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## Public affairs chief leaving Virginia Tech

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**BLACKSBURG** -- Kenneth H. Haines, director of public affairs at Virginia Tech, will resign Sept. 1 to become vice president of network operations for Raycom Inc., an independent production and marketing firm in broadcasting.

Haines, 39, has served as Tech's spokesman for the past five years. He supervises information officers in Tech's eight colleges and research division and oversees Tech's in-house newspaper. He was instrumental in arranging the transfer last year of public radio station WVTF from Virginia Western Community College to Tech's private educational foundation.

Since 1973, Haines also has served as director of Tech's radio sports network, which is carried on 70 stations in Virginia, West Virginia and Tennessee. He came to Tech in 1971 as a radio production worker.

"It's difficult to leave a job where I think so much of the people and the university," Haines said Friday. "It certainly is not a situation where I was unhappy and looking for other employment."

Haines said he believes Raycom will become "one of the nation's foremost programmers of sports events."

Raycom recently paid \$18 million for a three-year contract with the Atlantic Coast Conference that gives it rights to telecast 31 regular



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Tech public affairs director

season games and seven tournament games within the ACC market area. NBC has the national rights to ACC games. For the last two years, Raycom has marketed Tech's radio network for basketball and football and last year telecast three Tech basketball games.

At Raycom, Haines will be in charge of production arrangements and will handle the firm's public relations.

Haines earned an undergraduate degree in speech and economics from Dakota Wesleyan University in South Dakota. He did graduate work in journalism at the University of Wyoming and managed an AM radio station while a student there. While in the Army, he earned a master's degree in education from Troy State University in Alabama.