

VIA SATELLITE



# Sports

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## TV SPORTS

AN INSIDE LOOK AT TV SPORTS PROGRAMMING

### Irish should bring luck to Kickoff Classic draw

NEW YORK — Take Notre Dame, add a national championship and you have TV sports' magical potion.



**RUDY MARTZKE**

Raycom expects a record 142 syndicated TV stations when the defending national champion Fighting Irish open the college football season tonight at 8 EDT against Virginia in the Kickoff Classic at Giants Stadium in East Rutherford, N.J.

"There's no doubt Notre Dame's presence contributed to the growing stature of this game," says Meade Camp, Raycom senior vice president of sales.

ESPN's Beano Cook, when he was at CBS in the 1970s, used to say that the four magic draws in TV

sports were Muhammad Ali, the New York Yankees, Dallas Cowboys and Notre Dame. Ali retired, the Yanks and Cowboys have fallen off, but the Irish, under coach Lou Holtz, dominate college football ratings as much as ever.

"The game will be seen in all top 20 markets and 49 of the top 50," Camp says. "Only Grand Rapids (Mich.) is missing." Must be a Wolverines den.

### Rowe doubts Notre Dame will repeat

Analyst Dave Rowe, on the Raycom telecast with Phil Stone, takes a realistic approach to Notre Dame's season.

"I think it's impossible to repeat as the national champion," he said. "No disrespect to Holtz, but it's difficult to repeat in football."

► Tony Roberts, play-by-play announcer for Mutual Radio's Notre Dame-Virginia broadcast, says, "Holtz will do a better job coaching this season than when he won the national title."

"He's got to replace all the players the Irish recently lost on top of those who graduated, but he'll do it. Mark it down. The Notre Dame-Miami game over Thanksgiving will be for the right to play for the national title on New Year's Day — most likely against Nebraska in the Orange Bowl."

## Classic kicks off college season

By Rachel Shuster  
USA TODAY

It's late August — settle in for the first college football game of the season.

→ Raycom Sports is syndicating Saturday night's Kickoff Classic at 8 EDT between No. 11 Texas A&M and No. 2 Nebraska. This is the first meeting between head coaches Jackie Sherrill of Texas A&M and Tom Osborne of Nebraska.

"What is potentially an outstanding bowl game at the end of the season is the kickoff to the season," says Raycom analyst Dave Rowe, who will work with Phil Stone.

"It pits the strength of Texas A&M's team speed and line-backer corps against Nebraska, more of a physical team but with great gamesmanship."

"The big key is whether A&M's defensive front line can stop Nebraska's running game. If they can, I think they have an excellent chance to win."

For a preview of the college football season, GGP Sports is syndicating *Race for No. 1: College Football Special* on 173 stations across the USA this

### Kicking off college football

The Kickoff Classic will air in its fifth time slot when Texas A&M meets Nebraska at 8 p.m. EDT Saturday. Raycom Sports is syndicating the game to 150 stations across the USA. Check local TV listings.

Year	Outcome	Stations	Gametime	Rating
1983	Nebraska 44, Penn State 6	157	Mon. prime-time	9.7
1984	Miami 20, Auburn 18	147	Mon. prime-time	7.9
1985	BYU 28, Boston College 14	136	Thurs. prime-time	5.7
1986	Alabama 16, Ohio State 10	138	Wed. prime-time	7.0
1987	Tennessee 23, Iowa 22	203 <sup>1</sup>	Sun. afternoon	5.9

1 — ABC sold its airtime to Raycom to carry the game.  
Source: Raycom Sports

weekend (check local TV listings).

CBS' Jim Lampley and CNN/USA TODAY sports analyst Danny Sheridan scout the college scene, with Sheridan offering up these tidbits:

► No. 10 Miami will win back-to-back national championships. "I honestly think they'll beat Florida State."

► Heisman Trophy favorites: Running back Sammy Smith of Florida State, quarterback Troy Aikman of UCLA. "(Running back) Emmitt Smith of Florida should win, but even Superman wouldn't

win the Heisman if he was a sophomore."

► UCLA "will destroy" Southern California by four touchdowns in the final game of the Pac-10 season to reach the Rose Bowl. Other winners: Iowa in the Big Ten, Oklahoma in the Big Eight, Clemson in the Atlantic Coast Conference, Auburn in the Southeastern Conference and Texas in the Southwest Conference.

► Among the independents, Penn State and Notre Dame will be "big disappointments," with West Virginia, Syracuse and Pittsburgh doing well.

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