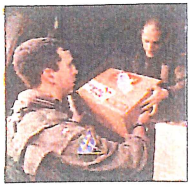


WORLD RESPONDS TO TRAGEDY

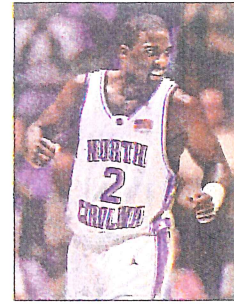


Millions of tsunami survivors are homeless. Global aid reportedly is close to \$4 billion. Now, what more can we do as individuals and as a nation? Q - PAGE 25A

Triangle children reach out to help tsunami victims as the death toll passes 150,000. Meanwhile, in Sri Lanka, Marines can't aid areas controlled by a rebel group. WORLD - PAGE 14A

THE SUNDAY News & OBSERVER

TAR HEELS SIZZLE IN 1ST ACC TEST



UNC 109, MARYLAND 75
DUKE 82, TEMPLE 74
Tar Heel guard Raymond Felton is one of seven UNC players to score in double digits in a surprise blowout. For Duke, defense again is key to win. SPORTS - PAGE 1C

Haines works magic with bowl

BY CAULTON TUDOR
STAFF WRITER

It's a rusty rendition at best, but Ken Haines can still play "Hail to the Redskins" on his trumpet.

"That's about the only thing I can play now," says the longtime president and chief executive officer of Charlotte-based Raycom Sports. "It was the one I had to learn, though. Somehow I did."

As a high school student in Arlington, Va., in the late 1950s, Haines learned to play the Washington Redskins' fight song out of necessity.

"It was the only way to get a ticket to go to the Redskin games," the 62-year-old says. "If you were lucky, you could win a spot in the Redskins Band in those days. I got lucky and got in the band, so I got to go to the games for three years."

Today, Haines has no problem getting a ticket to a big game — or selling a big game. Under his leadership and direction, Charlotte's Continental Tire Bowl has become an immediate success story in postseason college football.

Haines' influence goes well beyond the Tire Bowl. As CEO of Raycom, the TV production company that owns the broadcast rights to Atlantic Coast Conference events, he has been a behind-the-scenes power broker in college sports for more than two decades. He's largely responsible for negotiating the ACC broadcast rights, selling some of those rights to other networks and scheduling and producing the telecasts. Raycom also stages the Tire

'If it's a Ken Haines project, you don't have to worry about details.'

MIKE FINN, ACC ASSISTANT COMMISSIONER

Bowl, handling the selection and housing of the teams, rental of the stadium, fan festivities and ticket distribution, among other tasks.

The game may rank as Haines' most surprising achievement. "It's incredible what they've done with that game in Charlotte," Cotton Bowl executive director Rick Baker says. "It's remarkable, really. But then, that's Ken Haines' track record. He's got the magic touch."

While other bowl games are played in half-filled stadiums, Haines' brainchild has drawn almost 200,000 fans in three years at Bank of America Stadium. The Dec. 30 game, in which Boston College defeated North Carolina, attracted more than 70,000, exceeding the crowd for the Carolina Panthers' critical NFL home game against New Orleans a week ago.

A study by the Charlotte Regional Visitors Authority found that the 2003 Tire Bowl generated more than \$9 million in direct visitor spending and an overall economic impact of more than \$14 million during a typically slow period for the city's commercial district.

Keep in mind that the Tire Bowl does not represent the upper crust of the bowl pie. It's not the Rose, Orange, Fiesta, Sugar or even Cotton. Top-10 teams don't do the Continental. With a regular-season record of 6-5, North Carolina barely qualified for a bowl.

"For a game our size, our definition of a big success when we started was to get a crowd of 35,000 or maybe 40,000," Haines says. "To do what what we've done — well, jeppers — I'm flabbergasted."



Charlotte's Continental Tire Bowl was the brainchild of Ken Haines, president and CEO of Raycom Sports.

STAFF PHOTO BY CHUCK LIDDY

'Charlotte's hero'

Those who know Haines aren't surprised.

"Ken comes across as the absent-minded professor," says Rick Ray, a former owner of Raycom. "But underneath that appearance, there lurks a madman when it comes to vision, organization and motivation. He is an incredibly bright individual who knows how to make things work. He has a great gift for taking an assorted collection of individuals and turning them into a team of achievers."

Charlotte Mayor Pat McCrory considers Haines a civic treasure.

"I remember the day he came to my office and tried to sell me on the idea of staging a bowl game in Charlotte, in an outdoor stadium, in late December," McCrory says of the spring 2001 meeting.

"I was patting him on the shoulder, saying, 'You know, Ken, that really sounds interesting,' and shoving him out the door at the same time. Boy, oh boy, was I ever wrong. After that first game [in 2002], when West Virginia and Virginia brought in 70,000 visitors during the slow season, he was my hero. Our hero. Charlotte's hero."

McCrory now talks confidently of Charlotte soon wresting the ACC football championship game away from Jacksonville, Fla., and eventually hosting a Super Bowl — the jackpot of sports tourism dollars. With the addition of a 12th member, Boston College, the ACC will play its first football title game next year.

"As long as Ken is actively involved, I don't think there's much in sports beyond our grasp," McCrory says. "He's that good as a leader."

TAR HEEL
OF THE
WEEK

Haines works magic with bowl

A 'key hire'

Haines, who had directed the now-defunct Carquest Bowl in Florida, became convinced that Charlotte would be a better site for a bowl.

"Everyone assumes that the key to a successful bowl is a warm-weather site," Haines says. "But the more I figured out about bowls, the more I became convinced that a good community, a receptive community, is the most important factor. I knew enough about Charlotte to know that it was receptive."

Plus, he knew that the city would be a more convenient destination for ACC fans.

He started promoting the idea in 2000. He didn't just sell the mayor on the mission. He sold the hotels, the banks, the stock-car industry, the gamut of Charlotte's businesses.

"It takes a village," Haines says. "A successful bowl needs the butcher, baker and candlestick maker just as much as it needs the big hitters. We went to everyone we could."

KEN HAINES

BORN: Sept. 5, 1942

BIRTHPLACE: Spokane, Wash.

FAMILY: Wife Stephanie, daughter Avery, 18

EDUCATION: Bachelor's degrees in economics from Dakota Wesleyan and in journalism from Wyoming, master's in education from Troy State, doctorate in educational administration from Virginia Tech

CAREER: 1970-82, public affairs officer and assistant to president at Virginia Tech; 1982 to present, Raycom Sports of Charlotte, currently president and chief executive officer

HOBBY: Photography

CURRENT BEDTIME READING: "Good to Great," by Jim Collins

PHILOSOPHY: "Never try anything until you develop a plan that's as feasible in reality as it looks on paper."

ACC assistant commissioner Mike Finn describes Haines as "a master of the soft sale."

"Ken's got that rare gift of being able to push without coming across as pushy," Finn says. "But that's because he does his homework better than anyone you'll ever see. If it's a Ken Haines project, you don't have to worry about details."

The son of a career diplomat, Haines earned degrees at four colleges. Before being lured to Raycom in 1982, he was instrumental in marketing Virginia Tech sports, setting up radio and TV networks as a special assistant to the campus president.

Rick Ray says the hiring of Haines was instrumental to Raycom's success in sports television and marketing.

"Ken was our key hire after we struck our first TV deal with the ACC in 1982," Ray says. "We wouldn't take no for an answer from him. We knew he was that important to our aspirations."

Beginning next year, Haines' fingerprints on the bowl game will be less visible. Most of the daily operations and preparations will be turned over to newly hired executive director Will Webb.

Haines' direct association with the Tire Bowl will continue, but he'll devote much of his time to extending the marketing reach of Raycom as the ACC becomes a 12-team league in 2005-06.

"I'd like to think I still have some quality mileage left on me," he says.

"When I was in college as basically a wet-eared kid in Mitchell, S.D., I had a hand in the start-up of a campus radio station. I can still remember thinking, 'Jeepers, this is the challenge of a lifetime. How can anything ever get more exciting and rewarding than this?'"

"I've had a part in a lot of projects since then, but I still feel that same excitement. I've always thought that if you find your job to be exciting, then you're a lucky person. I am."

Staff writer Caulton Tudor
can be reached at 829-8946
or ctudor@newsobserver.com.