

Channel 18 Keeps Basketball Games

ACC basketball moved from the hardwood court to Mecklenburg County Superior Court when WCCB-TV (channel 18) sued to keep telecast rights to three ACC games.

The games, including North Carolina vs. Wake Forest tonight at 9 p.m., are part of a 5-telecast package assembled by Raycom, a Charlotte firm headed by Rick Ray.

During the first games, the Iron Duke Classic Dec. 28-29, WCCB inserted some local commercials (from which the station gets the revenue) in place of the network commercials (from which Raycom gets the revenue).

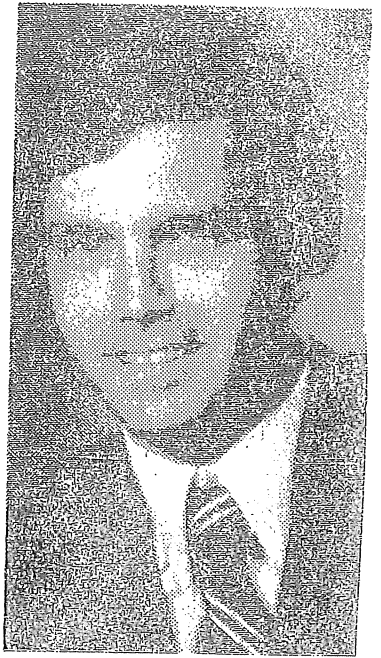
Ray then switched the games from WCCB to WSOC-TV (channel 9) and WCCB sued. However, after Superior Court Judge Robert Borroughs ruled Monday that WCCB

had telecast rights to Wednesday's game, Raycom and WCCB reached an agreement on the other two telecasts.

"After we talked a while they made the commercials good and we have an agreement for the rest of the games," said Ray, who was program director at WCCB before he left to start Raycom.

"There was a disagreement," said Michael Kassner, executive vice president of WCCB, "but we have an agreement now."

Raycom and channel 18 also will televise the North Carolina at Maryland game Feb. 7 and North Carolina vs. Georgia Tech on Jan. 14 at the Greensboro Coliseum. All Raycom games are carried on a statewide network of four or five stations as well as on a national cable network.



Rick Ray

... tried channel switch