

# Sporting News TV!



## See a Different Game.

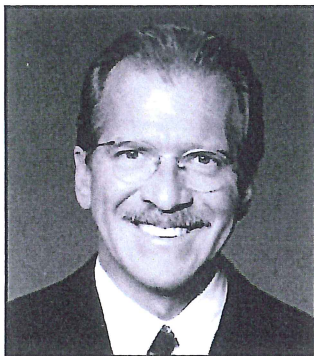
One-hour television previews providing unparalleled coverage of the teams and strategies behind today's biggest and best sporting events.

**RAYCOM**  
**Sports**



# Sporting News TV!

**"See a Different Game"** with Sporting News TV! Our goal is to provide viewers with the deepest understanding of the sports they love. Each program special will provide insight into game strategy, discuss key issues affecting a game or season, and feature interviews with the athletes we believe will play an important role. We want viewers to understand more, so they see more. And if they see more, then they'll **"See a Different Game"**.



Host: Pat O'Brien

- One-hour OTO specials linked to today's biggest sports and sporting events:

## 1998

**Sporting News Pro Football Preview Special**

a - **Sporting News College Bowl Preview Special**

## 1999

A - **Sporting News Super Bowl Preview Special**

C - **Sporting News Tourney Preview Special**

N - **Sporting News NBA Playoff Preview Special**

CoF - **Sporting News Pro Football Preview Special**

all - **Sporting News Most Powerful People in Sports**

a - **Sporting News College Bowl Preview Special**

## Windows

Aug. 22-Sept. 6

Dec. 12-31

Jan. 23-31

Feb. 20-March 7

April 10-25

Aug. 21-Sept. 5

Oct. 9-24

Dec. 11-31

- Barter split: 7 national, 7 local

For station sales information contact:

Wil Allmendinger, VP Programming, Raycom Sports (704) 378-4412

**RAYCOM**  
Sports