

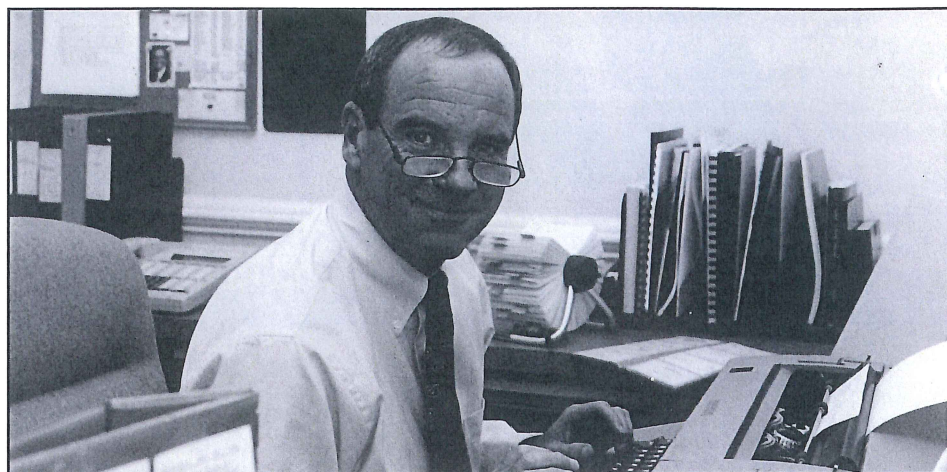
Terry Hanson Discusses Direction Of Management Group

Editor's Note: *It's been almost a year since Terry Hanson left his position as Vice President of the PGA Tour to join Raycom Management Group as President. While he spent seven years directing production, television and public relations activities for the entire pro golf tour, he has a wide ranging background in professional and collegiate sports. While Director of Sports at Turner Broadcasting, he won two Emmys and an ACE Award for his television production work, including Braves Baseball and NCAA football. He is a former college baseball and soccer coach, and spear-headed a drive at Georgia State University to implement a master's program in sports management and served on the faculty of that program. Here he addresses some important issues about collegiate and professional sports marketing.*

What is your vision of the future for RMG in terms of new projects and areas in which you would like to develop?

I have been familiar with Raycom as a company for about 12 years. From what I've known from my days at Turner Broadcasting in particular, it is a company that has shown a tremendous amount of self-discipline in its approach to doing business and making the right business decisions. A lot of people have erred along the way in not being as prudent with their business by becoming a loss-leader to obtain product. By avoiding over-spending for rights and production time, I think that Raycom has become perhaps the major player in America in intercollegiate sports, especially basketball. My feeling is that as a corporation, particularly in the management group, we need to diversify and get into a few other areas while not ignoring our core business. Those areas being some consulting work with major corporations, the golf world, Major League Baseball, perhaps professional basketball, special projects and events, hospitality—a tremendous amount of areas.

How do you answer those purists who think that entitlements on events somehow taint the events themselves?



Raycom Management Group President Terry Hanson

While in golf I had to answer this question a lot, and speaking for golf, we had 62 events on the air, up from 29 from when I got there in 1984. I would hazard a guess that if there weren't title sponsorships in golf, that fewer than 20 events would be on the air because the economics of television today are that advertiser-supported programs take you out of the risk business. So, to the people in golf, for instance, who used to complain to me about tournaments with corporate names on them, my response was that if it didn't have the corporate name, it wouldn't be on television. Period.

I believe it is the same thing with some of the things we're doing at Raycom today. The amount of money that we have been able to pay teams to play in the Blockbuster Bowl in Fort Lauderdale has been directly proportional to the dollars that Blockbuster has so generously given through its title sponsorship contract. I think title sponsorships are a reality. They are here to stay, and the purists ought to really consider that these corporations are allowing them to see as many quality events as they possibly can on television today.

What are the advantages of having a special events management company in association with a major sports programmer such as Raycom?

I think that Raycom having a special events unit reflects a trend in television today or the trend in any company that has foresight in

planning. NBC, for instance, is trying to own events such as their celebrity golf franchise.

Companies are so subject to a volatile marketplace in sales that they have to develop other revenue streams. Take, for instance, the Blockbuster Bowl, which we both promote and televise. If you have a rain problem and not much advance ticket sales, at least you can make your money from television. If you're a television network, and the T.V. marketplace for some reason goes down, you've got ticket sales and the corporate sponsorship to fall back on. Our job at Raycom Management Group is to get as many of these events as possible that we can tee up for the corporation.

RMG To Work With LPGA

Raycom Management Group has entered into an agreement with the Ladies Professional Golf Association (LPGA) to serve as consultant for the league's overall television strategy and sponsorship sales. "We feel very fortunate to become associated with Terry Hanson and Raycom," said LPGA Commissioner Charles S. Mechem, Jr. "As the LPGA evolves and implements its television strategy, Terry's reputation, experience and innovative ideas can only help us in an ever-changing television marketplace."