



A Piedmont Television
Broadcasting Station

The FOX Flash

September 2005

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Welcome New Advertisers

- East Carolina Hyundai, New Bern
- Hooters Morehead City
- Carraway's Restaurant
- Allstate, Swansboro & Morehead City

Coming Soon to FOX 8/14

Sept 12

- My Wife & Kids
- Judge Alex

Sept 24

- Smallville
- Star Trek: Enterprise

Looking Forward

What's happening next month

- MLB Post-Season poised to win ratings



Football – NFL Returns for 12th Season

FOX is proud to present the NFL's 12th season on the network, featuring the award-winning talent line up of Joe Buck, Troy Aikman and Pam Oliver calling the games. Pre-season games began in August, followed by 28 regular season starting September 11. More information will be available soon for post-season, as it will begin in January 2006.

NFL viewers are educated, affluent married Adults 18-49. FOX 8/14 has a variety of opportunities to suit your advertising needs, including regular season games, Emmy award-winning FOX NFL Sunday with Terry Bradshaw, James Brown and Howie Long, promotions, and coming soon, NFL Post-season games.

To find out more about who's watching NFL, and what opportunities FOX 8/14 has to offer contact your account executive today.

This month FOX 8/14 is airing 4 regular season games. You can view our complete schedule on fox8fox14.com.



September:

- 9/11: New Orleans Saints at Carolina Panthers, Dallas Cowboys at San Diego Chargers**
- 9/18: Atlanta Falcons at Seattle Seahawks**
- 9/25: Carolina Panthers at Miami Dolphins**

In the month of October, FOX 8/14 will have 8 games to offer you to reach your target market. Visit website for details.

Original – New Fall Programming

Beginning September 12, you will see a change to FOX 8/14's classic, Laugh Pack. The 5p-8p Laugh Pack block now features an hour of back-to-back episodes of My Wife And Kids, followed by its tried-and-true programs, The Simpsons (6p), King of the Hill (6:30p) and back-to-back episodes of That '70's Show (7p-8p).

In addition, FOX launched an all-new fall programming schedule on August 29 including Prison Break, Reunion, Bones, Head Cases, Kitchen Confidential, Killer Instinct, The War at Home and more.

Best of all, FOX's hit series, The O.C., House, Stacked, That '70's Show and more will return with all new episodes!

For premier dates and program profiles, visit <http://www.fox8fox14.com/programming.htm>

Schedule:

- Laugh Pack (Monday – Friday)**
- 5p-6p: My Wife and Kids**
- 6p: The Simpsons**
- 6:30p: King of the Hill**
- 7p-8p: That '70s Show**



Mondays: Kitchen Confidential, Prison Break

Tuesdays: Bones, House

Wednesdays: The O.C., Reunion

Thursdays: That '70's Show, Stacked, Head Cases

Fridays: Bernie Mac, Malcolm, Killer Instinct

Saturdays: COPS, America's Most Wanted

Sundays: Animated Series, The War at Home

Xtras – Panthers Are Back

The Carolina Panthers '05-'06 Season kicks off this month headed for a great season! **FOX 8/14 is an official Carolina Panthers station** and will air 13 Panthers games beginning this month through January 1, 2006.

Hooters of Morehead City and Rick Gladwell Chrysler are already taking advantage of this opportunity by sponsoring the SuperFan contest and giving away season tickets to this years Panthers games.

For a complete schedule and advertising info call your rep or visit fox8fox14.com.

This month, stay tuned for the following games:

- 9/11: New Orleans Saints at Carolina Panthers**
- 9/25: Carolina Panthers at Miami Dolphins**

Next month:

- 10/9: Carolina Panthers at Arizona Cardinals**
- 10/16: Carolina Panthers at Detroit Lions**
- 10/30: Minnesota Vikings at Carolina Panthers**



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We're on the Web!
Visit us at:

www.fox8fox14.com

Flash – What Our Clients Are Saying

Increased Awareness

"I have noticed a significant increase in walk-in traffic as well as telephone inquiries that have been generated from the nightly ad during Fox News at Ten."

– JD & Dineen Wright
Wright Countertops, New Bern

Measurable Results

"Our company has dealt with Fox 8 advertisement department in the past several months...the caliber of our ad was both very professional and superbly put together...our goal was to broaden the area of potential customers, which has been accomplished successfully with an increase in business."

- Dominick J. Rivas, President
Stone Plantation, Morehead City

Outstanding Service

"I have appreciated the level of service...before, during and after the sale. The production staff was outstanding and...are the best production we've ever had. I certainly recommend Fox TV...for any television advertising any local business owner needs. The ability to target the New Bern-Morehead market was made very affordable."

- David B. Blythe
Branch's of New Bern

To learn more about how FOX 8/14 can help your business increase visibility, market share, and revenue, contact your rep or a member of our sales department today! 252-240-0888 ext. 220 in Morehead/New Bern/Jacksonville, or 252-756-0814 in Greenville.



Get ready for College Football! The ACC is back on FOX starting September 10 at Noon. For a complete schedule, check **www.fox8fox14.com** or contact your account executive today!



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