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STREET & SMITH'S  
**SportsBusiness  
DAILY**

SBD/4/Sports Media

## MEDIA NOTES

Published February 4, 1997

The Marquee Group will produce "More Than A Game," a new, half-hour series focusing on positive human interest stories in sports. The show was created by Raycom Sports, who will handle syndication and ad sales. The weekly series is targeted to air during the late night weekend time period and is scheduled for an August '97 launch. CNN's Fred Hickman will host the show (The Marquee Group)....SI has temporarily dropped plans for a new "bonus" section geared toward college football and basketball. Subscribers who had requested the sections were told the sections were being scrapped and were offered the new "NBA Extra" section instead (MEDIaweek, 2/3)....MLB's MLB@BAT site on the World Wide Web now features a special section on the Negro Leagues for National Black History Month (MLB)....The USBL launched their new website at <http://www.usbl.com> (USBL).

### Related Topics:

MLB, NBA, Raycom Sports, Sports Illustrated, Media, Time Warner

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**more than a  
Game**

*A Celebration  
of Sports!*

Hosted by  
Fred Hickman



**Brandi Chastain *Kicks* Off  
November Sweeps as  
Special Correspondent!**

**more than a  
Game**

Entering its third season, with  
a 35% ratings gain over 1998!

Syndication Sales:  
Ad Sales:

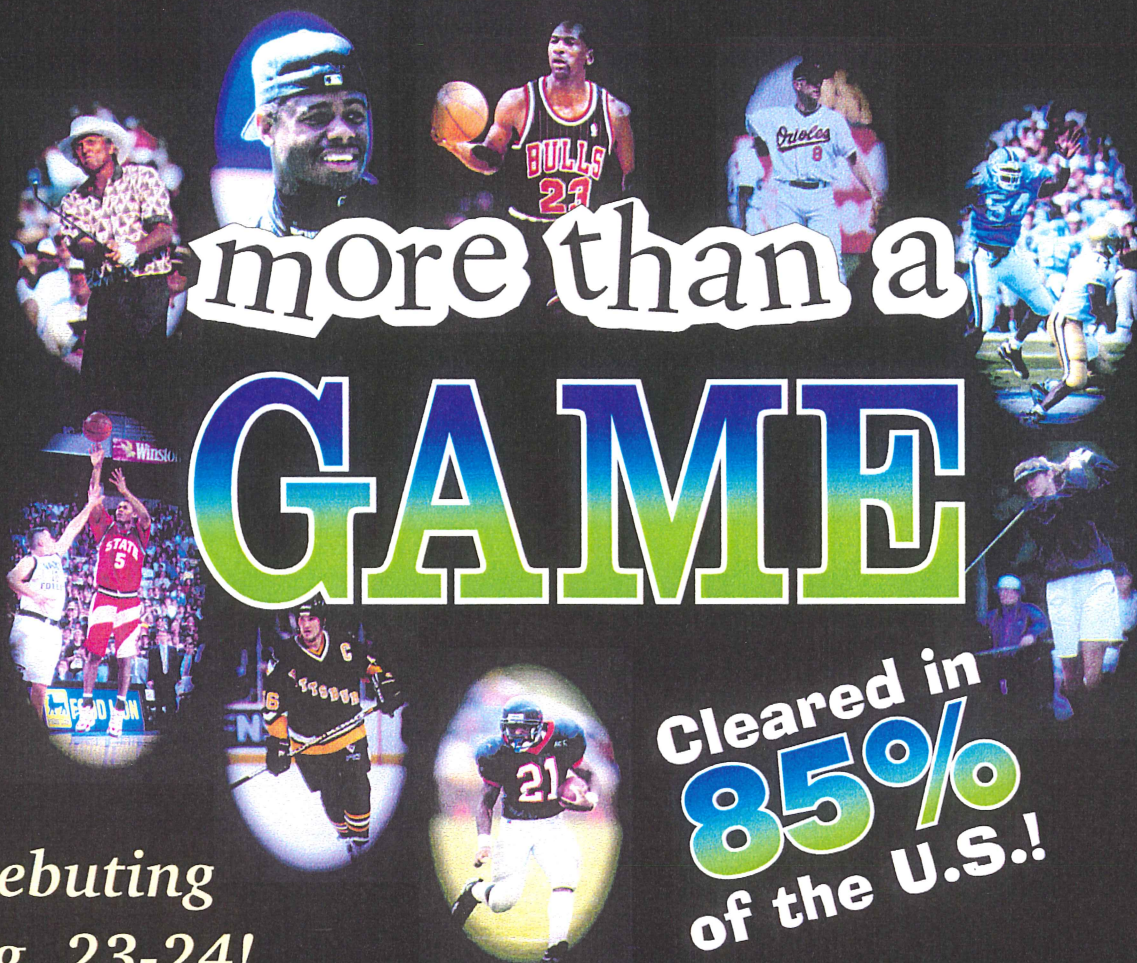
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Joe Gallagher

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**RAYCOM**  
*Sports*



If you want to stand out from the crowd,  
you've got to get in the **GAME!**



*Debuting  
Aug. 23-24!*

*Cleared in  
**85%**  
of the U.S.!*

**The only half-hour syndicated program dedicated to the positive side of sports!**

*Top 10 Clearances:*



New York: WNBC



Boston: WABU



Los Angeles: KABC



Washington: WUSA



Chicago: WPWR



Dallas: WFAA



Philadelphia: KYW



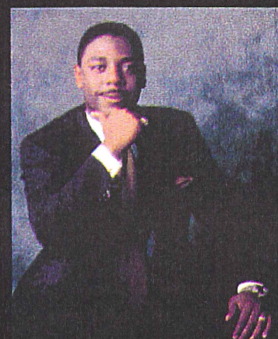
Detroit: WXYZ



San Francisco: KRON



Atlanta: WXIA



*Host: Fred Hickman*

**RAYCOM**  
*Sports*

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