

UNC regular-season game will be first on Chinese TV

Broadcast aimed at global publicity

LYDIA RUSCHE
STAFF WRITER

As March Madness lurks around the corner, tonight's broadcast of the UNC-N.C. State basketball game to Shanghai might help spread the madness worldwide.

And it could help the University's global publicity, as well.

The 9 p.m. game will be broadcast live at 10 a.m. to the Chinese city of 16 million Thursday morning due to the 13-hour time difference.

Raycom Sports will be broadcasting the game in the United States, and from there, Greatsports Media in Shanghai will broadcast Raycom's video feed and use local announcers to do the play-by-play in Mandarin.

The broadcast will be the first NCAA regular-season game ever televised in China, according to a press release by the UNC athletic department. Final Four games have been broadcast on television in the past.

"We're one of the first collegiate basketball teams that has been televised live back to China, and we're proud to be part of that," said Larry Gallo, senior associate direc-

tor of the athletics department.

With budget cuts looming, this broadcast will cost the University nothing but could help it receive international attention that could prove priceless, said Tom Martineau, a research associate for UNC Global.

"I think if there's more awareness about UNC with basketball, it will affect the rest of the University, as well," Martineau said.

Three Duke students provided a Mandarin play-by-play audio feed of a Jan. 15 Duke-UNC game that was made available on the Duke Athletics website.

Greg Jones, vice president and vice provost of global strategy and programs at Duke, said he received e-mails from Chinese residents who listened to the game.

"It was a wonderful experiment," Jones said.

Duke does not plan on broadcasting any more games for the remainder of the season, Jones said, but administrators hope to continue the broadcast in the future.

Martineau said UNC administrators hope to increase the University's reputation in China,

"We're one of the first collegiate basketball teams that has been televised live back to China."

LARRY GALLO, UNC ATHLETIC DEPT.

as well, not through radio, but through broadcast television.

"I admire what Duke is doing, but the real way to reach an audience is through broadcast TV," he said.

Martineau, who lived in China for several years, said there is a huge fan base for professional basketball, and he hopes by introducing China to college basketball, a similar fan base will develop.

"Hopefully if you get Chinese TV stations, whether it's regional or national, to start regularly showing UNC basketball or NCAA basketball, it can build a real following," Martineau said.

"We hope Shanghai, as seen with many other things in China, will be trend setters."

Contact the University Editor at university@dailytarheel.com.

Tar Heels set for Wolfpack

Look to maintain series command

BY AARON TAUBE
ASSISTANT SPORTS EDITOR

For the past eight years, the North Carolina men's basketball team has been the hammer to N.C. State's nail.

But though the Tar Heels have beaten their rivals from Raleigh nine straight times and 15 of the last 16, junior forward Tyler Zeller says he isn't taking tonight's game at the RBC Center lightly.

"It's one of those things that N.C. State's a great team," Zeller said. "I think we've just got lucky in a few games and were able to pull them out in the end."

Well, not exactly.

Last month, the Tar Heels walloped the Wolfpack by 20 points in Chapel Hill in a contest that's outcome was never in doubt.

Of UNC's 15 wins in the past eight years, only four have come by fewer than 10 points.

Despite the thrashing on Jan. 29, N.C. State has won two of its last three games, losing at Maryland, but pulling out a tough home victory against Clemson.


N.C. State will be without sophomore forward Richard Howell, who will miss tonight's game with what coach Sidney Lowe said was "something like a concussion," but UNC coach Roy Williams is expecting a closer contest this time around.

"I see a much more confident team, a team that looks like they've got a better smile, a better movement about them," Williams said. "Everything seems to be so much more positive with them."

The Wolfpack will also benefit from the services of freshman guard Ryan Harrow, who is second on the team in assists and is tied for third in points with 9.8 per game.


Harrow missed the game at the Smith Center due to illness, but tonight he will play against Kendall Marshall in a matchup of highly regarded freshman point guards.

"He's a great scoring guard and



No. 19 North Carolina vs. North Carolina State




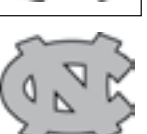
(20-6, 10-2)



(14-12, 4-8)

RBC Center, 9 p.m.

HEAD-TO-HEAD

Backcourt	Last time these two teams played, UNC had no answer for Lorenzo Brown's 20 points. But don't expect that to happen again. Kendall Marshall is a smarter point guard than Ryan Harrow. Edge: Push	
Frontcourt	All four of UNC's frontcourt players scored in double figures against N.C. State in Chapel Hill. UNC has more size and a heck-uva lot more length than State. Expect that to throw off Tracy Smith. Edge: UNC	
Bench	None of N.C. State's best options off the bench poses a threat like Reggie Bullock, Leslie McDonald and Justin Knox do. But Javi Gonzalez has been known to have a good game against UNC. Edge: UNC	
Intangibles	N.C. State's chances of making the NCAA's ride on winning the ACCs. This is the most important game left on the Wolfpack's schedule. N.C. State's going to want it, but they just don't have "it." Edge: UNC	

The Bottom Line — North Carolina 75, N.C. State 63

COMPILED BY MARK THOMPSON

he's having a pretty good year," Marshall said. "He's definitely going to be a difference-maker. I'm looking forward to playing against him."

Marshall and his teammates will also have to contend with a prolonged shooting slump that has stricken the team the past three games.

Though the Tar Heels have won each of these contests, they have not shot above 40 percent from the field since a loss at Duke on Feb. 9.

On Saturday, the Tar Heels posted UNC's lowest scoring total in the Smith Center in a 48-46 victory against Boston College.

Despite his team making just 17 percent of its 3-pointers during this stretch, Williams seems to have faith in the old adage that "good shooters keep shooting."

"I think we're a good-shooting team, we just haven't shot with the consistency that I'd like," Williams said.

"We're getting good shots; we're just not making them ... When it evens out we're going to make a bunch of them."

Regardless of how well they play, the Tar Heels will be confronted by a raucous RBC Center crowd that has seen the Wolfpack beat its biggest rival just twice since 2003.

Though Marshall had heard all about UNC's rivalry with Duke before arriving on campus, teammates Zeller and forward John Henson told him the games at N.C. State were just as intense.

"They talked about how hype the games are at N.C. State, and I'm excited," Marshall said. "A lot of great players, a lot of great programs, I'm just looking forward to playing in the game."

Contact the Sports Editor at sports@dailytarheel.com.

National and World News



Know more on today's top story:

- As the death toll count continues to increase, rescue workers are still searching for missing people: <http://bit.ly/fuH6yg> (via The Australian)
- Watch footage of the devastation in Christchurch, New Zealand: <http://bit.ly/eLOf6j> (via TV New Zealand)
- Police are leaving dead bodies in the streets to continue hunting for survivors in the rubble: <http://bit.ly/ijW0gF> (via Bay of Plenty Times)
- President Barack Obama gave his condolences to the victims of the earthquake in a statement: <http://bit.ly/hiiAaw> (via TV New Zealand)

Go to dailytarheel.com/index.php/section/state to discuss the earthquake devastation.

At least 65 dead in New Zealand earthquake, more deaths suspected

SEOUL, South Korea – A devastating 6.3-magnitude earthquake struck the New Zealand city of Christchurch on Tuesday, killing at least 65 people and collapsing buildings onto victims, some of whom used their cell phones to frantically call for help, officials said.

The earthquake, the second to hit the city since September, struck at 12:51 p.m. local time as the city center teemed with pedestrians. Several people were reportedly in the tower of the Christchurch Cathedral as its spire toppled.

Local television showed bodies being pulled out of rubble; it was unclear whether any of them were alive.

Footage showed bricks and shattered concrete from buildings strewn in the streets. Sidewalks and roads were cracked and split;

dazed and crying residents, their faces bloodied, wandered the streets as sirens blared, some of them scurrying as parts of damaged buildings continued to fall.

Some cars were buried under rubble, and rescuers threw chunks of concrete aside to reach survivors.

Christchurch Mayor Bob Parker declared a state of emergency in the city of 400,000 residents. "Make no mistake — this is going to be a very black day for this shaken city," he said.

For a time, large parts of the city were without electrical power or telephone services. Authorities ordered major hospitals nationwide to make room for victims.

The Christchurch Press newspaper reported that the initial quake was followed by constant aftershocks, some as powerful as magnitude-5.

Libya's leader says he will not resign

CAIRO (MCT) — A defiant Libyan strongman Moammar Gadhafi vowed Tuesday not to resign and denounced the anti-government protesters who have challenged his regime as "greasy rats" and "drug-fueled mice" who deserve to be executed.

"These gangs are cockroaches," he said. "They're nothing. They're not 1 percent of the Libyan people."

In a lengthy address on state TV, Gadhafi, who has ruled since 1969, stood in the ruins of a barracks in Tripoli that was bombed by U.S. warplanes in 1986. He waved his fist and shouted, vowing to die a martyr and urging his supporters to rise up to help the military crush the popular uprising.

The U.N. Security Council called an emergency meeting as Libya descended into further chaos Tuesday amid reports that Gadhafi's regime used warplanes, helicopter gunships and foreign mercenaries against mounting anti-government demonstrations, witnesses and diplomats said.

India convicts 31 for killing dozens

NEW DELHI (MCT) — A court in India on Tuesday convicted 31 defendants of killing dozens of people by burning a train near Godhra in 2002, an act that led to sectarian riots that caused the deaths of hundreds more.

A total of 94 people faced charges of criminal conspiracy and murder related to the fire, which killed 59. Sentencing for those found guilty was expected Friday.

Prosecutors argued that the defendants set fire to coach S-6 of the Sabarmati Express passenger train near the town of Godhra in Gujarat state on Feb. 27, 2002. Many of those in the coach at the time were Hindu activists returning from a pilgrimage.

The violent reaction to the train fire resulted in some of the deadliest communal conflicts in recent Indian history. More than 1,200 people, mostly Muslims, died in the rioting.

Narendra Modi, the top elected official of Gujarat, was accused by critics of allowing Hindu mobs to attack Muslims.

Somali pirates kill 4 Americans

WASHINGTON, D.C. (MCT) — A California couple and two other Americans taken hostage by Somali pirates were mortally wounded Tuesday morning by their captors, shortly before a U.S. special operations team boarded the hijacked vessel, killed two of the pirates and captured the rest, U.S. military officials said.

Some of the victims were still alive when they were found by the U.S. team and were given first aid, but all four died, said Vice Adm. Mark Fox, the commander of U.S. naval forces in the region.

The owners of the yacht Quest, Jean and Scott Adam of Marina del Rey, Calif., and another couple, Phyllis Macay and Robert Riggall of Seattle, were on an around-the-world sailing trip when they were taken hostage by pirates Friday off of Oman.

A flotilla of U.S. naval vessels had been shadowing the yacht, known as the Quest, for three days and conducted negotiations over the weekend in an effort to free the two couples.

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