

## SoCon Announces Public TV Partnership

Written by SoCon Sports Information  
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The Southern Conference, in conjunction with its marketing partner CSE, announced today (July 11) the league has agreed to a three-year plan with public television systems in Georgia, North Carolina and South Carolina to televise the conference's football package.

The distribution platform will reach nearly 11 million homes through 32 affiliates, making it the largest regional distribution option across both broadcast and cable. The conference's football package for the 2011 season was also announced as part of the agreement.

"We're genuinely excited by the partnership with Georgia, North Carolina and South Carolina public stations," said Southern Conference Commissioner John Iamarino. "This is an important step for us. It increases our previous reach by 2 million households, while allowing us to control our rights and our content, and it enables us to use this partnership to promote and publicize not only SoCon football, but other educational activities taking place on our campuses."

This unique partnership provides each of the three state public television networks state-wide distribution of Southern Conference football games in 2011, 2012 and 2013, with coverage from Georgia Public Broadcasting (GPB Media) also covering the Chattanooga, Tenn., market. The league is exploring additional distribution outlets in Alabama and Tennessee. The plan calls for an eight-game football package each fall.

"Working with the Southern Conference to broadcast these games is a real coup for viewers of public television and the thousands of alumni who live in Georgia, North Carolina and South Carolina," says Teya Ryan, President and Executive Director of GPB Media. "There is nothing like football to bring communities together and with our focus on K-12 education and improving high school graduation rates, this partnership is a perfect fit. It's also very exciting to partner with our fellow public broadcasters as a team and reach out to communities across the region."

The new agreement signals a shift for the conference from previous television agreements. The league, along with CSE, will now produce each telecast and will also retain the rights. In addition, the league will have control over pregame, halftime and postgame content while both

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parties will have an equal share of the sponsor breaks. Additionally, the Conference, along with the statewide public television networks, will have the ability to simulcast the games on their website.

"Our goal was to find a consistent broadcast schedule for the SoCon Game of the Week," said CSE's Senior Vice President Programming, Media Services, Ned Simon. "SoCon and public television's high standards bode well for not just the growth of their partnership, but for each organization's individual growth as well."

The 2011 broadcast package begins October 1 when last year's co-champions, Appalachian State and Wofford square off in Spartanburg, S.C. Each of the eight televised games will also be streamed live and archived through the conference web site, on the individual public television sites.

"This new partnership opens up a whole new market to the Southern Conference, its member schools and athletics programs," said Richard Johnson, Director of Athletics at Wofford College and President of the league's Athletic Directors. "It's a great opportunity to be able to partner 12 institutions of higher learning with public television to help each other with viewership. This new model is something that if successful, will be replicated by other leagues."

The conference office is also working with each of the three state systems to put together a similar distribution network to carry men's and women's regular season basketball games, as well as the Southern Conference Basketball Tournament in March 2012.

## **2011 Southern Conference Football Telecast Schedule**



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Chatsworth/Dalton - WNGH  
Canton/Waynesville - WUNW  
Beaufort - WJWJ  
Cochran/Macon - WMUM  
Chapel Hill/Raleigh/Durham - WUNC  
Charleston - WITV  
Columbus - WJSP  
Charlotte/Concord - WUNG  
Columbia - WRLK  
Dawson - WACS  
Edenton - WUND  
Conway/Myrtle Beach - WHMC  
Pelham - WABW  
Greenville - WUNK  
Florence - WJPM  
Savannah - WVAN  
Jacksonville - WUNM  
Greenville - WNTV  
Waycross - WXGA  
Linville - WUNE  
Greenwood - WNEH  
Wrens/Augusta - WCES  
Lumberton - WUNU  
Rock Hill - WNSC  
Roanoke Rapids - WUNP  
Spartanburg - WRET  
Wilmington - WUNJ  
Sumter - WRJA  
Winston-Salem - WUNL