

TSN to cover Atlantic Bowl

TORONTO (CUP) — Canada's only pay television sports network is aiming for a broader university clientele by expanding its coverage of collegiate football play.

Though students have been reluctant to take the two-year-old channel, TSN — The Sports Network — is betting its eight-game lineup of Canadian Interuniversity Athletic Union contests will draw a strong following.

"Our sales or our audiences aren't where we'd like them, but we're hoping to build on these this year," said TSN programming official Jim Thompson. He said TSN has expanded its coverage from previous years to be more attentive to regional interests.

"This year's program is a fine-tuning of last year's. We're trying to be a little more representative this year," Thompson said.

TSN's collegiate football coverage this year begins Sept. 20 when defending CIAU champions the Calgary Dinosaurs play the Alberta Golden Bears in Edmonton. The series will conclude Nov. 15 with coverage of the Atlantic Bowl regional championship. The CTV network will broadcast the national championship game for the Vanier Cup on Nov. 22.

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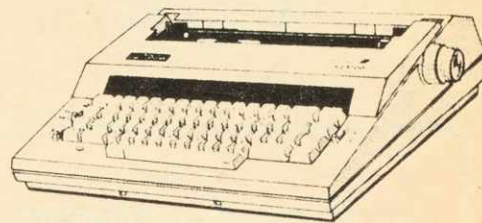
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