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# Sports

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## ACC extends Raycom TV pact

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Raycom Sports and Jefferson-Pilot Teleproductions, who have jointly broadcast Atlantic Coast Conference basketball the past two seasons, have received a contract extension which will give them exclusive TV rights to ACC games through 1990.

Ken Haines of Raycom Sports, a Charlotte-based production company, said Wednesday that the ACC recently granted the five-year extension after a meeting of the eight athletic directors in Greensboro. Raycom/Jefferson is currently in the second year of a three-year contract.

Neither the ACC nor Raycom/Jefferson would release the financial terms of the extension. The current three-year pact calls for the ACC to receive a total of \$18 million for the broadcast rights.

"I can tell you that this contract won't be for less money," said Haines.

"The athletic directors of the eight member institutions feel that Raycom/Jefferson has done an outstanding job and that renewal demonstrates confidence in our TV package," said ACC commissioner Bob James in a statement issued through Raycom. James was unavailable for further comment.

"I am extremely pleased with the action of the conference," said Rick Ray, president of Raycom. "We are dedicated to the job of producing the finest college basketball on television."

Ray said that the number of ACC games televised and the number of stations carrying the games will remain basically the same. This year's package has 38 televised games.

There are no plans, however, for the renewal of the ill-fated Season Ticket pay-TV package. That package of 21 games was only shown to those who paid a subscription fee, but it was eventually cancelled after a number of lawsuits were filed by disgruntled ACC fans.

"There are no plans on the immediate horizon to renew Season Ticket," said Haines. "But that doesn't preclude anything that might happen in future years."

Raycom/Jefferson was awarded the ACC contract two years ago after outbidding MetroSports of Rockville, Md., which had held the contract for the 1981-82 season. Before that the television rights had been held by C.D. Chesley, who started the ACC television package in the late '50s.

The bidding for the package was expected to be intense when the current contract expired next year. Thus, the ACC's deci-

sion not to put the package on the open market came as something of a surprise.

But sources inside the conference indicate that the league's athletic directors have become concerned about problems which are beginning to surface with similar television packages in other areas of the country.

A recent *New York Times* story revealed that the production company which handled Southwest Conference basketball would be unable to make its full payment to the league this season. The production company came up short because it has been unable to generate the proper revenue, apparently due to the oversaturation of basketball on television. The SWC was eventually forced to renegotiate the contract.