

NATPE DAILY

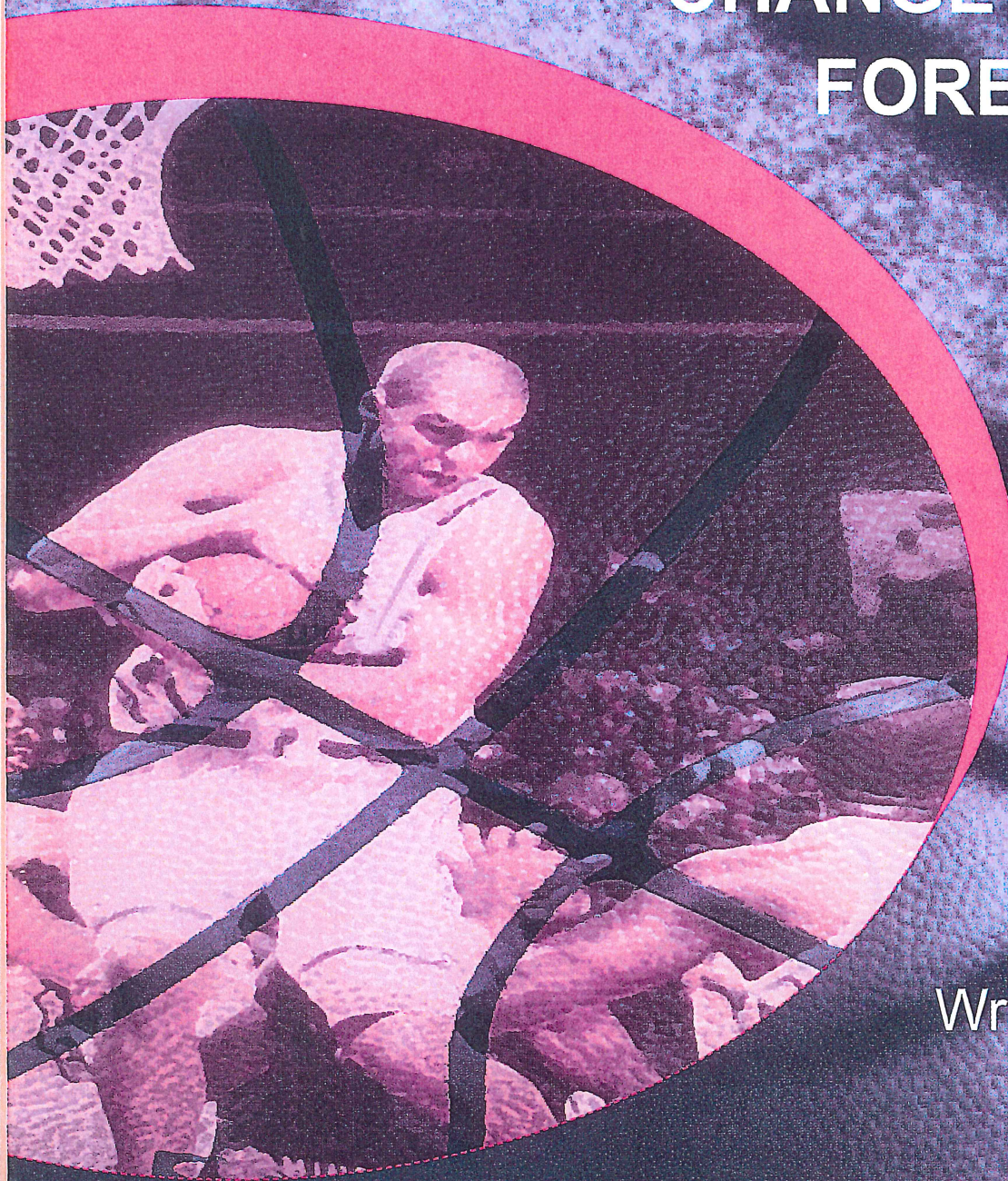
New Orleans, Louisiana • The Official Publication of NATPE's 37th Annual Program Conference & Exhibition • Monday, January 24th through Thursday, January 27th

Slam Sports launched

Raycom Sports and Slam Magazine have teamed up to launch *Slam Sports*, a new Sunday night sports highlights show designed specifically for the young male audience. Consisting of 52 half-hour original episodes to be broadcast live on Sunday nights, the show will have a hip-hop style to its look and sound. Bob Sanitsky, former president of Polygram Television, created and will executive produce *Slam Sports* under his Emerge Entertainment banner. Sanitsky has had success reaching young male audiences in the past with programming such as *Motown Live* and *Blind Date*.

"We are very excited about *Slam Sports* and its potential," said Wil Allmendinger, Senior Vice President of Programming & Distribution for Raycom Sports. "This show is designed to reach the young male audience that is presently not being served. There is a glaring void of original programming available to stations for Sunday night. *Slam Sports* is designed to fill that void."

THE FACE OF SUNDAY NIGHT SPORTS IS ABOUT TO CHANGE FOREVER.



Get Ready
for *SLAM*
Sports, the
Half-Hour,
Sunday
Night Sports
Wrap-Up Show!

RAYCOM
Sports

SLAM ★ ★ ★
SPORTS

RAYCOM Sports

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www.raycomsports.com

Doesn't it seem like all Sunday night sports wrap-up shows look alike? Well, that is going to change as Raycom Sports and SLAM Magazine team up to bring you a bold new Sunday night highlight show designed for an under-served young urban male audience in mind - **SLAM SPORTS!**

Like the magazine, **SLAM SPORTS** will have a hip-hop style to its look and sound. Today's many popular trends emanate from the powerful combination of hip-hop culture and sports. Until now, advertisers have only been able to access this demo through cable, radio and print. Now, with **SLAM SPORTS**, you're in the game too. Bring new dollars to your station and establish a unique and durable franchise with a loyal, desirable and responsive viewership base.

Get in the game! Get **SLAM SPORTS**, the only Sunday night sports show that puts young male sports fans first!

PROGRAM INFORMATION:

Start Date: September 2000

Type: weekly 52 originals

Length: 1/2 hour

Terms: barter 3 1/2 / 3 1/2

Station Sales Contact:

Wil Allmendinger, Raycom Sports
(704) 378-4412

Advertising Sales Contact:

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(212) 636-5383

SLAM SPORTS