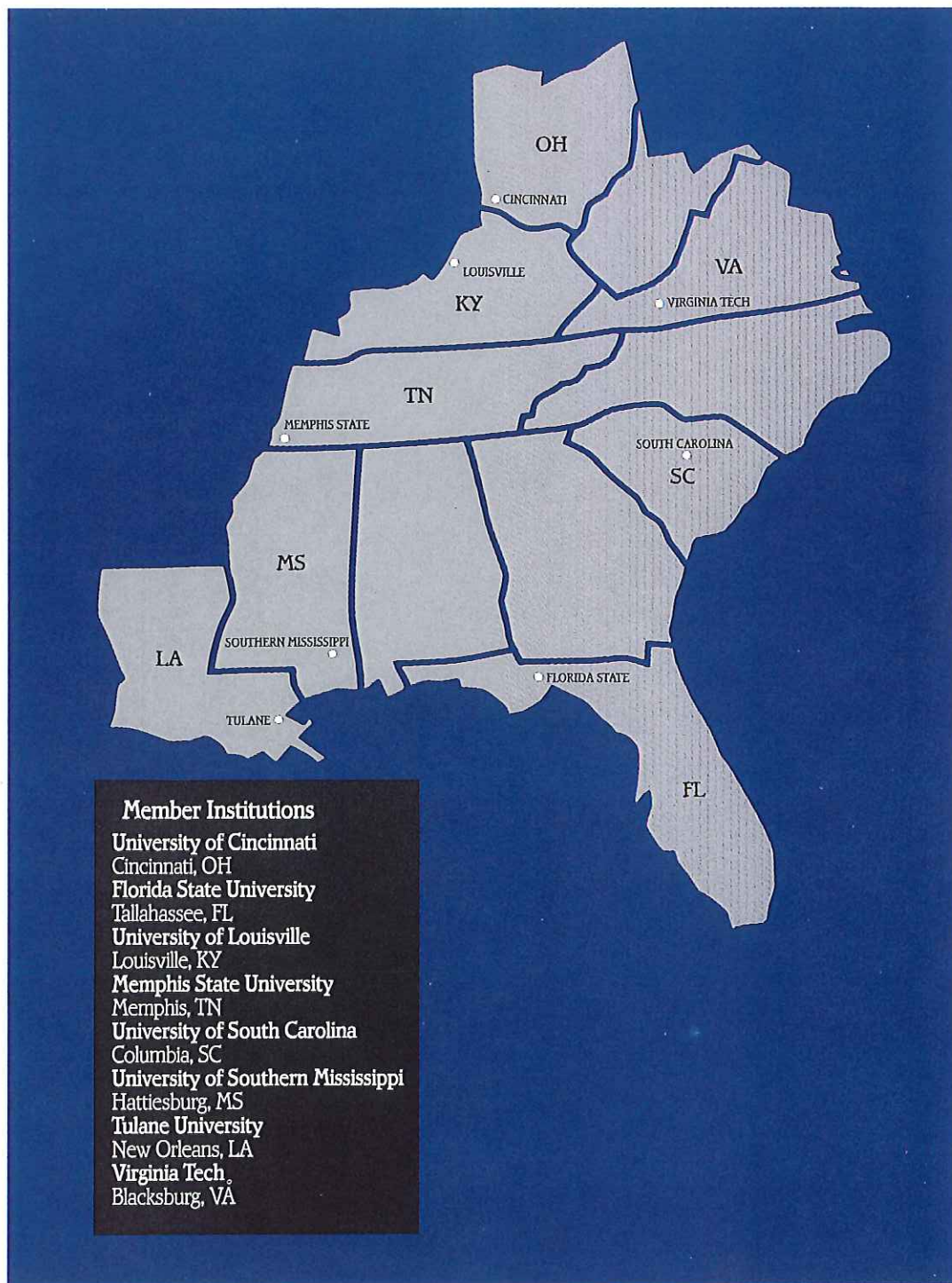
Guard LaBradford Smith leads Louisville in defense of its tournament title, but will be challenged throughout the year by Memphis State and its all-star backcourt.

The Metro's popularity on television is further evidence of the loyalty of the fans. Raycom's Metro package of weekend and prime time games brings the action home from Tallahassee to Cincinnati.

Nobody takes you to the hoop better than Raycom.



METRO CONFERENCE BASKETBALL



Southern Mississippi's Golden Eagles stunned everyone when they flew to a second place finish in the Metro Conference tournament in 1989-90. Picked to finish in the cellar, the Golden Eagles posted a strong comeback record of 20-11. Coach M.K. Turk is returning all of his key players and hopes are high for another big season in Hattiesburg.

The class of the league will once again be Louisville. The Cardinal's finished out the 80's right where they started, by winning the conference title. Louisville dominated the NCAA in the 80's by winning two national championships, making four Final Four appearances, and racking up a 23-6 NCAA tournament record. Analysts are picking the Cards to be as strong as ever in the early 90's.

In Memphis, Larry Finch's Tigers will be hot on the trail for a return to glory. Florida State, South Carolina, and Virginia Tech will also challenge for the Metro title.

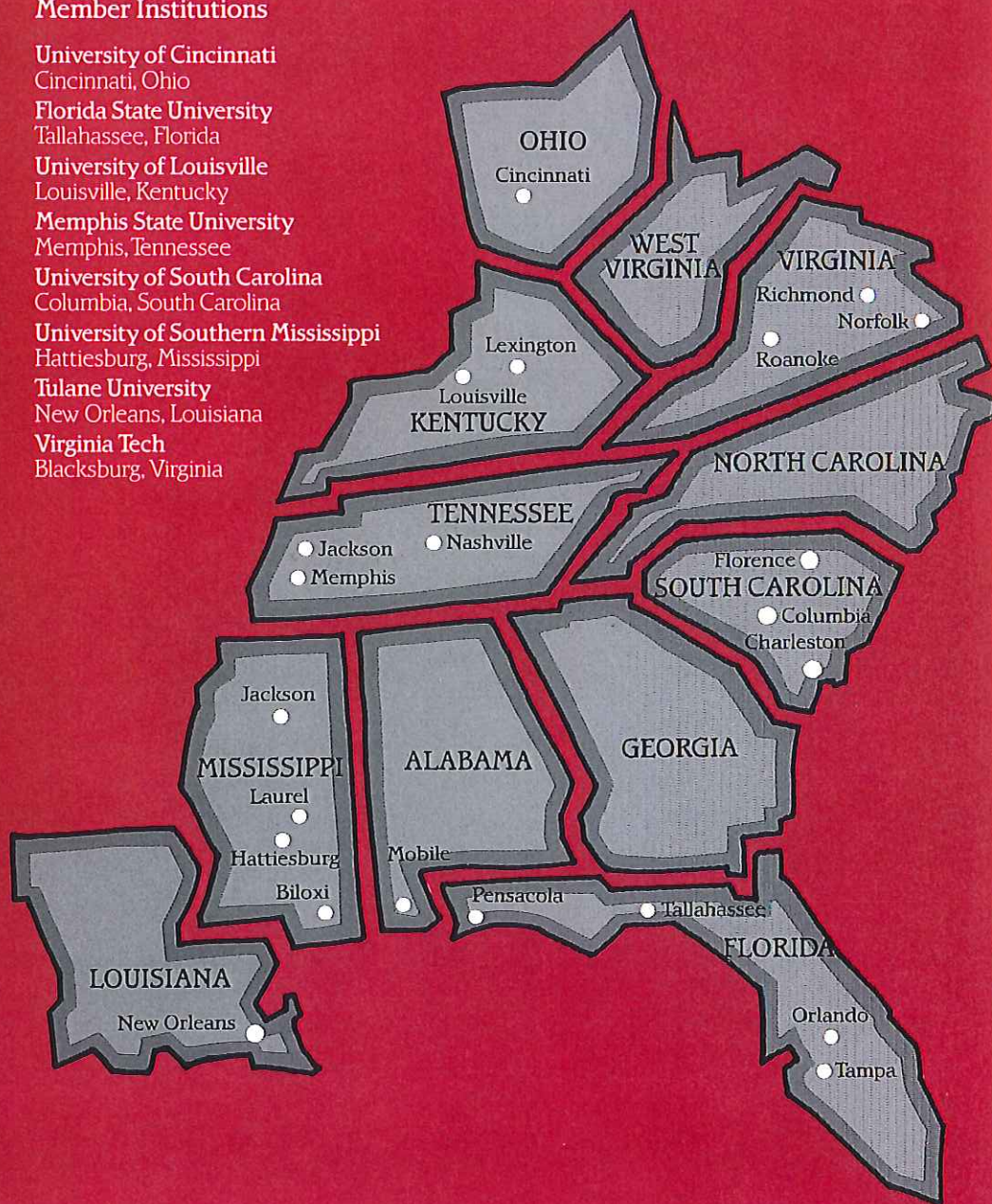
The Metro Conference is consistently recognized as one of the finest leagues in the nation with its outstanding coaches, players, and fans. That's why Raycom is proud to bring all this excitement to you for the entire action packed season.

Raycom gives you a front row seat all season long.

1990 METRO CONFERENCE BASKETBALL

Member Institutions

University of Cincinnati
Cincinnati, Ohio
Florida State University
Tallahassee, Florida
University of Louisville
Louisville, Kentucky
Memphis State University
Memphis, Tennessee
University of South Carolina
Columbia, South Carolina
University of Southern Mississippi
Hattiesburg, Mississippi
Tulane University
New Orleans, Louisiana
Virginia Tech
Blacksburg, Virginia



RAYCOM
SPORTS &
ENTERTAINMENT

METRO CONFERENCE MARKET COVERAGE

MARKET	STATION	AFFIL.	# GAMES
Tallahassee	WCTV	CBS	13
Louisville	WDRB	Fox	13
Lexington	WDKY	Fox	13
Hattiesburg	WDAM	NBC	13
Jackson, MS	WDBD	IND	9
Cincinnati	WXIX	IND	10
Charleston, SC	WTAT	IND	10
Columbia, SC	WIS	NBC	14
Florence	WPDE	ABC	4
Memphis	WPTY	IND	15
Jackson, TN	WBBJ	ABC	9
Norfolk	WTVZ	IND	10
Richmond	WRLH	IND	10
Roanoke	WLSL	NBC	14
Bonus Markets			
Nashville	WZTV	IND	5
Orlando	WAYK	IND	14
Mobile/Pensacola	WJTC	IND	9
Tampa	WTMV	IND	13
Biloxi	WLOX	ABC	5
New Orleans	WGNO	IND	6

SCHEDULE SUMMARY

From January through March, 1991, Raycom will produce a total of 21 live games to deliver the clearance schedule to 5.3% of US TV households. Each station selects a schedule customized to its market, maximizing the appearances of home state schools. A total of 19 regular season games and 2 tournament games comprise the schedule.

AUDIENCE ESTIMATES

MARKET	PROJ # OF GAMES	UNIV TV HH (000)	AVG MKT RTG	DEL HH (000)	AVG DEL M18-34 (000)	AVG DEL A18-34 (000)	AVG DEL M18-49 (000)	AVG DEL A18-49 (000)	AVG DEL M25-54 (000)	AVG DEL A25-54 (000)
Tallahassee	13	184	10.6	20	3	7	7	13	7	12
Louisville	13	520	27.7	144	32	66	65	119	59	111
Lexington	13	341	1.5	5	1	2	1	2	1	2
Hattiesburg	13	90	8.1	7	1	3	2	5	3	6
Jackson, MS	9	295	2.6	8	3	4	4	5	3	5
Cincinnati	10	755	5.9	44	6	9	14	19	14	20
Charleston, SC	10	221	2.2	5	1	2	2	3	2	3
Columbia, SC	14	286	14.7	42	5	14	14	28	14	25
Florence	4	165	2.4	4	1	3	1	3	1	3
Memphis	15	605	15.4	93	19	39	40	77	38	75
Jackson, TN	9	58	5.2	3	1	2	1	2	1	2
Norfolk	10	572	1.5	9	2	2	2	2	2	2
Richmond	10	437	1.6	7	2	3	2	4	2	3
Roanoke	14	362	4.6	17	3	4	4	6	3	6
Average Per Game:				251	49	99	99	181	93	172
Cumulative Totals				5,274	1,028	2,077	2,076	3,793	1,958	3,617
VPH:					.19	.39	.39	.72	.37	.69
Coverage Area Rating:		9.8								

SOURCE: A.C. NIELSEN, NSI "VIP", FEB. 1990

RATES

Exclusive Sponsorship:

- Six (6) :30's per event
 - 126 thirty-second commercials
 - Open and halftime billboards
 - Product exclusivity
- \$525,000 gross

Half Game Sponsorship:

- Four (4) :30's per event
 - 84 thirty-second commercials
 - Open or halftime billboard
 - Half game product exclusivity
- \$360,000 gross

Spot Participation:

- One (1) :30 per event
 - 21 thirty-second commercials
- \$95,000 gross



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

1991-92 METRO CONFERENCE BASKETBALL

In 1991-92, the Metro Conference will unveil its exciting, new membership. South Florida, UNC Charlotte and Virginia Commonwealth make their Metro debuts this winter in what promises to be one of the wildest conference races ever.

Southern Mississippi met everyone's pre-season expectations by winning its first Metro regular season championship. M.K. Turk's Golden Eagles are looking to make it two in a row with the return of several key players. In Louisville, Denny Crum and the new-look Cardinals are ready to bring another national championship back to the nest, while the Tulane Green Wave's impressive upper division finish in '91 has them shooting for the conference title in '92.

South Florida's Bulls will lead the charge as the new teams on the Metro block look to make an immediate impact. Jeff Mullins' UNCC 49ers will also figure prominently in the conference race.

The Metro Conference is consistently recognized as one of the finest leagues in the nation with its outstanding coaches, players and fans. That's why Raycom is proud to bring all this excitement to you for the entire action-packed season!

Member Institutions

University of Louisville
Louisville, Kentucky

University of North Carolina at Charlotte
Charlotte, North Carolina

University of South Florida
Tampa, Florida

University of Southern Mississippi
Hattiesburg, Mississippi

Tulane University
New Orleans, Louisiana

Virginia Commonwealth University
Richmond, Virginia

Virginia Tech
Blacksburg, Virginia



RAYCOM

METRO CONFERENCE MARKET COVERAGE

MARKET	STATION	AFFIL.	# GAMES
Louisville	WDRB	FOX	13
Hattiesburg	WDAM	NBC	13
Jackson, MS	WDBD	FOX	10
New Orleans	WGNO	IND	7
Norfolk	WGNT	IND	10
Richmond	WRLH	FOX	10
Roanoke	WSLS/WJPR	NBC/FOX	14
Charlotte	WCCB	FOX	6
Tampa	WTMV	IND	6
Bonus Markets			
Orlando, FL	WAYK	IND	14
Mobile/Pensacola	WJTC	IND	9
Biloxi	WLOX	ABC	6

SCHEDULE SUMMARY

From January through March, 1992, Raycom will produce a total of 18 live games to deliver the clearance schedule to 5.4% of US TV households. Each station selects a schedule customized to its market, maximizing the appearances of home state schools. A total of 15 regular season games and 3 tournament games comprise the schedule.

AUDIENCE ESTIMATES

MARKET	PROJ # OF GAMES	UNIV TV HH (000)	AVG MKT RTG	DEL HH (000)	AVG DEL M18-34 (000)	AVG DEL A18-34 (000)	AVG DEL M18-49 (000)	AVG DEL A18-49 (000)	AVG DEL M25-54 (000)	AVG DEL A25-54 (000)
Louisville	13	521	21.2	113	24	50	48	90	43	85
Hattiesburg	13	90	7.7	9	3	4	3	7	3	6
Jackson MS	10	295	2.0	7	3	3	4	5	3	4
Norfolk	10	579	1.7	9	3	3	4	5	4	5
Richmond	10	445	1.6	7	2	3	2	4	2	3
Roanoke	14	363	2.9	16	4	5	5	7	5	7
Charlotte	6	734	3.0	21	2	3	7	8	8	11
New Orleans	7	638	1.1	7	3	4	5	8	4	7
Tampa	6	1,350	1.0	13	1	1	2	2	1	1
Average Per Game:				202	45	76	80	136	73	129
Cumulative Totals				2,293	526	914	922	1,615	840	1,522
VPH:					.23	.40	.40	.70	.37	.66
Coverage Area Rating:		4.0								

SOURCE: A.C. NIELSEN, NSI "VIP", FEB. 1990/1991

RATES

Exclusive Sponsorship:

- Six (6) :30's per event
 - 108 thirty-second commercials
 - Open and halftime billboards
 - Product exclusivity
- \$375,000 gross

Half Game Sponsorship:

- Four (4) :30's per event
 - 72 thirty-second commercials
 - Open or halftime billboard
 - Half game product exclusivity
- \$255,000 gross

Spot Participation:

- One (1) :30 per event
 - 18 thirty-second commercials
- \$70,000 gross



Charlotte (704) 331-9494
New York (212) 302-4072
Chicago (312) 527-3272
Dallas (214) 631-1442



1992-93 METRO CONFERENCE BASKETBALL



Traditional power Louisville, ranked in the top 10 in many pre-season polls, looks to top the Metro, a conference that placed four of its seven members in the 1992 NCAA tournament and this year offers the most balance of any conference in the nation.

Despite their storied basketball tradition, Coach Denny Crum's Cardinals will face perhaps the toughest battle in Metro Conference history. Coming off a 22-9 record and its first NCAA tournament appearance in school history, Tulane will challenge Louisville for the conference crown. Defending champion UNC Charlotte returns four starters, including powerful Jarvis Lang, considered by many to be one of America's top talents.

The Metro features another of the nation's best players in pre-season All-America pick

Kendrick Warren of Virginia Commonwealth. Led by Warren, the Rams are certain to be a factor in a conference that came on strong last year.

From the first tip-off to the final buzzer, the Metro Conference will offer fans heart-stopping, nail-biting basketball.

Raycom and Metro Conference basketball ... the best in live sports action!

One Reason Why Fans Tune In To Metro Conference Basketball:

One of the most balanced conferences in the nation, the Metro featured four teams that were within one game of each other in the race for the 1992 regular-season championship. Tulane won the regular-season title at 8-4. UNC Charlotte, South Florida and Louisville all tied for second at 7-5.



the nation's leading independent sports programmer

METRO CONFERENCE MARKET COVERAGE

MARKETS	STATIONS	AFFILIATE	# GAMES
Louisville	WDRB	FOX	13
Hattiesburg	WDAM	NBC	13
Jackson, MS	WDBD	FOX	6
New Orleans	WGNO	IND	10
Norfolk	WGNT	IND	9
Richmond	WRIC	ABC	9
Roanoke	WJPR-WVFT	FOX	10
Charlotte	WCCB	FOX	8
Tampa	WTMV	IND	8
Bonus Markets			
Harrisonburg, VA	WAZT	IND	10
Biloxi	WLOX	ABC	6

SCHEDULE SUMMARY

From January through March, 1993, Raycom will produce a total of 18 live games to deliver the clearance schedule to 5.6% of US TV households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools. A total of 15 regular season games and 3 tournament games comprise the schedule.

AUDIENCE ESTIMATES

MARKET	PROJ # OF GAMES	UNIV TV HH (000)	AVG MKT RTG	DEL HH (000)	AVG DEL M18-34 (000)	AVG DEL A18-34 (000)	AVG DEL M18-49 (000)	AVG DEL A18-49 (000)	AVG DEL M25-54 (000)	AVG DEL A25-54 (000)
Louisville	13	525	8.1	43	9	18	17	32	17	29
Hattiesburg	13	88	4.3	5	1	2	2	4	2	3
Jackson, MS	6	282	1.4	5	1	2	2	4	2	3
New Orleans	10	592	7.1	45	10	19	18	33	17	31
Norfolk	9	603	1.0	4	1	2	2	3	1	3
Richmond	9	472	1.3	6	1	3	3	5	2	4
Roanoke	10	377	1.0	4	1	2	2	3	2	3
Charlotte	8	745	2.8	21	5	9	8	15	8	14
Tampa	8	1,366	1.0	7	2	3	3	5	3	5
Average Per Game:				140	30	58	56	100	51	96
Cumulative Totals:				1,458	320	623	592	1,084	564	989
VPH:					0.22	0.43	0.41	0.74	0.39	0.68
Coverage Area Rating:		2.8								

SOURCE: Raycom Research 1993 Estimates

RATES

Exclusive Sponsorship:

- Six (6) :30's per event
 - 108 thirty-second commercials
 - Open, halftime and closing billboards
 - Product exclusivity
- \$375,000 gross

Half-Game Sponsorship:

- Four (4) :30's per event
 - 72 thirty-second commercials
 - Open and halftime billboard
 - Half-game product exclusivity
- \$255,000 gross

Spot Participation:

- One (1) :30 per event
 - 18 thirty-second commercials
- \$70,000 gross



CHARLOTTE: 801 East Trade Street, P.O. Box 33367, Charlotte, NC 28233-3367, (704) 378-4400 Fax (704) 378-4461
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 CHICAGO: 401 North Michigan Avenue, Suite 565, Chicago, IL 60611, (312) 527-3272 Fax (312) 527-3276
 DALLAS: 1300 West Mockingbird Lane, Suite 501, Dallas, TX 75247, (214) 631-1442 Fax (214) 638-55345



Metro Conference Basketball

The Metro Conference was rated one of the nation's strongest leagues last year and Louisville advanced to the NCAA Tournament's Final Eight. A year ago, the league boasted an influx of talented freshmen and had tremendous balance with a number of fine basketball teams including Tulane, Virginia Tech, UNC Charlotte, Southern Mississippi and VCU.

Coach Denny Crum's Louisville squad will again be a power with sophomore guards DeJuan Wheat and Jason Osborne. Resurgent Tulane will challenge the Cardinals with Gerald Honeycutt and LaVellro Simmons. Coach Sonny Smith lost the services of Kendrick Warren and Kenny Harris but VCU returns talented Tyron McCoy.

Another sophomore Shanderic Downs leads Coach Jeff Mullin's UNC Charlotte team and Virginia Tech, the surprise of the league last year winning 18 games, returns all-around performer Ace Custis. Coach M.K. Turk's Southern Mississippi team will have to rebuild but can count on Glen Whisby while South Florida returns Chuckie Atkins and Donzell Rush.

RAYCOM provides basketball fans with live action from early January through the Metro Conference Tournament in March and gives advertisers maximum deliveries and the all-important association with the "home team in the home market."

RAYCOM delivers the best in live sports action!

Schedule Summary

From January through March, 1995, RAYCOM will produce a total of 18 live games to deliver the clearance schedule to 9 percent of U.S. television households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools. A total of 15 regular season games and 3 tournament games comprise the schedule.

RAYCOM

Charlotte Chicago Dallas Ft. Lauderdale New York

Metro Conference Basketball Market Coverage

Market	Station	Affiliate	# of Games
Charlotte	WCCB	FOX	5
Hattiesburg/Laurel	WDAM	NBC	16
Jackson, MS	WDBD	FOX	5
Louisville	WDRB	FOX	10
New Orleans	WGNO	IND	13
Norfolk	WGNT/WBHL	IND/IND	16
Richmond	WRIC/WRLH	ABC/IND	8
Roanoke	WSLS/VTTV	NBC/IND	6
Tampa	WTMV	IND	7
Bonus Market			
Biloxi/Gulfport	WLOX	ABC	6
Bowling Green	WGRB	IND	14
Columbus	WBV	IND	16
Hagerstown	WYVN	IND	10
Raleigh	WVT	IND	15
Tri Cities	WAP	IND	3

(market coverage subject to change)

Member Institutions

University of LOUISVILLE
Cardinals
Louisville, KY

University of NORTH CAROLINA-Charlotte
49ers
Charlotte, NC

University of SOUTH FLORIDA
Bulls
Tampa, FL

University of SOUTHERN MISSISSIPPI
Golden Eagles
Hattiesburg, MS

TULANE University
Green Wave
New Orleans, LA

VIRGINIA COMMONWEALTH
University
Rams
Richmond, VA

VIRGINIA TECH University
Hokies
Blacksburg, VA



Metro Conference Basketball Audience Estimates

Market	Proj # of Games	Univ TV HH (000)	Avg Mkt Rtg	Del HH (000)	Avg Del M18-34 (000)	Avg Del A18-34 (000)	Avg Del M18-49 (000)	Avg Del A18-49 (000)	Avg Del M25-54 (000)	Avg Del A25-54 (000)
Charlotte	5	775	2.0	18	8	16	9	21	8	16
Hattiesburg/Laurel	16	90	3.7	4	-	-	-	-	-	-
Jackson, MS	5	286	1.8	6	-	-	-	-	3	3
Louisville	10	533	17.8	112	25	45	53	91	54	97
New Orleans	13	609	4.1	30	8	13	15	23	14	20
Norfolk	16	613	-	-	-	-	-	-	-	-
Richmond	8	484	2.2	13	3	4	6	11	6	11
Roanoke	6	386	0.9	4	1	2	2	3	2	3
Tampa	7	1,384	-	-	-	-	-	-	-	-
Average per Game				187	45	80	85	149	87	150
Cumulative Totals				2,046	484	847	944	1,613	958	1,626
VPVH					0.24	0.43	0.45	0.80	0.47	0.80
Coverage Area Rating				3.6						

Source: RAYCOM Research estimates

Rates

Exclusive Sponsorship

- ◆ Six (6) :30s per event, 108 thirty-second announcements total
- ◆ Product exclusivity
- ◆ In-program feature
- ◆ Opening/halftime/closing billboards
- ◆ \$397,000 gross

Half-Game Sponsorship

- ◆ Four (4) :30s per event, 72 thirty-second announcements total
- ◆ Half-game product exclusivity
- ◆ In-program feature (if available)
- ◆ Opening/closing billboards to exclusive half
- ◆ \$270,000 gross

Spot Participation

- ◆ One (1) :30 per event, 18 thirty-second announcements total
- ◆ \$74,000 gross

RAYCOM

CHARLOTTE: 412 EAST BOULEVARD, P.O. BOX 33367, CHARLOTTE, NC 28233-3367 PHONE: (704) 331-9494 FAX: (704) 378-4465
 NEW YORK: 500 5TH AVENUE, SUITE 2330, NEW YORK, NEW YORK 10110 PHONE: (212) 302-4072 FAX: (212) 921-2910
 CHICAGO: 401 NORTH MICHIGAN AVENUE, SUITE 725, CHICAGO, IL 60611 PHONE: (312) 527-3272 FAX: (312) 527-3276
 DALLAS: 1300 WEST MOCKINGBIRD LANE, SUITE 110, DALLAS, TX 75247 PHONE: (214) 631-1442 FAX: (214) 638-5534