

AROUND THE ACC

TV contract extended for men's basketball

ACCWEEK STAFF REPORT

GREENSBORO, N.C. — The ACC has extended its television contract for men's basketball with Raycom and Jefferson-Pilot Sports and has teamed with the broadcasting partners to create ACC Properties, a marketing arm for the conference. Financial terms of the deal were not released.

The TV agreement authorizes Raycom/JP Sports to continue to provide regional and national coverage of ACC basketball. The establishment of ACC Properties is intended to consolidate the marketing, advertising and promotional efforts of the conference. The agreement, announced Oct. 30,

extends the ACC's partnership with Raycom/JP Sports to the year 2001.

ACC Properties will manage the league's Official Corporate Partner and Promotional Partner programs and handle licensing, championship merchandising, publications and special events, including all 22 ACC championships. The new group also will work with marketing departments at the nine schools to develop joint promotional and sponsorship programs.

"Healthy television partnerships have been the cornerstone of the Atlantic Coast Conference since its founding — since the days of C.D. Chesley," Commissioner Gene Corrigan

of the ACC said. "Our athletic directors have given this consideration, and I think it underscores just how important are the long-term relationships we have with Raycom and Jefferson-Pilot Sports."

Corrigan; Athletics Director Todd Turner of N.C. State, also the chairman of the league's marketing committee; Rick Ray, the CEO of Raycom; and Ed Hull, the president of J-P Sports will serve on the ACC Properties board. The new group will be managed by a full-time staff of four, with Charlie Pittman as the general manager. Pittman is a former director of marketing for JP Sports.

Also last week, Continental Airlines signed on as the ACC's fourth corporate sponsor, joining Exxon, Hardee's and Discus Athletic. Continental and the ACC signed a three-contract, establishing Continental as "the official airline of the ACC."

In conjunction with JP Sports, Raycom will televise 84 men's basketball games this season. Twenty-nine games will be broadcast nationally — 20 on ESPN and nine on ABC — and 38 games will be shown to regional audiences. The ACC Tournament also will be syndicated regionally, with ESPN televising games outside the ACC's geographical area.