

## RAYCOM INKS DEAL TO PRODUCE ELVIS SPEX FROM GRACELAND

NEW YORK—Sports syndicator Raycom has signed a five-year deal with the estate of Elvis Presley, whereby the company will produce a series of specials from Presley's Graceland in Memphis.

First special under the deal will come Aug. 7 with a one-hour program, "America Comes to Graceland," focusing on the visits to the home made by tens of thousands of people each year.

"The growth of the public's fascination with Elvis is a story in itself," said Raycom CEO Rick Ray in making the announcement. "It's not only growing among those of his generation, but among younger audiences too."

"Elvis: His Life and Times" will air Aug. 14 as a two-hour documentary and will include never-before-seen footage of the enter-

tainer's estate.

Glotzer to produce

Cary Glotzer, a former NBC producer, will serve as the coordinating producer on the Raycom package. Glotzer recently joined Raycom to create and produce entertainment programming.

The deal will conclude in 1997 with a series of programs marking the 20th anniversary of Elvis' death. Raycom will roll out the package at the upcoming National Assn. of Television Program Executives confab in San Francisco.

This new package is not, however, Raycom's first experience with the King. In 1987, the company syndicated "Elvis' Graceland," a tour of the home hosted by Priscilla Presley that cleared 93% of the country and earned a 7.2 rating.