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SWC, Raycom Extend Deal For TV Syndication

COLLEGE ATHLETICS

The Southwest Conference and Raycom Inc. have extended their syndicated television agreement for the 1995 SWC football season, marking the 12th consecutive year the Charlotte, N.C.-based company has aired contests from this conference.

The 10-game package includes some of the top SWC and non-conference encounters for this year. Texas A&M will be eligible to return to the regional network in

the fall after 1994 National Collegiate Athletic Assn. television sanctions.

Liberty Sports and Prime Network will offer many of the SWC/Raycom games to regional cable systems throughout the country, which will expand the viewership to areas outside the traditional SWC markets.

The agreement, which supplements the Southwest Conference's College Football Assn. package with ABC and ESPN, assures the conference of at least 79 telecasts.