

# Queen City laps field in NASCAR TV

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An abundance of stock car teams and a booming sports syndication market, combined with a bevy of media talent, has vaulted Charlotte into the driver's seat for NASCAR television programming.

TV shows filmed and produced in Charlotte are seen by millions on The Nashville Network, TBS Sports, Speedvision, ESPN2 and PRIME Sports network. TBS and TNN, among the largest outlets for NASCAR programming, are available in 70 million homes.

Despite the proliferation of shows and races on TV, production companies continue planning new shows.

→ Raycom Inc., a Charlotte-based sports syndicator, is in its second year of *Racing Home*. Each episode costs \$20,000. Hosted by former WBTB

personality Barbara McKay, the 30-minute show focuses on NASCAR drivers' home lives. The company is also planning a show mixing NASCAR stars with their favorite hobbies.

→ "The NASCAR market is growing," says Ken Haines, Raycom senior executive vice president. "You look at the ratings for every other sport and they're up and down. But NASCAR just keeps getting bigger, and we want to be a part of that."

Sunbelt Video produced a 30-minute NASCAR comedy show for TNN earlier this month hosted by Charlotte-based radio duo John Boy Isley and Billy James. Grabowski says more *John Boy & Billy* TV specials are under consideration.