

## Turner South to Change Name to SportsSouth

Written by The Staff

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Five months ago, Fox Cable Networks purchased Turner South for \$375 million. Now, Fox will be changing the name of the network to SportsSouth.

SportsSouth will be a regional sports network (RSN) that will show Braves games, as well as the NBA's Atlanta Hawks, and NHL Thrasher games.

As reported:

SportSouth will televise 61 Thrashers games and 45 Hawks games during the 2006-07 seasons and 55 Braves games in 2007. SportSouth's Braves telecasts will increase to 80 games in 2008, when TBS cuts back its telecasts.

Aside from games, SportSouth will emphasize programs focusing on off-the-field, behind-the-scenes &quot;storytelling&quot; about Southern pro and college sports, said Jeff Genthner, vice president and general manager of FSN South and, now, SportSouth.

In an interesting naming twist, SportsSouth was the original name of what is now FSN South. The two networks will coexist in the region with SportsSouth being entirely regional based.

The other interesting sub-plot: Turner Broadcasting's partner in the original SportSouth, Liberty Media, is in the process of buying the Braves.

( [The Atlanta Journal Constitution](#) )