

**S**outhwest Conference football

ended the eighties with a bang! With four teams confidently placed in the Top 20 all year, the nation's best football is still found in Texas and Arkansas.

Post-season bowl play saw Arkansas (10-1), Texas A & M (8-3) and Texas Tech (8-3) representing the conference during the holidays. Conference title runner-up Houston wasn't eligible for bowl honors but celebrated anyway. Junior Quarterback Andre Ware won the Heisman Trophy award after leading the Cougars to a 9-2 season.

NCAA records set by Ware in 1989:

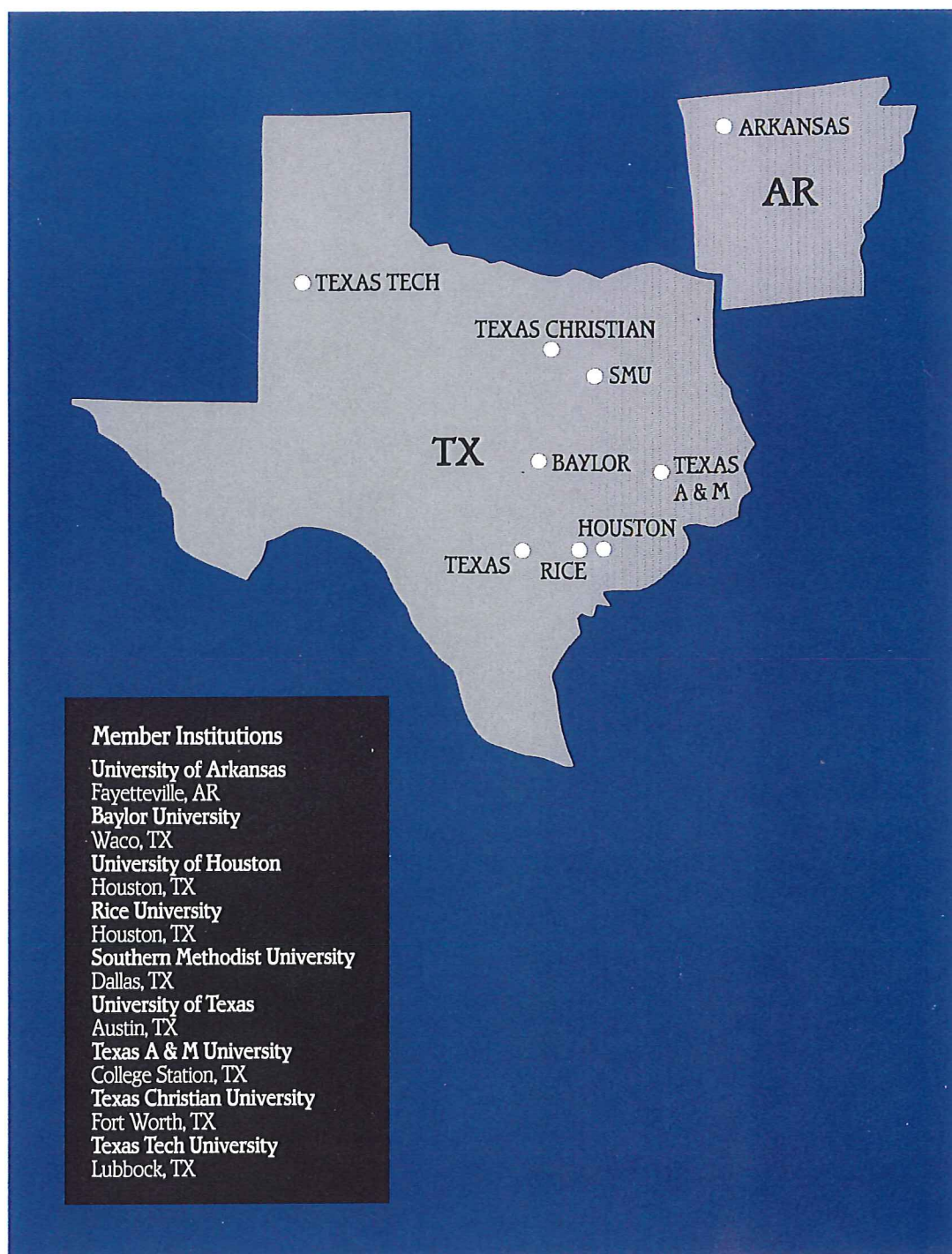
- Most completions in a season, 365
- Total Offense, 4661 yards
- Passing offense, 4699 yards

Houston's future looked bright, and with the decision of Ware to remain in the Southwest Conference for his senior season, they will again be contenders for the conference title.

Southwest Conference Football will be presented live in 1990 on the Raycom Sports and Entertainment network.



# SOUTHWEST CONFERENCE FOOTBALL





# Southwest Conference Football

There should be some wild twists and turns in the Southwest Conference Football race this season. It's anybody's guess as to the final standings as three bowl berths await conference teams.

Through the years, no conference has dominated college football like the Southwest Conference. The tradition of success developed by conference teams is unmatched in all of college football. Teams like Texas, SMU and Baylor play tough, hard-nosed football. And the Longhorns are on the verge of reclaiming their past glory while tough Baylor and rugged Rice are poised to make a run at the conference crown this season.

The conference also lays claim to some of the top coaches in the nation. Young and talented coaches such as John Mackovic of Texas, Baylor's Chuck Reedy and new Rice head coach Ken Hatfield are recognized as some of the top collegiate minds in the nation.

On the field, the conference will take on a youthful look for 1994. Baylor running back Brandell Jackson joins Rice's Yoncy Edmonds as a pair of potential 1,000-yard rushers. Texas' sophomore receiving duo of Mike Adams and speedster Lovell Pinkney are deep threats for quarterback Shea Morenz. TCU linebacker Reggie Anderson is the leading returning tackler in the conference with 144 stops last year.

RAYCOM delivers the best in live sports action!

## Schedule Summary

From September through November 1994, RAYCOM will deliver a schedule of 12 SWC football games to 7 percent of US television households. The SWC football Game-of-the-Week will feature the hottest rivalries, plus games that figure prominently in the race for the SWC and national championships. Each station selects games to create a schedule customized to its market, maximizing appearances of home market schools.

**RAYCOM**

*Charlotte    Chicago    Dallas    Ft. Lauderdale    New York*

## Southwest Conference Football Market Coverage

Markets	Station	Affiliate	# of Games
Abilene	KTAB	CBS	10
Amarillo	KAMR	NBC	11
Austin	KBVO	FOX	12
Beaumont	KFDM	CBS	10
Corpus Christi	KZTV	CBS	10
Dallas	KTVT	IND	12
Houston	KHOU/KPRC	CBS/NBC	12
Lubbock	KJTV	FOX	12
Odessa	KPEJ	FOX	12
San Antonio	KENS/KRRT	CBS/FOX	12
Tyler	KETK	NBC	11
Waco	KCEN	NBC	11
Wichita Falls	KAUZ	CBS	10

### Bonus Markets

Baton Rouge	WBTR	IND	12
El Paso	KZIA	IND	12
Lafayette, LA	KDW	CBS	12
San Angelo	KLST	CBS	10

*(Market coverage subject to change.)*

## Member Institutions

BAYLOR University  
Bears  
Waco, TX

University of TEXAS  
Longhorns  
Austin, TX

University of HOUSTON  
Cougars  
Houston, TX

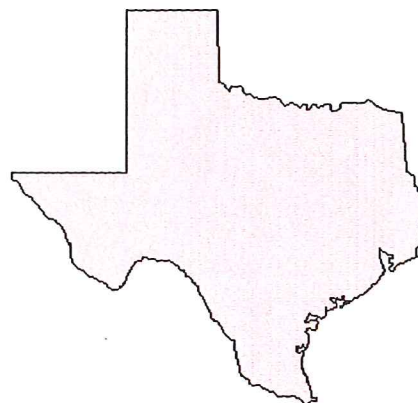
TEXAS A&M University  
Aggies  
College Station, TX

RICE University  
Owls  
Houston, TX

TEXAS CHRISTIAN University  
Horned Frogs  
Fort Worth, TX

SOUTHERN METHODIST University  
Mustangs  
Dallas, TX

TEXAS TECH University  
Red Raiders  
Lubbock, TX



# Southwest Conference Football Audience Estimates

Markets	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)
Abilene	10	107	8.4	9	2	3	3	5	3	5
Amarillo	11	169	9.3	16	4	5	5	9	5	9
Austin	12	383	10.5	40	10	14	13	21	14	22
Beaumont	10	160	6.6	11	3	4	4	6	4	6
Corpus Christi	10	169	6.0	11	3	4	4	6	4	6
Dallas	12	1,817	5.1	93	23	32	31	49	32	50
Houston	12	1,511	4.8	73	18	25	24	39	25	39
Lubbock	12	135	14.0	19	5	6	6	10	6	10
Odessa	12	133	5.6	8	2	3	3	4	3	4
San Antonio	12	611	6.0	37	9	13	12	20	13	20
Tyler	11	214	3.6	8	2	3	3	4	3	4
Waco	11	248	8.1	20	5	7	7	11	7	11
Wichita Falls	10	152	5.4	8	2	3	3	4	3	4
Average per game		5809		353	88	122	118	188	122	190
Cumulative totals					1,025	1,421	1,373	2,190	1,421	2,214
VPH					.25	.34	.33	.53	.34	.54
Coverage area rating			6.1							

Source: Raycom Research Estimates 1994

## Rates

### Exclusive Sponsorship

- ◆ Six (6) :30s per game, 72 thirty-second announcements total
- ◆ Product exclusivity
- ◆ In-program feature
- ◆ Opening/halftime/closing billboards
- ◆ \$ 662,400 gross

### Half-game Sponsorship

- ◆ Four (4) :30s per game, 48 thirty-second announcements total
- ◆ Half-game product exclusivity
- ◆ In-program feature (if available)
- ◆ Opening/closing billboards to exclusive half
- ◆ \$451,350 gross

### Spot Participation

- ◆ One (1) :30 per game, 12 thirty-second announcements total
- ◆ \$120,050 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

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# SOUTHWEST CONFERENCE FOOTBALL & BASKETBALL



Fans throughout Texas love their football and basketball, giving Southwest Conference (SWC) teams an avid and dedicated following. When the likes of Texas, Houston and Baylor hit the gridiron or the hardwood, their fans don't miss the action. RAYCOM's SWC football and basketball network gives advertisers a golden opportunity to maximize promotional and merchandising opportunities throughout both exciting seasons.

The SWC football and basketball network creates an incredibly efficient vehicle to reach one of college athletics' most-educated and dedicated audiences. There is no better way to reach the "home team in the home market" throughout the entire region than by creating an association with the most-loved teams and the best rivalries in college football and basketball.

RAYCOM delivers the best in live sports action!

#### **SCHEDULE SUMMARY**

*From September 1993 through March 1994, RAYCOM will deliver a schedule of 12 SWC football and 18 (15 regular season and 3 tournament) SWC basketball games to 7 percent of U.S. television households. Each station selects games to create a schedule customized to its market, maximizing the appearances of home state schools.*



**RAYCOM**

## SWC FOOTBALL & BASKETBALL MARKET COVERAGE

MARKETS	PRODUCT	STATION	AFFILIATE	# OF GAMES
Abilene	BKBL	KTAB	CBS	12
	FTBL	KTAB	CBS	9
Amarillo	BKBL	KAMR	NBC	14
	FTBL	KAMR	NBC	12
Austin	BKBL	KBVO	FOX	16
	FTBL	KBVO	FOX	12
Beaumont/Pt. Arthur	BKBL	KFDM	CBS	9
	FTBL	KFDM	CBS	9
Corpus Christi	FTBL	KZTV	CBS	9
Dallas/Ft. Worth	BKBL	KTVT/KTXA	IND/IND	16
	FTBL	KTVT	IND	12
Houston	BKBL	KHOU/KHTV/KPRC	CBS/IND/IND	15
	FTBL	KHOU/KHTV	CBS/IND	12
Lubbock	BKBL	KJTV	FOX	12
	FTBL	KJTV	FOX	12
Odessa/Midland	BKBL	KPEJ	FOX	16
	FTBL	KPEJ	FOX	12
San Antonio	BKBL	KENS/KRRT	CBS/FOX	12
	FTBL	KENS/KRRT	CBS/FOX	12
Tyler/Lufkin	BKBL	KETK	NBC	10
	FTBL	KETK	NBC	12
Waco/Temple	BKBL	KCEN	NBC	15
	FTBL	KCEN	NBC	12
Wichita Falls	BKBL	KAUZ	CBS	9
	FTBL	KAUZ	CBS	10
<b>BONUS MARKETS</b>				
Baton Rouge	BKBL	WBTR	IND	15
	FTBL	WBTR	IND	12
Corpus Christi	BKBL	KDF	IND	16
El Paso	BKBL	KZIA	IND	17
	FTBL	KZIA	IND	12
Lafayette, LA	FTBL	KDW	CBS	10
Laredo	FTBL	KVTV	CBS	9
San Angelo	BKBL	KLST	CBS	10
	FTBL	KLST	CBS	10

(market coverage subject to change)

## MEMBER INSTITUTIONS

BAYLOR University  
Bears  
Waco, TX

University of HOUSTON  
Cougars  
Houston, TX

RICE University  
Owls  
Houston, TX

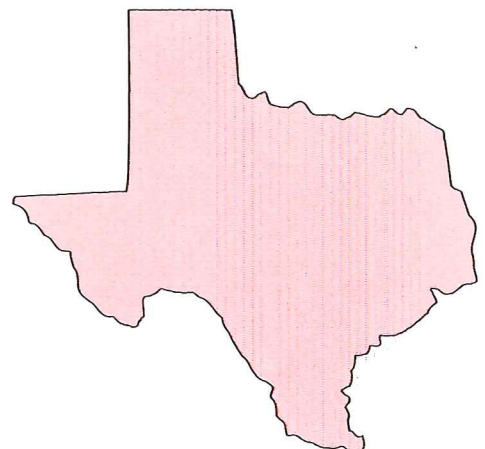
SOUTHERN METHODIST University  
Mustangs  
Dallas, TX

University of TEXAS  
Longhorns  
Austin, TX

TEXAS A&M University  
Aggies  
College Station, TX

TEXAS CHRISTIAN University  
Horned Frogs  
Fort Worth, TX

TEXAS TECH University  
Red Raiders  
Lubbock, TX





# SWC FOOTBALL & BASKETBALL AUDIENCE ESTIMATES

MARKETS	PRODUCT	PROJ. # OF GAMES	UNIV. TVHH (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)
Abilene	BKBL	12	107	3.0	3	1	1	1	2	1	2
	FTBL	9		8.4	9	2	3	3	5	3	5
Amarillo	BKBL	14	167	3.8	6	2	2	3	4	2	4
	FTBL	12		9.6	16	2	3	4	6	5	7
Austin	BKBL	16	374	2.0	7	2	3	3	4	3	4
	FTBL	12		15.2	57	10	18	24	38	22	35
Beaumont/Pt. Arthur	BKBL	9	157	2.3	7	2	2	3	4	2	4
	FTBL	9		5.1	8	1	1	3	4	3	4
Corpus Christi	FTBL	9	166	7.2	12	2	3	3	5	4	6
Dallas/Ft. Worth	BKBL	16	1,804	2.2	40	10	14	17	24	15	22
	FTBL	12		5.2	94	19	30	36	54	40	58
Houston	BKBL	15	1,455	4.3	63	16	22	27	39	24	35
	FTBL	12		6.6	96	19	23	33	48	36	51
Lubbock	BKBL	12	134	10.2	14	3	5	6	8	5	8
	FTBL	12		14.2	19	3	6	6	13	6	13
Odessa/Midland	BKBL	16	130	1.0	2	1	1	1	1	1	1
	FTBL	12		6.2	8	1	1	3	4	2	3
San Antonio	BKBL	12	605	2.0	11	3	4	5	7	4	6
	FTBL	12		7.4	45	10	13	18	24	15	21
Tyler/Lufkin	BKBL	10	182	1.2	2	1	1	1	1	1	1
	FTBL	12		6.0	11	2	3	3	6	3	5
Waco/Temple	BKBL	15	252	3.8	10	2	3	4	6	4	5
	FTBL	12		9.5	24	4	5	6	9	7	10
Wichita Falls	BKBL	9	151	1.0	1	1	1	1	1	1	1
	FTBL	10		5.3	8	2	3	3	5	3	5
Average Per Game					601	125	179	225	338	223	330
Cumulative Totals					7,181	1,521	2,164	2,718	4,068	2,667	3,945
VPH						0.21	0.30	0.37	0.56	0.37	0.55
Coverage Area Rating					5.0						

source: A.C. Nielsen, NSI "VIP," Nov. 92 and Raycom Research Estimates, 93

## RATES

### Exclusive Sponsorship:

- Six (6) :30's per game
- 180 thirty-second announcements total
- Product exclusivity
- In-program feature
- Opening/halftime/closing billboards
- \$931,000 gross

### Half-Game Sponsorship:

- Four (4) :30's per game
- 120 thirty-second announcements total
- Half-game product exclusivity
- In-program feature (if available)
- Opening/closing billboards to exclusive half
- \$640,000 gross

### Spot Participation:

- One (1) :30 per game
- 30 thirty-second announcements total
- \$171,000 gross



CHARLOTTE: 412 East Boulevard, P.O. Box 33367, Charlotte, NC 28233-3367, (704) 331-9494 Fax (704) 378-4465  
 NEW YORK: 500 5th Avenue, Suite 2330, New York, NY 10110, (212) 302-4072 Fax (212) 921-2910  
 CHICAGO: 401 North Michigan Avenue, Suite 725, 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) 638-5534



# 1992-93 SOUTHWEST CONFERENCE BASKETBALL

## SOUTHWEST

**SWC**

## CONFERENCE

With conference champion Houston celebrating a return to basketball glory and perennial power Texas sporting one of the nation's top backcourts, 1992-93 Southwest Conference basketball will provide more heart-stopping action than ever before.

Sophomore sensation Terrence Rencher and junior B.J. Tyler lead a Texas squad that has been picked to capture the Southwest Conference crown. Rice, under the leadership of new head coach Willis Wilson, is coming off its first 20-win season since 1954 and should be among the conference's top three teams. Texas Tech poses a threat behind hot-shooting Will Flemons, the Southwest Conference's second leading scorer

last year. Directed by new head coach Darrell Johnson, Baylor looks to bring another high-powered offense to conference play.

It's always exciting; it's always fast-paced. It's Southwest Conference basketball on Raycom.

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

## One Reason Why Fans Tune In To Southwest Conference Basketball:

*For the first time in Southwest Conference history, four teams won 20 or more games last year. Houston led the way at 25-6 followed by Texas at 23-12, Texas Christian at 23-11 and Rice at 20-11.*



*the nation's leading independent sports programmer*



## SOUTHWEST CONFERENCE MARKET COVERAGE

MARKETS	STATIONS	AFFILIATE	# GAMES
Shreveport	KTAL	NBC	4
Abilene	KTAB	CBS	15
Amarillo	KAMR	NBC	14
Austin	KBVO	FOX	16
Beaumont	KFDM	CBS	7
Dallas	KTVT/KTXA	IND/IND	16
Houston	KHOU/KHTV	CBS/IND	16
Lubbock	KJTV	FOX	16
Odessa	KPEJ	FOX	16
San Antonio	KENS	CBS	13
Tyler/Lufkin	KETK	NBC	14
Waco	KCEN	NBC	15
Wichita Falls	KAUZ	CBS	9
<b>Bonus Markets</b>			
Baton Rouge	WBTR	IND	15
Corpus Christi	KDF	IND	16
El Paso	KZIA	IND	17
San Angelo	KLST	CBS	6

## SCHEDULE SUMMARY

From January through March, 1993, Raycom will produce a total of 18 live games to deliver the clearance schedule to 7.0% of US TV 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)
Shreveport	4	363	2.5	10	3	4	5	7	4	6
Abilene	15	107	3.4	6	2	2	3	4	3	4
Amarillo	14	166	1.5	3	1	1	1	2	1	1
Austin	16	364	4.1	16	5	6	7	10	6	9
Beaumont	7	157	5.5	10	3	4	4	6	4	6
Dallas	16	1,760	2.2	39	11	15	18	26	16	22
Houston	16	1,446	3.5	52	15	20	24	34	21	30
Lubbock	16	133	4.5	6	2	2	3	4	2	3
Odessa	16	131	1.5	2	1	1	1	1	1	1
San Antonio	13	590	3.2	22	6	9	10	14	9	13
Tyler/Lufkin	14	181	1.2	4	1	2	2	3	2	2
Waco	15	248	2.4	7	2	3	3	5	3	4
Wichita Falls	9	149	2.5	5	1	2	2	3	2	3
Average Per Game:				182	53	71	83	119	74	104
Cumulative Totals:				2,574	752	1,000	1,176	1,684	1,047	1,464
VPH:					0.29	0.39	0.46	0.65	0.40	0.57
Coverage Area Rating:		3.1								

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 \$350,000 gross

### Half-Game Sponsorship:

- Four (4) :30's per event
- 72 thirty-second commercials
- Open and halftime billboard
- Half-game product exclusivity \$250,000 gross

### Spot Participation:

- One (1) :30 per event
- 18 thirty-second commercials \$65,000 gross



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



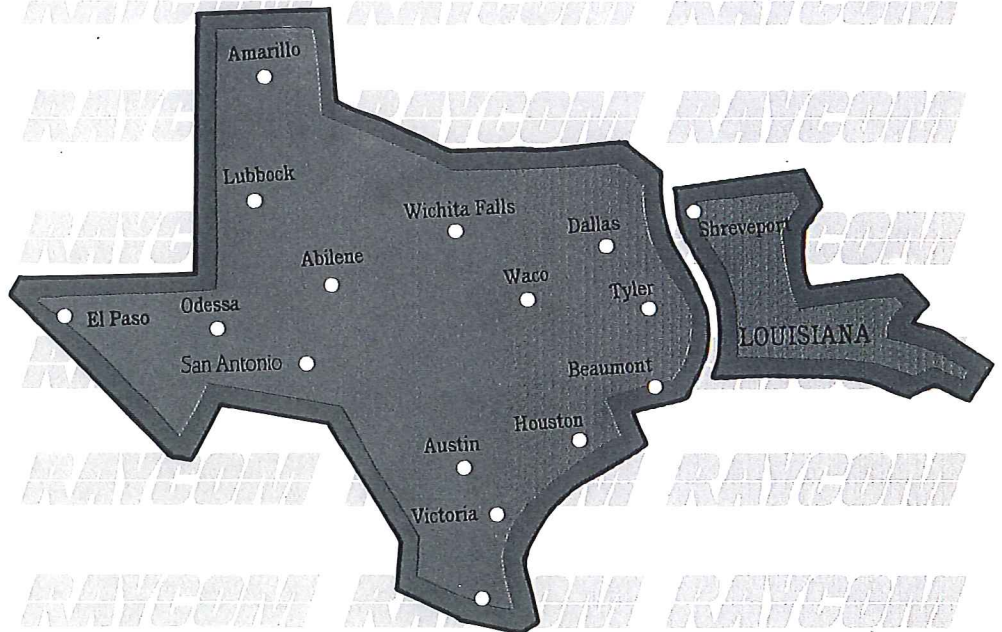
# 1991-92 SOUTHWEST CONFERENCE BASKETBALL

Southwest Conference basketball is synonymous with scorching offenses and high-pressure defenses. Fans continue to pack the seats around the league to see wide open, transitional basketball that has set the standard for college hoops excitement.

In 1991-92, the Texas Longhorns are looking to stampede their way to another NCAA tournament berth. Coach Tom Penders' squad will be tough out of the chute with the addition of one of the country's top-ranked recruiting classes. The Rice Owls are perched high after their best season in twenty years, while Pat Foster's Houston Cougars are poised for a run at the conference championship following a strong 18-11 campaign.

In Fort Worth, the Texas Christian Horned Frogs leaped to an upper division finish, proving that they are a title contender for 1991-92. Baylor, SMU, Texas A&M and Texas Tech will also be ready for what promises to be another season-long, barn-burning shoot out!

The Raycom Sports Network is proud to bring Southwest Conference fans live coverage of a full season of great basketball action!



## Member Institutions

Baylor University  
Waco, Texas

University of Houston  
Houston, Texas

Rice University  
Houston, Texas

Southern Methodist University  
Dallas, Texas

University of Texas  
Austin, Texas

Texas A & M University  
College Station, Texas

Texas Tech University  
Lubbock, Texas

Texas Christian University  
Fort Worth, Texas

**RAYCOM**



## SOUTHWEST CONFERENCE MARKET COVERAGE

MARKET	STATION	AFFIL.	# GAMES
Shreveport	KTAL	NBC	7
Abilene	KTAB	CBS	15
Amarillo	KAMR	NBC	14
Austin	KBVO	FOX	17
Beaumont	KJAC	NBC	8
Dallas	WFAA/KTXA	ABC/IND	16
Houston	KHTV	IND	17
Lubbock	KJTV	FOX	17
Odessa	KMID	ABC	15
San Antonio	KSAT/KRRT	ABC/FOX	14
Tyler/Lufkin	KETK	NBC	11
Victoria	KAVU	NBC	12
Waco	KCEN	NBC	15
Wichita Falls	KJTL	FOX	16
<b>Bonus Market</b>			
El Paso	KZIA	IND	17

*Baton Rouge*

## SCHEDULE SUMMARY

From January through March, 1992, Raycom will produce a total of 18 live games to deliver the clearance schedule to 6.4% 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)
Shreveport	7	388	4.2	17	3	4	5	9	5	9
Abilene	15	115	1.7	3	1	1	1	1	1	1
Amarillo	14	178	3.0	6	1	1	1	2	1	2
Austin	17	351	2.3	9	4	4	5	6	4	5
Beaumont	8	160	2.2	4	-	-	-	1	-	1
Dallas	16	1,735	3.2	61	17	24	23	34	16	23
Houston	17	1,472	2.0	26	15	16	22	24	15	19
Lubbock	17	138	4.7	6	2	3	2	4	2	4
Odessa	15	141	1.5	2	1	1	1	1	1	1
San Antonio	14	592	2.3	16	7	8	10	13	9	11
Tyler/Lufkin	11	184	1.2	4	1	1	1	2	1	2
Victoria	12	26	-	-	-	-	-	-	-	-
Waco	15	259	1.7	5	2	3	2	3	1	2
Wichita Falls	16	158	1.0	2	1	1	1	2	-	1
Average Per Game:				161	55	67	74	102	56	81
Cumulative Totals				2,358	849	1,031	1,137	1,532	844	1,195
VPH:					.36	.44	.48	.65	.36	.51
Coverage Area Rating:		2.7								

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
- \$350,000 gross

### Half Game Sponsorship:

- Four (4) :30's per event
  - 72 thirty-second commercials
  - Open or halftime billboard
  - Half game product exclusivity
- \$250,000 gross

### Spot Participation:

- One (1) :30 per event
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