

RAYCOM: A "Community" Company

D.A.R.E. To Benefit From Event

Raycom's Diet Pepsi Tournament of Champions, now in its fourth year, continues to tip off college basketball season by bringing the nation's top teams to Charlotte.

This year, however, the community will be the big winner, as Raycom has committed \$10,000, plus a portion of the ticket proceeds to create the D.A.R.E. (Drug Abuse Resistance Education) Camp of Champions. This camp will enhance the D.A.R.E. program, which is currently taught to fifth and sixth graders in the Charlotte-Mecklenburg School System by area police. Police officers from the city of Charlotte and Mecklenburg County work with students on building the self-esteem needed to resist the pressures to experiment with drugs.

The Tournament is a creation of Raycom Management Group (RMG), a division of Raycom which handles special event creation and sports marketing in conjunction with Raycom Sports telecasts. In addition to the Diet Pepsi Tour-

nament of Champions, the company also created and manages the Blockbuster Bowl, a college football bowl game, now in its second year.

When Raycom Chairman Rick Ray and the RMG staff mapped out the 1991 Tournament, a plan was made to make the D.A.R.E. program an integral part of the event.

"Since the Tournament's inception in 1988, we have worked to make it a community event, and D.A.R.E. is certainly filling a tremendous need in our community," says Ray. "We believe this camp will encourage other businesses and community organizations to take action against the drug problem in our area."

The D.A.R.E. Camp of Champions is a joint effort of Raycom, the Charlotte Police Department, the Mecklenburg County Police Department, the Matthews Police Department and the Charlotte-Mecklenburg Schools.

Scheduled to begin in June 1992, the camp is designed to reinforce and build

upon the D.A.R.E. concepts being taught in the classroom. D.A.R.E. officers, classroom teachers and other school officials will select students who they believe will benefit most from additional D.A.R.E. instruction.

Commander Glen Mowrey, of the Mecklenburg County Police Department, chairs the Camp of Champions Foundation Board of Advisors.

"The D.A.R.E. program has been a tremendous success in Charlotte-Mecklenburg, and it is a golden opportunity for us to be able to work with Raycom to create this camp," Mowrey says. "This gives us another opportunity to reinforce the goals of D.A.R.E. and gives the kids a great experience at camp they might otherwise never have."

RMG President Terry Hanson, who joined Raycom in October, feels the Tournament's involvement with D.A.R.E. typifies the company's goals.

"Our relationship with D.A.R.E. is similar to our community programs in Fort Lauderdale with the Blockbuster Bowl," says Hanson. "We make a concerted effort to involve the community in what we're doing."

Hanson's move to RMG signals a new era for the company that was created in 1986. Previously the vice president of communications for the PGA Tour and director of sports for Turner Broadcasting in Atlanta, he has also held executive positions in professional soccer and Major League Baseball.

"I'm looking forward to working with my network of contacts to expand RMG into new markets with new events," says Hanson.

In the Diet Pepsi Tournament of Champions, Hanson has an event that certainly has a bright future. Beginning in 1992, North Carolina begins a five-year reign as tournament host. South Carolina will also participate from 1992-96. Princeton and Texas join the two Carolinas in 1992, with Brigham Young and Virginia Tech coming to Charlotte in 1993.



Fight Drug Abuse Before It Begins!

Charlotte-Mecklenburg has a drug problem.

The murder rate escalates annually and a vast majority of the murders are drug-related.

The drug problem exacts an enormous toll in the senseless waste of human potential, in the expenditures of public monies, and most importantly, in human suffering.

Until recently, law enforcement strategies have focused on the supply side of the drug problem, spending millions of dollars to

control the distribution and sale of illegal drugs. Despite confiscation of tons of narcotics and despite countless arrests, the drug trade continues to flourish and to contribute to an increase in drug-related crime.

Project D.A.R.E. (Drug Abuse Resistance Education) came about from the realization that drug abuse must be fought by stemming demand, especially from young people, who might become tomorrow's drug users.

D.A.R.E. targets young children in the fifth and sixth grades and teaches them to recognize the dangers of drug use and to resist the subtle and direct pressure put on them to experiment with and use drugs.

The program works because it is taught in the schools by uniformed police officers of the Mecklenburg County Police Department and Charlotte Police Department and stresses building self-esteem and providing children with alternatives to drug abuse behavior.

The program works because it fights to stop drug abuse before it begins!

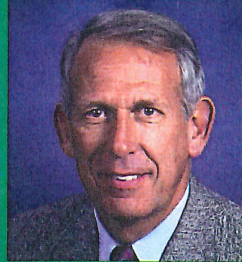
N.C. State senior Tom Gugliotta, Tournament MVP in 1989, leads the Wolfpack into the 1991 Diet Pepsi Tournament of Champions.



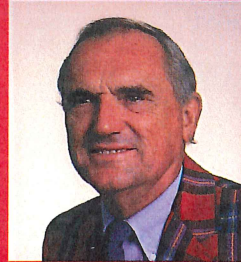
December 6-7, 1991
Charlotte Coliseum



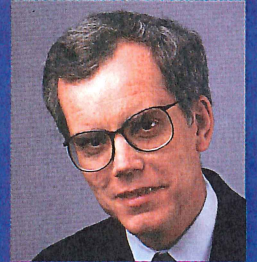
*N.C. State Head Coach
Les Robinson*



*UNC Charlotte Head Coach
Jeff Mullins*



*Alabama Head Coach
Wimp Sanderson*



*DePaul Head Coach
Joey Meyer*