

1990 PAC-10 CONFERENCE BASKETBALL

The Pac-10 continued its resurgence as a force in college basketball with Arizona, California, Oregon State, and UCLA posting twenty win seasons and receiving NCAA tournament bids.

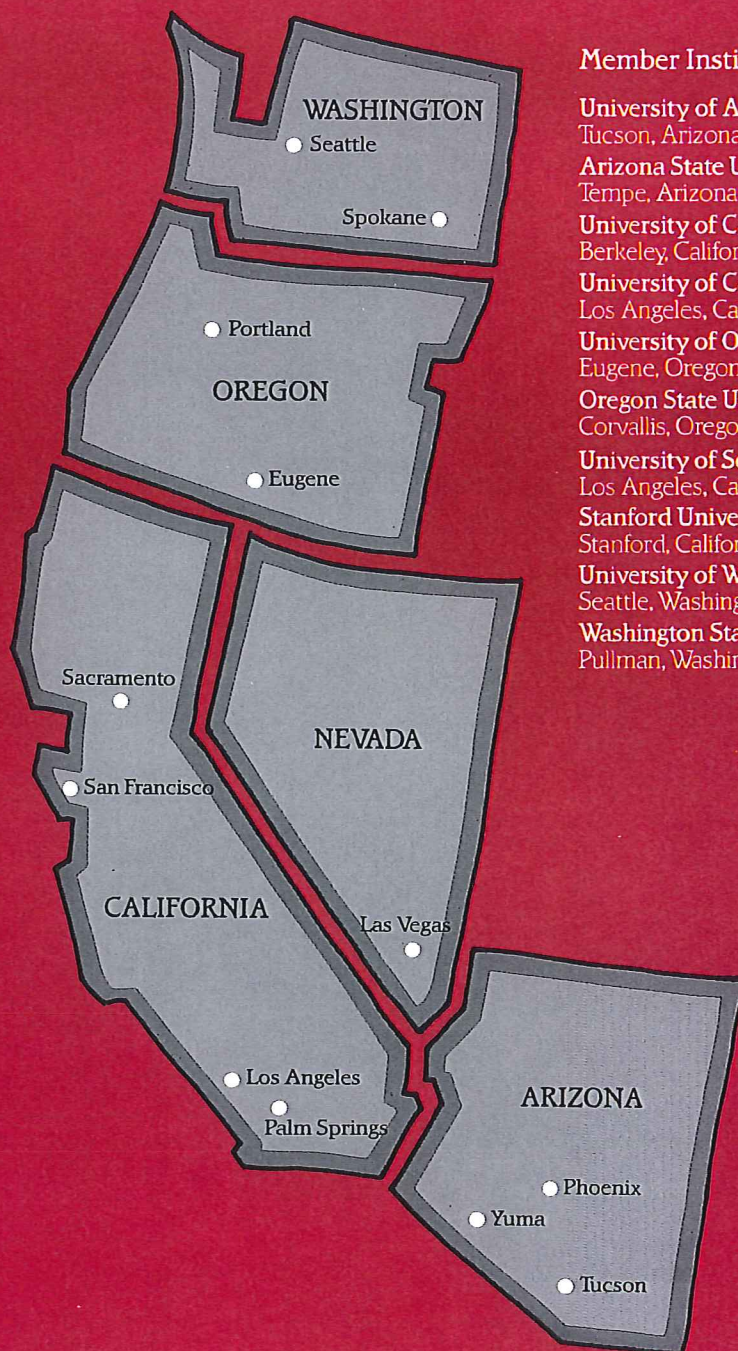
Oregon State and Arizona fought tooth and nail for the conference crown and dueled to a tie to share the regular season title. At the conference tournament, the Wildcats swept through the league to claim the Pac-10 championship.

Lute Olson's Wildcats will again be the big boys on the block as they shoot for a fourth straight Pac-10 title. Last year's sleeper, California, woke up the entire conference with a strong third place finish. The Golden Bears are aiming for more post season glory with their returning veteran unit.

Oregon State and UCLA promise to have exciting years as new faces step forward to lead both teams. At Stanford, the Cardinal faithful are anticipating a leap back into the upper division as Mike Montgomery's young, but experienced squad takes the court.

Raycom's Pac-10 Network coverage is one of the most exciting sports programming packages available. Raycom is proud to bring a full season of Pac-10 excitement to loyal West Coast fans.

Raycom gives you a front row seat all season long.



Member Institutions

University of Arizona
Tucson, Arizona
Arizona State University
Tempe, Arizona
University of California
Berkeley, California
University of California at Los Angeles
Los Angeles, California
University of Oregon
Eugene, Oregon
Oregon State University
Corvallis, Oregon
University of Southern California
Los Angeles, California
Stanford University
Stanford, California
University of Washington
Seattle, Washington
Washington State University
Pullman, Washington

RAYCOM
SPORTS &
ENTERTAINMENT

PAC-10 CONFERENCE MARKET COVERAGE

MARKET	STATION	AFFIL	# GAMES
Phoenix	KUTP	IND	27
Tucson	KOLD	CBS	20
Los Angeles	KCBS	CBS	17
San Francisco	KPIX	CBS	17
Sacramento	KSCH	IND	15
Portland, OR	KPTV	IND	27
Eugene	KVAL	CBS	27
Seattle	KCPQ	IND	10
Spokane	KAYU	IND	25
Bonus Markets			
Kingman	KMOH	IND	27
San Diego	KUSI	IND	10
Las Vegas	KRLR	IND	27
Yuma	KECY	CBS	10
Palm Springs	KESQ	ABC	7

SCHEDULE SUMMARY

From January through March, 1991, Raycom will produce a total of 29 live regular season games to deliver the above clearance schedule to 13% of US TV households. Each station selects a schedule customized to its market, maximizing the appearances of home state schools.

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)
Phoenix	27	1,024	2.9	30	19	25	20	29	18	24
Tucson	20	304	9.9	30	5	9	12	22	11	18
Los Angeles	17	4,932	2.7	131	16	19	54	66	54	66
San Francisco	17	2,210	3.2	70	15	19	22	27	22	31
Sacramento	15	1,000	1.0	10	1	1	2	2	2	2
Portland, OR	27	812	9.6	78	22	25	44	54	46	55
Eugene	27	183	15.3	28	5	8	12	18	13	20
Seattle	10	1,305	1.8	24	2	3	9	12	8	11
Spokane	25	325	1.8	6	1	1	2	3	2	3
Average Per Game:				392	92	117	179	237	179	230
Cumulative Totals		12,095		8,229	1,929	2,462	3,754	4,973	3,751	4,822
VPH:					.23	.30	.46	.60	.46	.59
Coverage Area Rating:		3.2								

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

RATES

Exclusive Sponsorship:

- Six (6) :30's per event
 - 174 thirty-second commercials
 - Open and halftime billboards
 - Product exclusivity
- \$825,000 gross

Half Game Sponsorship:

- Four (4) :30's per event
 - 116 thirty-second commercials
 - Open or halftime billboard
 - Half game product exclusivity
- \$575,000 gross

Spot Participation:

- One (1) :30 per event
 - 29 thirty-second commercials
- \$150,000 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 PAC-10 CONFERENCE BASKETBALL

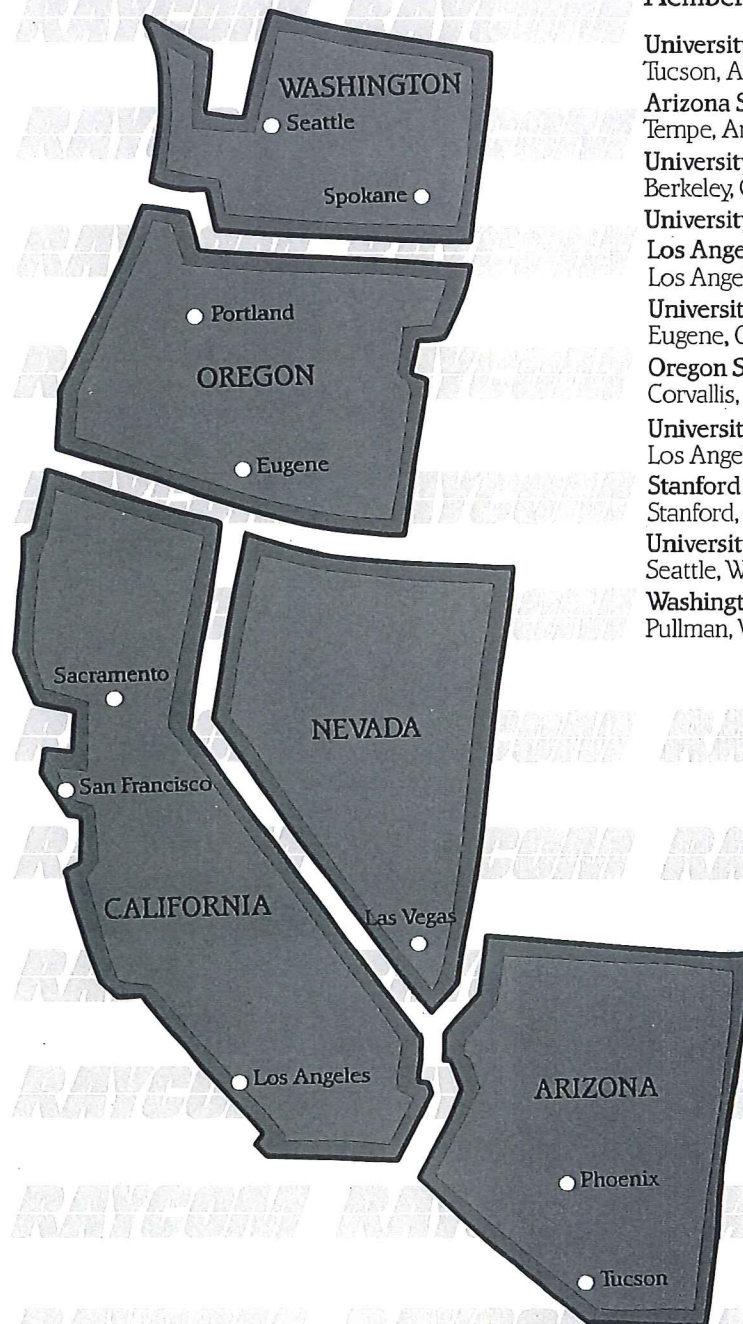
Lute Olsen's Arizona Wildcats claimed their fourth straight Pac-10 title in 1990-91, a year that was highlighted by parity throughout the league. Arizona, Arizona State, UCLA and USC all received NCAA tournament bids, marking another strong post-season showing for the Pac-10. In other post-season play, the Stanford Cardinal had the opposition seeing red as they fought their way to the NIT championship.

For 1991-92, the Pac-10 returns a wealth of talent throughout the league. Arizona and the revamped "Tucson Skyline" are putting the building blocks together for a national title run, but first must get through a ferocious conference schedule. UCLA and USC both return veteran units that will offer Arizona stiff competition. Arizona State vaulted into national prominence with an impressive 20-10 record and Washington State staged the conference's most dramatic turn-around. Both teams will again make significant impacts this season. Stanford and Oregon also are looking to continue their winning ways.

Raycom's Pac-10 coverage is one of the most exciting sports programming packages available. Raycom is proud to bring a full season of Pac-10 excitement to loyal West Coast fans!

Member Institutions

University of Arizona
Tucson, Arizona
Arizona State University
Tempe, Arizona
University of California
Berkeley, California
University of California at
Los Angeles
Los Angeles, California
University of Oregon
Eugene, Oregon
Oregon State University
Corvallis, Oregon
University of Southern California
Los Angeles, California
Stanford University
Stanford, California
University of Washington
Seattle, Washington
Washington State University
Pullman, Washington



RAYCOM

PAC-10 CONFERENCE MARKET COVERAGE

MARKET	STATION	AFFIL.	# GAMES
Phoenix	KUTP	IND	19
Tucson	KOLD/KMSB	CBS/FOX	19
Los Angeles	KCBS	CBS	16
San Francisco	KPIX/KOFY	CBS/IND	16
Sacramento	KSCH	IND	15
Portland, OR	KPTV	IND	19
Eugene	KVAL	CBS	19
Seattle	KCPQ	FOX	10
Spokane	KAYU	FOX	19
Bonus Markets			
Kingman	KMOH	IND	19
Las Vegas	KRLR	IND	19
Santa Barbara	KADY	IND	13
Anchorage	KTBY	FOX	10
Yakima	KCY	FOX	19

Exclusive Sponsorship:

- Six (6) :30's per event
 - 120 thirty-second commercials
 - Open and halftime billboards
 - Product exclusivity
- \$575,000 gross

Half Game Sponsorship:

- Four (4) :30's per event
 - 80 thirty-second commercials
 - Open or halftime billboard
 - Half game product exclusivity
- \$400,000 gross

SCHEDULE SUMMARY

From January through March, 1992, Raycom will produce a total of 20 live regular season games to deliver the above clearance schedule to 13.3% of US TV households. Each station selects a schedule customized to its market, maximizing the appearances of home state schools.

Spot Participation:

- One (1) :30 per event
 - 20 thirty-second commercials
- \$105,000 gross

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)
Phoenix	19	1,052	3.0	32	16	20	18	25	16	20
Tucson	19	311	10.8	32	7	10	14	22	13	19
Los Angeles	16	5,026	3.1	135	18	21	48	58	47	59
San Francisco	16	2,231	3.0	60	18	20	23	29	20	30
Sacramento	15	1,038	1.0	12	1	1	2	2	2	2
Portland, OR	19	821	6.6	62	16	18	32	39	33	41
Eugene	19	186	9.2	22	4	7	10	14	10	16
Seattle	10	1,322	2.4	31	9	10	15	17	14	16
Spokane	19	322	2.5	8	2	3	3	5	2	4
Average Per Game:				394	91	110	165	211	157	207
Cumulative Totals				6,574	1,536	1,873	2,779	3,587	2,648	3,514
VPH:					.23	.28	.42	.55	.40	.53
Coverage Area Rating:			3.2							

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



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



1992-93 PAC-10 CONFERENCE BASKETBALL



The Pac-10 accomplished last year what no other conference in America could do. It placed three teams in the top 10 of the final Associated Press poll. The Pac-10 also landed half of its membership--five teams-- in post-season play and re-emerged as one of America's top collegiate basketball conferences. With much top talent returning, the 1992-93 Pac-10 season shapes up as a blockbuster for West Coast fans.

One of four Pac-10 teams that participated in NCAA tournament play, Arizona looks to claim its fifth conference title in the last six years. UCLA, defending Pac-10 champion and NCAA west Regional finalist, will challenge the Wildcats, while NIT participant Arizona State seeks a bid to the NCAA tournament.

California, with the return of all five starters

and the addition of National High School Player of the Year Jason Kidd, looks to post its best finish in years. Southern Cal and Stanford will again challenge the Pac-10's top teams while going for their third straight NCAA tournament appearance. The entire West Coast will be watching as the conference race unfolds.

Raycom and Pac-10 basketball ... the best in live sports action!

One Reason Why Fans Tune In To Pac-10 Basketball:

Three Pac-10 schools, the most of any conference in the nation, were ranked in the top 10 of the final AP poll. UCLA was No. 4; Southern Cal was No. 8, and Arizona was No. 10.



the nation's leading independent sports programmer

PAC-10 CONFERENCE MARKET COVERAGE

MARKETS	STATIONS	AFFILIATE	# GAMES
Phoenix	KUTP	IND	11
Tucson	KOLD	CBS	13
Las Vegas	KRLR	IND	12
Los Angeles	KTLA	IND	14
San Francisco	KPIX/KICU	CBS/IND	13
Sacramento	KSCH	IND	12
Portland, OR	KPTV	IND	12
Eugene	KVAL	CBS	12
Seattle	KCPQ/KTZZ	FOX/IND	12
Spokane	KHQ	NBC	8
Bonus Markets			
Flagstaff	KKTM	IND	14
Kingman	KMOH	IND	14
Santa Barbara	KADY	IND	8
San Diego	KUSI	IND	3
Yakima	KIMA	CBS	6

RATES

Exclusive Sponsorship:

- Six (6) :30's per event
 - 84 thirty-second commercials
 - Open, halftime and closing billboards
 - Product exclusivity
- \$660,000 gross

Half-Game Sponsorship:

- Four (4) :30's per event
 - 56 thirty-second commercials
 - Open and halftime billboard
 - Half-game product exclusivity
- \$460,000 gross

Spot Participation:

- One (1) :30 per event
 - 14 thirty-second commercials
- \$120,000 gross

SCHEDULE SUMMARY

From January through March, 1993, Raycom will produce a total of 14 live regular season games to deliver the above clearance schedule to 15.0% of USTV households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools.

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)
Phoenix	11	1,044	2.0	21	5	6	9	12	9	13
Tucson	13	310	9.7	30	7	8	13	18	13	18
Las Vegas	12	314	2.0	6	1	2	3	4	3	4
Los Angeles	14	4,875	3.6	178	40	49	79	106	76	107
San Francisco	13	2,215	3.1	70	16	19	31	42	30	42
Sacramento	12	1,054	1.1	13	3	4	6	8	6	8
Portland, OR	12	845	3.0	28	6	8	12	17	12	17
Eugene	12	192	4.6	11	2	3	5	7	5	7
Seattle	12	1,370	2.2	30	7	8	13	18	13	18
Spokane	8	319	2.5	8	2	2	4	5	3	5
Average Per Game:				395	89	109	175	237	170	239
Cumulative Totals:				5,143	1,158	1,424	2,288	3,055	2,206	3,106
VPH:					0.23	0.28	0.44	0.59	0.43	0.60
Coverage Area Rating:		3.2								

SOURCE: Raycom Research 1993 Estimates



CHARLOTTE: 801 East Trade Street, P.O. Box 33367, Charlotte, NC 28233-3367, (704) 378-4400 Fax (704) 378-4461

NEW YORK: 24 West 45th Street, New York, N.Y. 10036, (212) 302-4072 Fax (212) 921-2910

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



PAC-10 Conference Basketball

The Pac-10 reminded college basketball fans of the glory days of the conference when UCLA spent time as the nation's top rated team last year. Seven league teams played in either the NCAA Tournament or the NIT a year ago and Arizona advanced to the Final Four.

The Pac-10 is again becoming a showcase for some of the nation's top talent such as UCLA's Ed O'Bannon and Arizona State's Mario Bennett. The league offers its rabid fans a steady diet of exciting, hardfought, down-to-the-wire games.

Overall, the Pac-10 has had one of the finest recruiting classes in Conference history. Arizona State Coach Bill Freider has assembled a talented team which will challenge UCLA and Arizona for top honors. California should again be a factor and Coach George Raveling's USC squad figure to have a big season.

RAYCOM provides basketball fans with live action from early January through mid-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 14 live games to deliver the clearance schedule to 16 percent of U.S. television households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools.

RAYCOM

Charlotte Chicago Dallas Ft. Lauderdale New York

PAC - 10 Conference Basketball Market Coverage

Market	Station	Affiliate	# of Games
Eugene	KVAL	CBS	14
Los Angeles	KTLA	IND	14
Phoenix	KSAZ/KUSK	CBS/IND	10
Portland, OR	KOIN	CBS	9
Sacramento	KSCH	IND	13
San Francisco	KPIX/KICU	CBS/IND	14
Seattle	KTZZ	IND	14
Spokane	KHQ	NBC	10
Tucson	KOLD	CBS	13
Bonus Market			
Flagstaff	KKTM	IND	14
Fresno	KKAK	IND	10
Las Vegas	KRLR	IND	12
Monterey/Salinas	KCCN	CBS	8
St. George, UT	KSGI	IND	14
Yakima	KIMA	CBS	4
<i>(market coverage subject to change)</i>			

Member Institutions

University of ARIZONA
Wildcats
Tucson, AZ

OREGON STATE University
Beavers
Corvallis, OR

ARIZONA STATE University
Sun Devils
Tempe, AZ

University of SOUTHERN CALIFORNIA
Trojans
Los Angeles, CA

University of CALIFORNIA - Berkeley
Golden Bears
Berkeley, CA

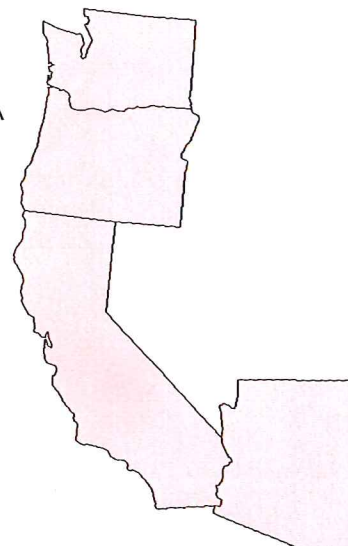
STANFORD University
Cardinals
Stanford, CA

University of CALIFORNIA - Los Angeles
Bruins
Los Angeles, CA

University of WASHINGTON
Huskies
Seattle, WA

University of OREGON
Ducks
Eugene, OR

WASHINGTON STATE University
Cougars
Pullman, WA



PAC-10 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)
Eugene	14	199	5.8	14	2	2	4	6	4	6
Los Angeles	14	5,006	3.0	151	39	50	78	97	68	89
Phoenix	10	1,097	3.8	41	3	8	12	17	10	16
Portland, OR	9	890	3.1	29	3	4	11	14	13	15
Sacramento	13	1,100	1.3	15	1	3	7	8	6	9
San Francisco	14	2,253	3.3	76	18	23	37	49	33	46
Seattle	14	1,428	0.7	9	1	2	3	3	2	3
Spokane	10	342	5.3	19	3	5	6	9	6	8
Tucson	13	323	12.0	39	5	7	12	21	14	22
Average per Game				393	75	104	170	224	156	214
Cumulative Totals				4,934	1,051	1,428	2,314	3,100	2,114	2,880
VPVH					0.20	0.28	0.45	0.60	0.42	0.57
Coverage Area Rating				3.1						

Source: RAYCOM Research estimates

Rates

Exclusive Sponsorship

- ◆ Six (6) :30s per event, 84 thirty-second announcements total
- ◆ Product exclusivity
- ◆ Opening/halftime/closing billboards
- ◆ \$700,000 gross

Half-Game Sponsorship

- ◆ Four (4) :30s per event, 56 thirty-second announcements total
- ◆ Half-game product exclusivity
- ◆ Opening/closing billboards to exclusive half
- ◆ \$487,000 gross

Spot Participation

- ◆ One (1) :30 per event, 14 thirty-second announcements total
- ◆ \$127,000 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