

## From Hip Hop to Sports BET Brings Beef The Series

Written by Robert ID3033

Thursday, 28 September 2006 22:23 -

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Exploring the hip hop culture conflicts between rivals in the hip hop and rap game; rap MC battles like Tupac (2Pac) vs. Biggie have captured the attention and imagination of modern hip hop fans for decades, but the controversy and personal clashes have expanded beyond hip hop music.

From sports stars like Kobe vs. Shaq, to hip hop artists like Bow Wow vs. Romeo, BET goes beyond the word on the street to bring you both sides of the story from the people closest to the friction.

Sometimes beef gets squashed, sometimes beef goes to court, sometimes beef gets out of control, but if you're looking for the beef BET's Fall Programming will bring it to you.

BET's Fall Programming will Premiere 'BEEF: THE SERIES' Wednesday, October 4 at 9 P.M. ET/PT.

'BEEF: THE SERIES' is produced by documentary filmmaker Quincy Jones III, and picks up where his popular "BEEF" DVDs left off. From the music industry and the sports arena to everywhere in between, 'BEEF: THE SERIES' Schedule below.

SHOW PREMIERE: Wednesday, October 4 at 9 p.m. ET/PT

SHOW SCHEDULE: Wednesdays from 9-9:30 p.m. ET/PT;

Finale Nov. 8 at 9 p.m. ET/PT



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Encores airing on Mondays at 3 p.m. ET/PT,

Tuesdays at 10 p.m. ET/PT, Wednesdays at 8:30 p.m. ET/PT,

Thursdays at 1 a.m. ET/PT and Sundays at 2 a.m. ET/PT

Visit BET on the web at: <http://www.bet.com>