

TOUR DE TRUMP

\$5.00

Race Schedule

MAY 5-14, 1989

May 5

Albany, NY Prologue Time Trial

May 6

Stage 1

Albany, NY To New Paltz, NY Road Race

May 7

Stage 2

New York City To Lehigh Valley, PA Road Race

May 8

Stage 3

Lehigh Valley, PA To Harrisburg, PA Road Race

May 9

Stage 4

Gettysburg, PA To Winchester, VA Road Race

May 10

Stage 5

Front Royal, VA To Charlottesville, VA Road Race

May 11

Stage 6

Charlottesville, VA To Richmond, VA Road Race

May 11

Stage 7

Richmond, VA Individual Time Trial

May 12

Stage 8

Arlington, VA Circuit Race

May 13

Stage 9

Baltimore, MD Criterium

May 14

Stage 10

FINISH

Atlantic City—Brigantine, NJ Time Trial



**Jefferson
Pilot
Teleproductions**



PRESENTED BY

**Jefferson
Pilot
Teleproductions**

Representing **Sports At Its Best**

Part of the 3.5 billion dollar Jefferson-Pilot family, Jefferson-Pilot Teleproductions (JPT) represents the sports marketing/syndication arm of the Jefferson-Pilot Communications corporation.

Based in Charlotte, North Carolina, JPT, one of the nation's leading television sports syndicators, is handling America's finest collegiate and amateur sports broadcast packages. Complementing our syndication efforts is JPT's Event Group, which creates, markets and broadcasts international sports competitions on both the network and cable level.

For 1989, the sports portfolio is both diverse and impressive. In the area of collegiate basketball, JPT enters its seventh season as producers of Atlantic Coast Conference Basketball, the highest-rated basketball package available. In addition to the ACC rights, JPT begins its fourth season as television packager for Southeastern Conference basketball. Reaching over 20% of the U.S. TV households, SEC basketball package has become the primary sports marketing medium for advertisers wishing to penetrate the high-growth South East region.

In collegiate football, JPT enters its third season of Great American Independent Football, a JPT created television product, banding together the major Northeastern football powers into

a so-called television alliance. As a football conference, the Great American schools would have made up the nation's number one conference this season, with two of the Great American teams playing for the national championship -- West Virginia vs.

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Notre Dame in the Fiesta Bowl.

JPT's other football package, the ACC, has just finished its fifth season as one of the nation's number one rated syndicated collegiate football package. JPT's ratings have consistently beaten both CBS and ABC in the Atlantic Coast region, with a combination of attractive match-ups and a station line-up consisting of the number one or two stations in each market.

The JPT Event Group has just completed a banner year with the creation of two international Olympic Sports Festivals that were aired on NBC Sports and the USA Cable Network. The Las Vegas

Sports Festival pitted five US Olympic teams versus international competition in what was NBC's only multi-sport event prior to the Olympic Games in Seoul. The Carolinas Invitational, represented the last opportunity for our U.S. Olympians to compete in the U.S. prior to their departure for Seoul. Sixteen hours of national coverage highlighted America's most important international sporting event of the year.

For more information contact Edward M. Hull, JPT Vice-President and General Manager at (704) 374-3664. □