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Inside Dayton Flyer Basketball

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University of Dayton, Ohio (url: <http://www.udayton.edu/index.php>)

(url:

<http://www.youtube.com/embed/WvCsTOTP6P2>
w mode=Opaque)

Inside Dayton Flyer Basketball

01.04.2011 | Athletics

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FOX Sports Ohio will premiere a fast-paced, primetime television show, "Inside Dayton Flyer Basketball," at 8 p.m. on Friday, Jan. 7. The program will air six times over the next two weeks.

The half-hour piece conveys the energy, character and intensity of the Dayton Flyers — on and off the court. It also features a short "Leadership" segment about the University of Dayton's national reputation.

FOX Sports Ohio reaches more than five million households in Ohio, Kentucky, Indiana, western Pennsylvania, western New York and West Virginia.

"Inside Dayton Flyer Basketball" will be rebroadcast at these times:

2 p.m., Sunday, Jan. 9
6:30 p.m., Wednesday, Jan. 12
6:30 p.m., Thursday, Jan. 13
10:30 p.m., Saturday, Jan. 15
6:30 p.m., Monday, Jan. 17

For a list of channels airing "Inside Dayton Flyer Basketball," see <http://www.foxsportsohio.com/pages/channelfinder> (url: <http://www.foxsportsohio.com/pages/channelfinder>)

"It has been a privilege for us to help share the unique and engaging story of Flyer basketball led by Coach Brian Gregory. This program is a role model for collegiate athletic programs in terms of on- and off-the-court accountability and performance," said Roy Cheran, director of business development at Mind Over Media, a multimedia communications firm in Pittsburgh that produced the television show.

In November, the University of Dayton entered into a television rights agreement with Fox Sports Ohio. The network is carrying five men's basketball games, airing the half-hour show six times and running University commercials throughout the season.

In all, a record 27 Dayton Flyers men's basketball games are being televised this season. Flyer games are being shown locally on WHIO-TV, regionally through Fox Sports Ohio and CBS College Sports and nationally on ESPN, ESPN2, ESPNU, ESPN3 and CBS College Sports. The University continues its long-standing local television package with WHIO-TV, a partnership that dates back to 1951.

"The combination of strong local, regional and national coverage is paramount to our program," said Tim Wabler, vice president and director of athletics. "FOX Sports Ohio is a known high-quality commodity across the state, and its broadcast footprint aligns well geographically with where many of our alumni reside and where we recruit students to attend the University of Dayton."

All Flyer home games, not nationally televised, can be viewed via live video stream for free on DaytonFlyers.com through Dayton All-Access.

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