

Raycom to syndicate '88 sports Emmys

By RICHARD HUFF

NEW YORK — For the first time in the nine-year history of the National Academy of Television Arts and Sciences' Sports Emmy Awards, the show will be offered in syndication by Raycom on April 19. Moreover, the North Carolina-based syndicator has signed a contract with NATAS giving Raycom the

option of telecasting the event for the next five years.

The two-hour program will be telecast live from the Sheraton Centre here between 8 and 10 p.m. EST. It will then be re-fed to the West Coast at 8 p.m. Pacific time. The program is being offered on a barter basis with Raycom retaining 12 minutes and local stations getting another 12 minutes for local sales. Raycom expects the awards show to clear about 85% of the country.

"It's a pretty popular item," said

Ken Haines, Raycom's executive vp. Haines explained the Sports Emmys fell in line with the company's other sports-based programming. Raycom has attempted only one other non-sports event program in the past. The program "Elvis' Graceland" cleared approximately 93% of the country and scored a 7.2 rating.

According to Haines, the awards program will consist of some of the best sports clips of the previous year and clips of the announcers and analysts.



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Awards hit the screen

The sports Emmy awards show will be televised live for the first time, syndicated by Raycom Sports and Entertainment April 19 from New York. Raycom expects the two-hour show to be available in more than 85 percent of the USA. . . .