

RAYCOM

Digest

News from The Nation's Leading Sports Programmer

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Advertisers, Top Teams Star In Basketball Coverage

Advertisers and top college basketball teams won big in regional and national markets as Raycom, the nation's leading independent sports programmer, produced and telecast a record number of games, more than 400, during the 1991-92 season.

Receiving unprecedented advertising support, Raycom landed some of the biggest names in sports advertisers for its conference, individual school and ABC Sports packages.

Domino's Pizza signed on as title sponsor of the Raycom/ABC Sports national package, a landmark time-buy arrangement in which Raycom telecast and produced 26 games on 11 broadcast windows over six consecutive Sunday afternoons. Twenty-three of the 26 games were regional telecasts.

"Obviously, the Domino's sponsorship of the ABC package is a highlight of the season because it shows Domino's strong belief in Raycom regional telecasts. Not only did they buy the Raycom/ABC national package, but they also bought all six conference packages," said Ray Warren, executive vice president of sales and marketing.

In addition to Domino's, American Family Life Assurance Company (AFLAC), Buick and Anheuser-Busch made early commitments to the Raycom/ABC package. AFLAC bought all Raycom college basketball telecasts (ABC, conference and individual schools), while Buick signed a multi-year agreement to become the exclusive domestic auto manufacturer for the Raycom/ABC package.

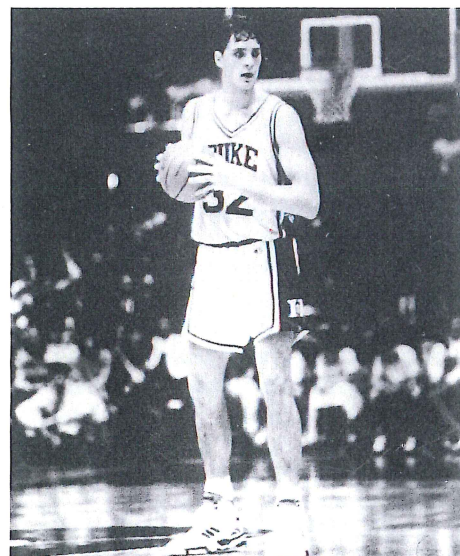
"Buys on Raycom were the only sports AFLAC bought during the first quarter of 1992. AFLAC showed tremendous confidence in our regional concept because they advertised only on Raycom," Warren said.

Raycom also closed multi-year deals for regional conference telecasts with Nationwide Insurance and NationsBank. Nationwide signed on with an Atlantic Coast Conference

schedule that included 36 regular-season games and eight tournament games. NationsBank signed advertising agreements for ACC, Diet Pepsi Tournament of Champions, Southwest Conference football and Houston Oilers preseason football.

Other advertisers included Pennzoil, Quaker State, State Farm Insurance, Coca-Cola, UPS, AT&T, Southwest Air, Coors, True Value, Gillette, Norwegian Cruise Lines and American Cyanamid.

All total, Raycom telecast games for six major conferences and 12 individual schools. These regional telecasts were shown in 110 markets and reached close to 80 percent of the country. The Raycom/ABC package covered more than 95 percent of the U.S.



All-American Christian Laettner and the national champion Duke Blue Devils appeared in 13 Raycom telecasts, including one national telecast.

Months Of Scheduling Result In Basketball Success

Long before advertising sales and ratings could demonstrate the unprecedented success of this year's Raycom basketball telecasts, Chuck Steedman knew fans would be watching magical moments in Raycom markets across the country.

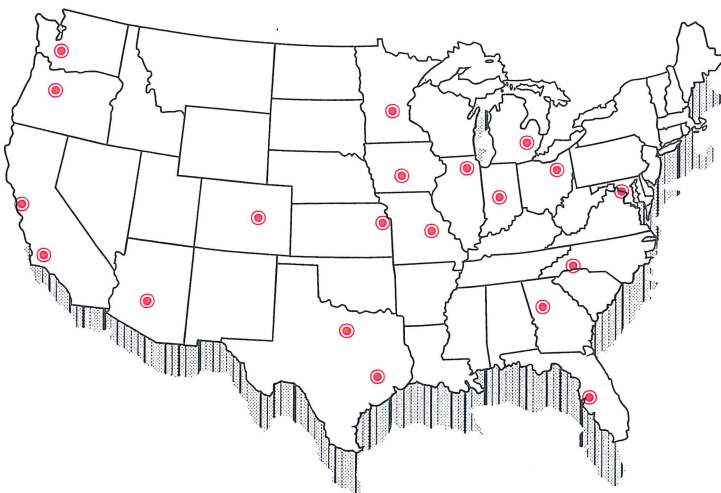
As director of programming, Steedman coordinated an intricate scheduling process that resulted in the top matchups telecast by Raycom during the 1992 season.

The scheduling process actually began in November of 1990, when Steedman began working with conference officials, athletic directors and basketball coaches to schedule the best games on the best dates. After looking at events that would affect network clearance, such as a State of the Union address that would pre-empt a basketball

game, Steedman formed working schedules for Raycom's network, national cable and syndicated games. These schedules were approved over the summer with minor adjustments continuing into September.

"In scheduling, we play a multi-dimensional chess game because schedules are affected by four or more factors, including network TV, national cable, local markets and the environment in which the games are played, such as an arena. Every move you make impacts the plane above, below or adjacent to it. For example, if an arena isn't available on a certain date, the game date must be changed, and the new game date may not be good for television coverage. It's a juggling act," Steedman said.

Raycom College Basketball Telecasts Reach Nationwide, Including 15 of U.S. Top 20 Markets



Raycom Telecasts Feature College Basketball's Best

During the course of telecasting 400-plus games, Raycom brought college basketball's best teams into living rooms across the country. A quick look at the box score shows that the fans were the big winners.

Of the 54 teams featured in Raycom telecasts, 37 (69 percent) were involved in post-season play. Of those 37 teams, 29 (54 percent) played in the NCAA Tournament. The remaining eight were invited to the National Invitational Tournament.

The 29 teams playing in the NCAA Tournament combined for a winning percentage of .740. Twenty-three teams lost 10 games or less, and six teams lost five games or less.

Eighteen teams were ranked in the top 25 of the final AP regular-season poll, including the top-ranked Duke Blue Devils, who appeared on Raycom telecasts 13 times.

Seven teams won their conference championship -- Duke/ACC, UCLA/Pac 10, Houston/Southwest Conference, Kentucky/SEC, Ohio State/Big Ten, Kansas/Big Eight and UNC Charlotte/Metro Conference.

Three of 1992's Final Four teams made appearances on Raycom, including defending two-time national champion Duke. NCAA runner-up Michigan played in 13 Raycom telecasts, while Indiana saw action 17 times on the Raycom network.



Rick Ray Moves Up In Sporting News List



Raycom Chief Executive Officer Rick Ray jumped from 81st to 48th on The Sporting News' list of the 100 most influential people in American Sports.

Ray's ranking, released Jan. 6, reflects the success of Raycom's unprecedented agreement to handle ABC's basketball package and the outstanding advertising support the Raycom/ABC telecasts received.



NASCAR Legends To Air In Late April

"The Battle of the NASCAR Legends," a one-hour special with such NASCAR greats as Richard Petty, Cale Yarborough, Junior Johnson and Benny Parsons, will air over selected markets April 25 - May 10.

Marketed and distributed by Raycom and produced by World Sports Enterprises, the program was taped at the NASCAR Legends race that preceded the Winston race last May at Charlotte Motor Speedway. Hosted by Ken Squier, Chris Economaki, Ned Jarrett and Neal Bonnett, "The Battle of the NASCAR Legends" combines the fast-paced action of the 1991 Legends race with historical race footage. Petty, the king of NASCAR racing who is retiring at the end of this season, provides personal insight on some of NASCAR's most memorable moments. Background features and personal interviews also highlight the careers of other legendary drivers.



Raycom Video Enterprises Brings Best Of ACC To Homes Nationwide

Raycom Video Enterprises, a new division created to produce and market home videotapes, captures the high-flying antics of Michael Jordan and other former Atlantic Coast Conference greats with the release of its first project, the True Value DreamTeam video.

Consisting of action footage and exclusive interviews with coaches, players and teammates, the DreamTeam video highlights the careers of Jordan, North Carolina State's David Thompson, North Carolina's Phil Ford, Duke's Danny Ferry and Virginia's Ralph Sampson -- the five players chosen to the True Value DreamTeam by a vote of ACC fans. The

tape also includes highlights of the runners-up at each position, including James Worthy, Sam Perkins, Mike Gminski, Tom Burleson, "Muggsy" Bogues, Mark Price, John Lucas and many more.

The 45-minute video can be ordered by calling 1-800-854-5900. Cost is \$19.95 plus \$4.50 for shipping and handling. North Carolina residents must add 6 percent sales tax. It can also be purchased at participating True Value stores.

Voting for the True Value DreamTeam began Jan. 8 when the names of nine players nominated at each position were given during halftime of ACC games marketed by Raycom,

which telecast 36 regular-season games and the ACC tournament to a six-state region and the District of Columbia. ACC fans then voted for each position during specified dates.

All five players chosen to the True Value DreamTeam were named National Player of the Year at least once during their career. Thompson, a two-time National Player of the Year who led N.C. State to the 1974 NCAA championship, captured the small forward position, while Jordan was selected shooting guard. Ford was named point guard; Ferry earned his spot at big forward. Sampson was selected center.