

**E.S.P.**

**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)

