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## Raycom names Jimmy Rayburn COO

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A shuffling of personnel at Raycom Sports has moved producer Jimmy Rayburn into the role of chief operating officer, the media company said.

Rayburn, an executive producer at Raycom since 1986, will oversee the daily operations, strategy and budget as COO. President and CEO Ken Haines will remain in his current roles.

Rob Reichley, another Raycom veteran who has been with the company since 1993, has been elevated to executive producer. Becky Smith, with Raycom since 1985, becomes controller.

Along with these changes, Haines announced that the sales, marketing, client services and promotions departments will be restructured and rolled into one unit under Jeff Tennant, Ray-

**President and CEO Ken Haines will remain in his current roles.**

com's senior vice president.

Raycom also filled the new media vacancy created when Colin Smith went to NASCAR by promoting Chad Swofford to senior director of new media and business development. He will oversee all of the Web and mobile initiatives for Raycom Sports, the ACC Network and the ACC Digital Network.

Raycom's partnership with the ACC and ESPN gives it syndicated TV rights to the conference for football and men's basketball and an array of mobile and digital rights.