## ILFORDIAN Vol. 74 No. 6 GUILFORD COLLEGE, GREENSBORO, N.C. Ост. 2, 1989

## Mars Hill plagiarizes college brochure

**Peter Smith** News Editor

Guilford officials are distressed over a recent attempt by Mars Hill College to solicit donations to their institution by fraudulently duplicating a Guilford College Loyalty Fund brochure.

The Mars Hill brochure, mailed to their alumni in early September, is a word-forword reproduction of the Guilford College brochure except for the names and profiles of the college and students.

In a letter sent by Guilford College on September 19th to Dr. Fred B. Bentley, President of Mars Hill College, President Bill Rogers expressed both "shock and dismay" at a "clearly fraudulent duplication of [Guilford College]'s original work."

Dr. Rogers also stated in the letter that Guilford is considering legal action and made four requests to Dr. Bentley. The requests ask Mars Hill to immediately halt "circulation and dissemination" of the brochure, to write a letter of apology to all recipients of the brochure "owning up to the piracy of another institution's professional work," and to submit to Guilford College the name of the designer or design firm that produced the material.

President Rogers also requested for Mars Hill's chief development officer and designer of the brochure to meet with Jim Newlin and the Guilford College attorney for a "full explanation of how this situation came about."

When asked directly about the possibility of legal action by Guilford College, President Rogers indicated that the college's legal council had been informed and was considering possible legal op-

"We have consulted our council and we

have asked to consult with Mars Hill's council," said Dr. Rogers. "It is something we are considering. Of course, you just can't sue somebody for plagiarism, but we are exploring our options.'

The original Guilford brochure, which was mailed to Guilford alumni and friends of the college during the early fall of 1988, was not protected under U.S. copyright laws; however, Jim Newlin, Vice President for Finance and Development, indicated the possible need to copyright promotional material in the future.

"Our material was not copyrighted so there is no violation here," said Jim Newlin. "But based on our experience we may copyright our promotional material in the

Newlin also spoke of possible legal implications concerning the fraudulent duplication, but indicated that chances are small that Guilford will take legal action.

"It is unlikely we will take legal action if they meet our request," said Newlin. "The chances of recovery from legal action are slim. Although their action was highly unprofessional, they have not damaged Guilford financially.'

In a phone call with Guilford officials, Mars Hill apologized for the brochure and stated they would print a retraction in their upcoming Alumni newsletter. It was not clear, however, if Mars Hill would meet the other requests stated in Dr. Rogers

In the discussion with Guilford College, it was learned that that Mr. Ed Hoffmeyer, an official in the alumni office at Mars Hill, was responsible for the design of the brochure. When asked why the duplication occurred, the President of Mars Hill said that an alumnus of Mars Hill had sent Guilford's brochure to Mr. Hoffmeyer, who, in turn, was so impressed with its

design that he decided to use it for Mars Hill's Loyalty Fund. The college apologized and expressed regret in failing to receive Guilford's permission before imitating the design.

In an interview with The Guilfordian, Mr. Hoffmeyer refused to answer questions concerning the incident, indicating that his official statement was included in Dr. Bentley's and Dr. Rogers 'telephone conversation. When asked if any students, faculty, or administrators at Mars Hill had expressed concern over the fraudulent duplication, Mr. Hoffmeyer again refused comment.

Mr. Ed Hoffmeyer is currently listed as the Director of Alumni Activities at Mars Hill, according to the 1990 Case Membership Directory. It is unclear, however, of his exact position at the college.

The original Loyalty Fund brochure was designed by Gayle Fishel of the College Relations Department. Fishel's design won a regional first prize for the most unique Annual Giving brochure. The brochure is also being considered by the publisher for national competition.

Fishel was both amazed and concerned over the brochure's fraudulent reproduction. She felt honored that another institution would use her design, but she was concerned over the exact reproduction of

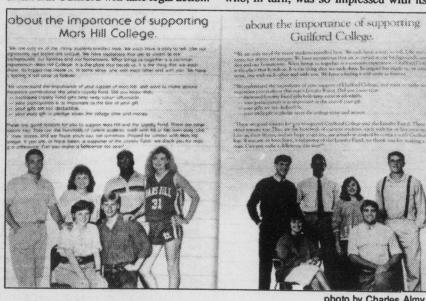
"A lot of times you gauge your success by other people imitating your work," said Fishel. "It's not unusual to be cloned, and its kind of flattering - a good affirmation. But there is a real difference in imitation and plagiarism. I have had design work copied, but I've never had it done this flagrantly. I was amazed."

Mars Hill College is an independent, four year coed college located in Mars Hill, North Carolina, approximately 20 miles north of Asheville.

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Award-winning Guilford brochure (right) juxtaposed to Mars Hills' strikingly similar brochure.

## NSIDE Stanley Jordan jams at Dana

**Auditorium** 

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Football dominates Randolph-Macon