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RAYCOM

Press Release

Travis Tritt to Tip-Off ABC / Raycom College Basketball Country music star to perform in music video / show open

Charlotte, N.C., Wednesday, October 11, 1995 -- ABC / Raycom college basketball will have a new look for the upcoming 1995-96 season. Country music sensation Travis Tritt will be the featured performer in a new music video that will be used as the show open throughout the season, announced ABC officials and Raycom chief executive officer Rick Ray.

Following a fast-paced, original music video format, Tritt will compose and perform a song, written exclusively for ABC/Raycom college basketball that will be the signature theme to this season's telecasts.

The video will be produced in early November by Nashville, Tenn.-based Pecos Film Co. in Atlanta, Ga. Pecos Films president Bryan Bateman will produce the video, while Michael Merriman will serve as director. Pecos Films has produced a number of successful country music videos and have been involved with several awards and top 10 hits. The executive producers for the project are Cary Glotzer and Peter Rolfe of Raycom.

Tritt, who has rapidly become one of the most recognizable faces in contemporary country music today, has sold over five million albums since his debut single 'Country Club' hit the charts as a top 10 entry in 1989. Since that time, Tritt performed at the 1994 Super Bowl in Atlanta, acted in television and motion picture movies and hosted two television specials. His latest album, "Greatest Hits," is currently number four on the charts and the single "Sometimes She Forgets" is number 15 and rising.

A native of Marietta, Ga., Tritt hosted a show for Raycom in August titled "Elvis Presley, Touch the Dream, A New Generation" that aired in national syndication during the anniversary of Elvis' death. He will also be featured in a Raycom-produced special in December titled "Holidays at Home." In 1994, he co-wrote his autobiography, titled "Ten Feet Tall and Bulletproof."

In a unique agreement that began in 1992, Raycom produces and markets ABC's entire package of college basketball. That agreement was recently extended through the end of the century and was expanded to include 17 broadcast windows from the 11 from 1994-95.

Since Raycom began televising the ABC college basketball package in 1991-92, 46 different teams from nine conference and one independent have appeared on the schedule. Raycom has televised 104 games in into four seasons on ABC and each year the previous season's NCAA championship squad has been included on the schedule.

Jack O'Hara is the executive producer for ABC Sports and Kim Belton is the ABC's coordinating producer for the ABC / Raycom coverage of college basketball this season.

Headquartered in Charlotte, N.C. with seven offices nationwide, broad-based Raycom, Inc. annually televises hundreds of sports and entertainment events and specials, while providing sales and marketing representation services for a variety of clients. Raycom is a subsidiary of Atlanta, Ga.-based Ellis Communications.

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