

RAYCOM, ESPN, AND THE ACC LAUNCH NEW TV VENTURE "SEASON TICKET"

Come this winter, the Entertainment and Sports Programming Network (ESPN) will carry an unusual television package of 24 college basketball games involving ACC teams called *Season Ticket*. The package is not part of ESPN's regular college basketball telecasts and is only available to a limited number of subscribers.

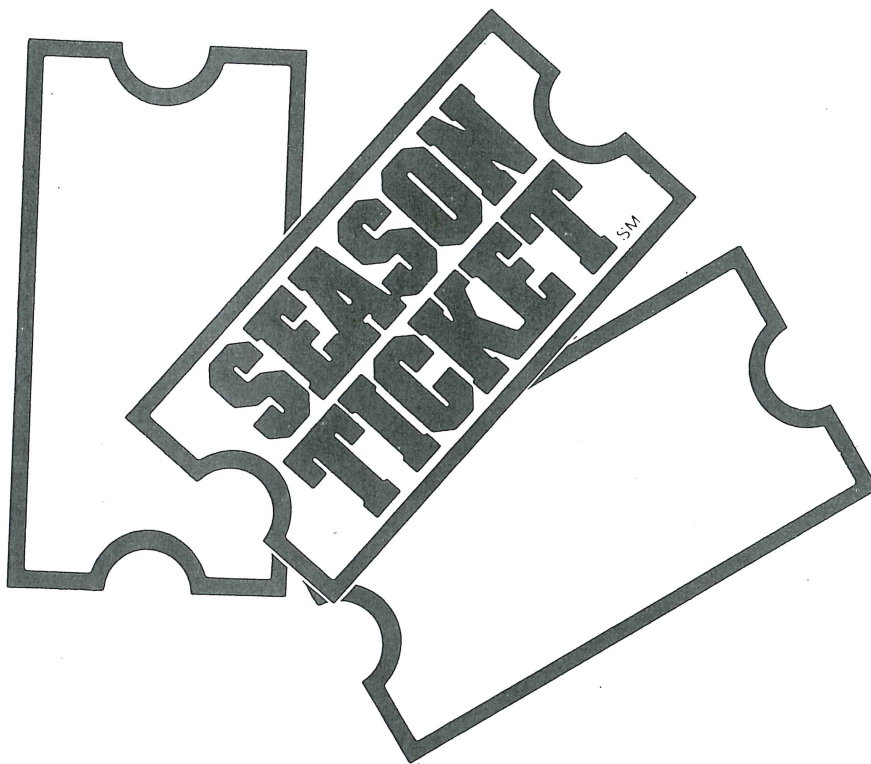
Put together by the ACC, Raycom Sports, Jefferson-Pilot Teleproductions, and ESPN, *Season Ticket* will feature 14 appearances by 1983 national top ten teams, including the Virginia Cavaliers, ranked fourth in the final AP and UPI polls last season. For UVa basketball fans who cannot make it to University Hall, *Season Ticket* will televise home games vs. in-state rival Virginia Tech, defending national champion N.C. State, and Wake Forest.

According to Kenneth H. Haines, vice president of network operations at Raycom Sports, games shown on *Season Ticket* will not coincide or interfere with games televised by CBS, NBC, or the ACC network. "The fan does not have to worry about missing an ACC game on broadcast TV while watching another ACC game on *Season Ticket*," Haines said. "The schedule has been arranged so that games are never played at the same time."

Last season, ESPN blacked-out all ACC games that were carried by broadcast TV stations in the area. However, with the advent of *Season Ticket*, ESPN viewers will be able to watch ACC games that are exclusive to ESPN and will not have to contend with so many blacked-out games.

When asked about the new TV package, ACC Commissioner Bob James said "The League is excited about the concept, as it will enable more fans to view the games and will result in increased revenue to Conference schools."

To receive *Season Ticket* for the 1983-84 college basketball campaign, local cable TV viewers who already receive ESPN should call Jefferson Cable at 296-4154.



1983/1984 "ACC SEASON TICKET" BASKETBALL SCHEDULE

Saturday November	26 7:00 PM Vanderbilt at Duke
Saturday November	26 9:00 PM Missouri at North Carolina
Wednesday December	21 7:00 PM Dartmouth at North Carolina
Wednesday December	21 9:00 PM Wake Forest at Marquette
Tuesday December	27 7:00 PM Villanova vs. Jacksonville
Tuesday December	27 9:00 PM Wake Forest vs. Auburn
Wednesday December	28 7:00 PM Consolation-Gator Bowl
Wednesday December	28 9:00 PM Championship-Gator Bowl
Wednesday January	4 7:00 PM Virginia vs. Virginia Tech
Wednesday January	11 7:00 PM N.C. State at Virginia
Thursday January	12 8:00 PM North Carolina at Maryland
Tuesday January	17 7:00 PM Duke at Wake Forest
Saturday January	21 7:00 PM North Carolina at Duke
Thursday January	26 7:00 PM Clemson at Georgia Tech
Thursday January	26 9:00 PM N.C. State at Duke
Thursday February	2 9:00 PM Georgia Tech at Wake Forest
Wednesday February	8 7:00 PM Maryland at Wake Forest
Wednesday February	8 9:00 PM Clemson at N.C. State
Thursday February	16 9:00 PM S. Carolina at Georgia Tech
Saturday February	18 1:30 PM Maryland at Clemson
Saturday February	18 7:00 PM Wake Forest at Duke
Thursday February	23 7:00 PM Duke at N.C. State
Thursday February	23 9:00 PM Georgia Tech at Maryland
Wednesday February	29 7:00 PM Wake Forest at Virginia



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