

Raycom Now Nation's Largest Programmer.

Raycom is the nation's most successful independent college sports television promoter.

Rick and Dee Ray founded Raycom 10 years ago when they acquired the television rights to the Great Alaska Shootout. Today, Raycom broadcasts over 400 shows a year, including basketball in six major conferences: Big Eight, Big Ten, Metro, Pacific-10, Southwest and, in association with Jefferson-Pilot Teleproductions, the Atlantic Coast Conference.

Raycom also televises Big Ten and Southwest Conference football, The Kickoff Classic, The Liberty Bowl, The Glasnost Bowl—the first American football game ever held in the Soviet Union—and the Emmy Awards for Sports. Raycom Entertainment recently marketed

and distributed "Elvis' Graceland," a one-hour special, and has several new shows currently in production.

The Raycom Management Group (RMG), a subsidiary of Raycom, creates and organizes special events, manages corporate sponsorships of Raycom Sports' television shows, and is active in consulting and executive search in the collegiate marketplace.

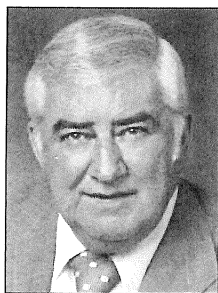
The Diet Pepsi Tournament of Champions was created by RMG co-founders Rick Ray and Richard Giannini. The Tournament is managed by Chris Boulton, RMG's director of marketing.

Raycom is headquartered in Charlotte and has offices in New York, Los Angeles, Chicago, Dallas, Atlanta, Champaign, Ill., and Cedar Rapids, Iowa. ■

Tournament Trophies In Honor Of Buck, Scott.

Two key figures in making basketball an important sport in North Carolina are Paul S. Buck and Dr. Tom Scott. Their combined efforts have focused much national attention on the state and have brought major sporting events, including many NCAA basketball regional and first/second round tournament games, to Charlotte.

Credited with publicizing the Piedmont as an area known for its basketball, these two men have succeeded in making North Carolina a strong center for this sport, not only in the ACC but also on a national level. The Diet Pepsi Tournament of Champions is pleased to honor these men by naming the Tournament trophies after them. The winning team will receive the Paul S. Buck Championship Trophy, and the most outstanding player will receive the Dr. Tom Scott Most



Paul Buck



Tom Scott

Valuable Player Trophy.

Buck, managing director of the Charlotte Coliseum-Convention Center-Auditorium Authority for the past 34 years, is a legend in the entertainment industry. Buck, who retired on December 1, had the distinction of opening and closing the old Charlotte Coliseum. The old Coliseum turned a profit every year except 1977, when the Charlotte Checkers hockey team folded.

Buck came to Charlotte from St. Louis, where he spent many years at the St. Louis Arena, and eventually became assistant manager/vice president. In 1954, the new Charlotte Coliseum-Auditorium Authority asked Buck to move to Charlotte. Since then, he has been instrumental in bringing major revenue sports to this area.

Scott, athletic director at Davidson from 1955 until 1974, played an integral part in bringing the 1974 NCAA Final Four to Greensboro. Scott belonged to the NCAA basketball tournament committee from 1966 until 1975 and chaired the committee from '69 through '75.

Scott's accomplishments in college basketball were recognized in 1977 when he was inducted into the Helms Foundation Hall of Fame for athletic directors. ■

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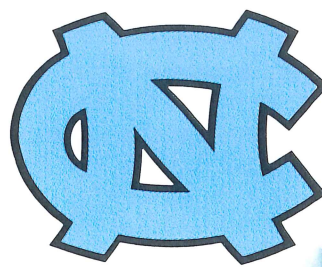
strong supporter of the universities and sports in North Carolina; Hugh McColl, chairman of the board with NCNB; Mrs. Dale Halton, head of Pepsi-Cola in Charlotte; David Crowder, head of BBT in Charlotte; Tom

Belk, President of Belk's and John's brother; and others, including Bobby Jones, the former UNC and NBA star.

We also think it is very important to involve charity organizations as beneficiaries of contributions from the Tournament of Champions. Organizations identified for the charitable do-

nations include the Juvenile Diabetes Foundation, the Charlie "Choo Choo" Justice Youth and Young Adult Center at the Charlotte Treatment Center, and scholarships to summer camp programs of the Fellowship of Christian Athletes and the YMCA of Mecklenburg County. ■

Arizona's Lute Olson



North Carolina's
Dean Smith



PROGRAM

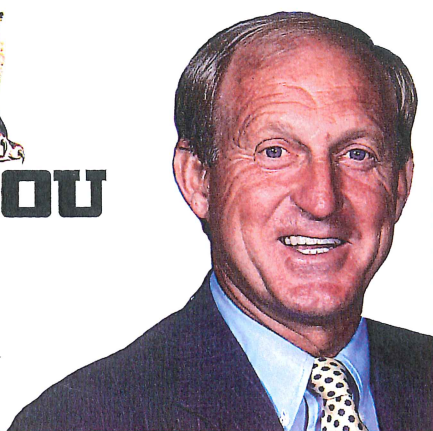
December 2 and 3, 1988
Charlotte Coliseum

Featuring:
North Carolina
Arizona
Missouri
Temple

\$3.00



Missouri's
Norm Stewart



Temple's John Chaney

