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ACC signs huge TV deal for every sport

By The Associated Press

RALEIGH, N.C. — The Atlantic Coast Conference has signed another blockbuster television deal, announcing a six-year cable package Tuesday that is being billed as the most comprehensive of any league in the nation.

The all-sports agreement with Raycom, Inc. and Jefferson-Pilot Sports, both Charlotte-based, comes on the heels of a multi-million dollar college football television package with ABC and ESPN. The league expects to take in \$17 million from that deal by 1996.

The pact, with an undisclosed rights fee figure, calls for Home Team Sports, SportSouth and Sunshine Network to combine for more than 350 hours of ACC programming annually through the 2000-2001 school year.

"I don't think there could be anything else to televise," Richard Kilwien, director of media relations and programs for Raycom, said when asked about locking up the

ACC market.

HTS covers the ACC region from Greensboro north into Maryland, while SportSouth hits parts of North Carolina, South Carolina and Georgia. The Sunshine Network covers the state of Florida.

"This solidifies the future of TV coverage for the league," said Kilwien. "This assures every other sport in the conference will get unparalleled coverage."

Among other things, the package will televise 21 of the league's championships, 18 live women's basketball games and eight live baseball games.

ACC spokesman Rick Chryst called it a "landmark deal" for the conference. "We have been building this programming over the last three years," he said.

In addition, 13 men's basketball games will be in the package, including three conference games. With other television agreements in place with major networks, ESPN and ESPN2, Kilwien said the league would have close to 200 basketball appearances in 1995-96.