

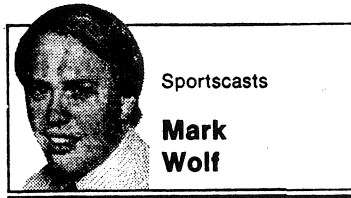
Raycom Will Televis ACC Football Game Of The Week

ACC football teams will play a Saturday night "Game of the Week" television schedule this fall to be syndicated regionally by Raycom, The Observer has learned.

Although neither Raycom nor the ACC would confirm the package, college football and broadcasting sources indicated an official announcement is expected within a few days.

Such regional college packages became possible because of a surprise announcement Monday at the NCAA convention in Dallas. The NCAA agreed to let schools and conference produce their own Saturday primetime games for regional television.

The U.S. Supreme Court will rule this summer whether the NCAA's 32-year control of national and regional television rights is illegal. However, such packages as the ACC/Raycom hookup won't be af-



Sportscasts

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ected by that decision.

"Regardless of what the Supreme Court decides, there will be ACC football games on Saturday night this year," said a source close to the negotiations.

If the Supreme Court affirms lower court rulings against the NCAA, it's likely that ACC teams would also be involved in Saturday afternoon regional telecasts.

Raycom, which also packages the ACC's college basketball telecasts, has

been negotiating with the ACC for several months in anticipation of either a court decision against the NCAA or a loosening of the NCAA's football controls. Raycom has also been approached about assembling regional networks for the Big Eight, Big Ten, Pac-10, Southwest and Southeastern conferences.

When the courts first ruled against the NCAA last year, Raycom had an agreement with the ACC to televise regional Saturday afternoon games. However, the NCAA won a restraining order keeping its national college football packages with CBS and ABC intact for the 1983 season.

No schedule has been assembled and Raycom has not yet approached stations about carrying the games. Stations which carry the ACC basketball package will get first opportunity at the football package.

One potential pitfall in the football package is that network affiliates would have to wipe out a full night of new fall network programs to carry the ACC football games. All of the stations which carry the ACC package are network affiliates with a roughly even breakdown among CBS, ABC and NBC. That problem is less severe in basketball where the prime-time games are spread over various nights.

'Season Ticket' Update

ESPN has not yet determined how it will respond to a Wilmington judge's ruling which requires the local cable system not to black out the "Season Ticket" payable package of ACC basketball games.

The company will have to act quickly to prevent Wilmington's Vision Cable

from showing tonight's N.C. State vs. Virginia game to all of its 27,000 subscribers (of which only 50 have signed up for "Season Ticket"). Furthermore, Thursday's North Carolina-Maryland game is the most attractive game in the entire pay package.

"Season Ticket" is a series of 23 games involving ACC teams which is part of ESPN's national schedule but is blacked out in the ACC region unless subscribers pay an additional fee.

The Wilmington decision does not affect other cable systems in North Carolina.

"We're definitely not going to stand by and let it happen," said Andrew Brilliant, vice president and assistant general counsel for ESPN. "We're going to aggressively defend our rights."

Raycom, Capitol would get ACC football TV pact

FROM NEWS STAFF REPORTS

Raycom Sports of Charlotte and Capitol Broadcasting Co. of Raleigh have announced contingency plans to televise Atlantic Coast Conference football games this year.

The agreement would give the group the live telecast rights to ACC football games should litigation now in federal courts permit conferences and schools to negotiate their own football contracts independent of the NCAA.

It would also give them TV rights if the NCAA changes its guidelines to permit such telecasts.

The NCAA's control over football television rights has been successfully challenged in court by the universities of Georgia and

Oklahoma and is currently being appealed by the NCAA.

Terms of the Raycom agreement, including games selected, announcers and stations carrying games, will be made only if the final court ruling overturns the NCAA contracts with ABC and CBS, which now hold college football TV rights.

"The agreement will insure area fans of quality college football games of regional interest," said Raycom president Rick Ray. "A long term regionalized football package would generate unparalleled enthusiasm for ACC football."

Raycom and Capitol Broadcasting formed an association earlier this year to acquire broadcast

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ACC TV rights

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rights to selected sports events. Raycom currently has contracts with several universities to market their sports programs.

It also broadcasts ACC basketball games in a joint venture with Jefferson Productions of Charlotte.

Capitol Broadcasting owns nine radio stations in five states in addition to WRAL-TV in Raleigh. The company is involved in six news and sports programming radio networks and the distribution of television programming by satellite throughout North and South Carolina.