



**The**  
**Entertainment and Sports**  
**Programming**  
**Television Network**  
**Proposal**  
**to the**  
**National Collegiate**  
**Athletic Association**



## FOREWORD

This proposal represents the most exciting concept ever presented to the cable television industry. Working together, the National Collegiate Athletic Association and the Entertainment and Sports Programming Television Network will deliver quality programming of national interest via a national satellite network to the fastest growing television audience in the United States.

Recent advances in technology, the ever-increasing demand for cable television programming and the projected growth of the cable industry over the next few years are all factors which combine to present the NCAA and ESP-TV with a unique mutual opportunity.

All of the elements are now in place to originate an NCAA National Network. Our joint efforts can make this network a reality in 1979.

On behalf of our entire organization, I look forward with you to accepting the challenge of providing the nation's cable viewers with the finest of sports programming.

ENTERTAINMENT AND SPORTS PROGRAMMING  
TELEVISION NETWORK, INC.

William F. Rasmussen  
Vice President/Programming

October 11, 1978

## CONCEPT

ESP-TV proposes to televise nationally several hundred NCAA Division I, II and III men's and women's athletic events via RCA Satcom I to earth-station-served cable television systems. There are currently nine hundred such earth stations in operation or under construction in the continental United States. It is estimated that 1,500 earth stations will be in operation at the start of this proposal, September, 1979. Anticipated total audience reach will be approximately thirty million people. (See Section III)

We plan to broadcast every event at least twice to maximize exposure. Most events will be tape delayed for later same day viewing with the second showing of each event scheduled to provide the least degree of audience duplication.

Highlight packages, commercial network action segments and extensive NCAA and member institution promotion will be an integral part of ESP-TV's effort. (See Section II)

## MECHANICS

The entire NCAA programming package will be coordinated at ESP-TV National Headquarters in Bristol, Connecticut. Our full commitment to provide national coverage of the NCAA includes complete studio facilities, a contracted fleet of seven remote units, a ten meter transmit/receive earth station and full time service on RCA Satcom I, the domestic communications satellite being utilized by the cable television industry. This transmission system will deliver our signal to over nine hundred<sup>1</sup> earth station served cable systems throughout the continental United States. The majority of our programming will be videotaped on location and returned to ESP-TV Headquarters for broadcast. Our intention is to broadcast each event at least twice. The first play will be a same day play with the second offered at an alternate time on a different day to maximize exposure. Where deemed appropriate, selected events will be delivered live.

All programming offered as part of this package will be retained in a video library to which the Association and ESP-TV shall have joint access for the purpose of promotion. In addition, such library material may be utilized to produce Association or individual institution highlight programs which may in turn be released for public or other television use.

Ten broadcast crews, play-by-play and color announcers along with their director will be retained on a full time basis to provide network quality commentary.

Seven remote units will be stationed around the country to provide the flexibility necessary to cover simultaneous events from coast to coast. We will schedule two trucks from our Bristol Headquarters, two from the Chicago area and one each from Atlanta, Dallas and Los Angeles.

<sup>1</sup>Total as of 10/1/78. Estimated total as of 9/1/79 is 1,500.



## PROMOTION

In the interest of promoting intercollegiate athletics, ESP-TV shall produce and televise a continuing series of supporting programs. These shall include, but not be limited to:

1. Coverage of all national championship competition for men and women in all divisions of NCAA competition.
2. A series of sixty minute highlight shows depicting the "week in review." Treatment and content of the show to be determined in cooperation with the NCAA.
3. A series of sixty minute "season end" reviews highlighting each of the sports televised under this proposal.
4. Four special promotional shows at least sixty minutes in length illustrating the athletic involvement of both men and women in various sports. Treatment and content again to be determined in cooperation with the NCAA.
5. Pregame and postgame shows designed to serve the best interests of the Association and ESP-TV.
6. Highlight clips to major networks on a daily basis.
7. Institutional announcements of a length and frequency to be determined by the Association and ESP-TV. Material for these announcements may be provided by the Television Committee or produced in association with the Committee by ESP-TV.
8. Continuing promotion of the NCAA series through a detailed, coordinated plan of advertising and sales promotion, such plan to be designed to serve the best interests of the Association and ESP-TV.

## **CABLE TELEVISION — YESTERDAY, TODAY AND TOMORROW**

### **YESTERDAY**

Community Antenna Television (CATV) started back in 1949 as literally a community antenna for those areas of the country without local television outlets or where reception with household antennas was unsatisfactory.

By the late 1960's local television stations reached most of the country off-the-air and the reception enhancement of cable television was followed by a much more promising development — the use of cable television to bring in **additional stations** and **a greater variety and selection of programs**.

### **TODAY**

By January, 1978, cable homes in the United States had grown to 14 million. Representing 18% of total U.S. households.

### **TOMORROW**

This dramatic growth in cable coverage will continue, and conservative projections for the next ten years look like this:

<b>YEAR</b>	<b>CABLE HOMES</b>	<b>% OF TV HOMES</b>
1980	18,000,000	25%
1988	25,000,000	33%

**THE DRAMATIC GROWTH OF CABLE TELEVISION MEANS THAT ADVERTISERS CAN NO LONGER IGNORE THIS MEDIUM. THE TIME HAS COME TO CAREFULLY EVALUATE THE IMPACT OF CABLE AND LEARN HOW TO PUT IT TO WORK FOR YOUR PRODUCTS AND SERVICES.**