

1-7-91

THE



Sportino News

JANUARY 7, 1991

PRICE: \$2.50

81

RICK RAY *Raycom CEO*

Ray, 41, touts his company, Raycom Sports and Entertainment, as the largest independent sports programmer in the United States, producing more than 400 programs each year. Based in Charlotte, N.C., Raycom was founded by Ray and his wife, Dee, in July, 1979. Much of the company's growth is a result of its adept packaging of college basketball. Six major conferences—the Atlantic Coast, Big Eight, Big Ten, Metro, Pacific 10 and Southwest—have basketball contracts with Raycom. The company also produces numerous college football telecasts, including the Liberty, Freedom and Blockbuster bowls. Raycom's radio division produces college football and basketball games. The company's marketing and management branch has done well in attracting corporate sponsorship for its sports properties and in matching events, sponsors and national broadcast networks.

