

Raycom Prepping Quartet Of Syndie Spex On H'wood

Raycom Entertainment is in preproduction on "The Lords Of Hollywood," a one-hour first-run syndie spec about "the most powerful men of Hollywood, the movie moguls," reports the program's executive producer, Peter Lenz.

The exec, who also is operational head of Raycom Entertainment — one of the two programming divisions along with Raycom Sports of Charlotte, N.C.-based Raycom Inc. — says the spec about "the movie moguls" will include film clips of such onetime top exes as Jack Warner, Harry Cohn and Daryl Zanuck as well as remembrances via interviews of people who worked with them.

Since the objective is to cover who has the muscle in today's Hollywood as well as yesterday, Raycom Entertainment is also going to go after interviews and footage of current studio exes.

Prepping 4 Spex

"The Lords Of Hollywood" is one of four spex that Raycom is prepping for first-run syndication about Hollywood. Two others are already produced, and one is currently in production, "The Innocent Of Hollywood," pegged to what it really was like growing up in front of the camera. Lenz says it will be about "a look at child stars who captured our love and admiration."

The two Raycom spex produced and ready for September and October availabilities, respectively, in the first-run syndie marketplace are "Killers At The Box Office," about mobsters, gangsters and mur-

derers as depicted in motion pictures, and "Night Creatures," a look at Dracula and other film monsters.

Each of the Hollywood spex is one hour in length, with Lenz anticipating station clearances of at least 80% of the country. The air date availabilities of "Innocent" and "Lords" are still to be determined.

Raycom Entertainment also has a weekly variety hour, "Jimmy Valvano & Company," in development. It would have Valvano, the coach of the North Carolina State basketball team, fronting a weekly sports/entertainment/variety/talk show. This project may be aimed at basic cable, likely ESPN.

The Valvano show gives Raycom Entertainment seven projects in about nine months of operation. Initial project for syndication was an acquired property, "Elvis' Graceland," one-hour special previously seen on Showtime, which is fronted by Priscilla Presley. It cleared 85% of the country when made available to stations last August.

Lenz reports that Raycom Inc., essentially a producer and supplier of sports programming, had revenues of about \$40,000,000 in 1987, up from about \$35,000,000 in 1986.

In two or three years, Lenz is confident, some 50% of Raycom's revenues will be the result of entertainment programming.

Last week, Raycom signed an agreement with the National Academy of Television Arts & Sciences to televise the Sports Emmy Awards on April 19.