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Big 8 Business: Raycom, which has SWC football and basketball rights, is among the syndicators bidding on Big Eight football rights. The SWC — which got about \$540,000 from Raycom for 1984 football — didn't get any guarantees when it signed its 3-year, profit-sharing arrangement. But word is Raycom is making guarantees in its Big Eight proposal, which isn't making SWC observers happy, according to sources close to the negotiations. Raycom network operations vice president Ken Haines says the proposal is "essentially the same" as what the SWC has. The Big Eight is expected to award its league package next week.