

# TV SPORTS

AN INSIDE LOOK AT TV SPORTS PROGRAMMING

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## ABC, Raycom in college basketball deal

ABC and Raycom took a chapter out of the guidebook of Eddie Einhorn and his old TVS network Wednesday to announce a unique college basketball deal.

Syndicator Raycom, spearheaded by executive vice president Ken Haines, will buy the time on ABC, for between \$1 million and \$2 million, to supply ABC with 26-30 games for six weeks from Feb. 2 to March 8, 1992. Each market will receive 11 games — mostly regional telecasts — of the Atlantic Coast, Southeastern, Southwest, Big 8, Pacific 10, Metro, Atlantic 10 and new Great Midwest conferences.

For the fan, it means seven fewer games on ABC. And ABC won't carry games in December and January. Also, ABC's announcing teams of Keith Jackson-Dick Vitale and Brent Musburger-Jim Valvano won't necessarily be seen in each market every week. But ABC expects its 3.0 rating to improve because it will carry regional interest games.

Most important, points out ABC vice president of programming Downs, "we go from losing money last year in the college basketball marketplace to being assured of a profit. Without this Raycom arrangement, these schools wouldn't receive this exposure."