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BUSINESS

Sports 1C

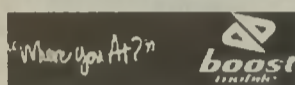
# Pitching mobiles to hip hop generation

Competitors differ on tactics to lure young customers to products

By Cheri F. Hodges

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Jump Mobile, a prepaid cell phone company, wants to be known for getting in people's faces.



That's why like so many other companies, Jump turned to hip-hop to get the message out. But the wireless carrier doesn't use high-profile rappers to hawk their products. This company has gone straight old school, using graffiti, local talent and street teams to get its message across.

While this method of marketing isn't new, in a culture where the higher the profile the better, it is innovative.

That's why Mike Kitchen, a local promoter and DeAnthony Hill, owner of B.A.D. Marketing decided to get involved with Jump, a subsidiary of Cricket Communications.

"Everybody is targeting the urban demographic," Hill said. "They are going about it in a grassroots way. I think it means more to people."

Geared for the mobile-dependent, urban youth market, Jump Mobile is defining low-cost prepaid wireless with unlimited inbound and outbound text messaging, free unlimited incoming calls and 10 cents per minute for local and domestic long distance outgoing calls. Jump Mobile markets itself as the service of choice for those who don't want hidden charges or connection fees. Jump Mobile gives users access to an all-digital wireless network, plus the latest phones, accessories, ringtones, wallpapers and games, according to the company's web site, www.jumpmobile.com.

"Jump decided to do the street thing by hiring rebel organizations, they want to be more in your face than just hiring celebrities," Kitchen said.

Boost mobile, a similar company to Jump, is also using hip-hop, but in a more traditional way. Boost

See SELLING7C

# Dig it: Remains found of Beale Street bordellos

Archaeologists turn up fancy houses in Home of the Blues

By Woody Baird

THE ASSOCIATED PRESS

MEMPHIS, Tennessee - Near the blues clubs in the famed tourist district of Memphis, Tennessee, archaeologists have turned up remains of bordellos that once dotted Beale Street.

Archaeologists dug through a half-block square site in the historic district of this southern city while preparing for construction of a new hotel. There, about six feet down, they uncovered the remains of as many as three "female boarding houses," as bordellos were called in Memphis in the late 1800s and early 1900s.

Among the recovered artifacts were numerous wine and liquor bottles and pieces of porcelain dolls apparently once owned by the children of prostitutes.

"This area around Beale Street was a notorious red-light district," archaeologist Drew Buchner said. "It's all part of the lore of Beale Street."

Artifacts found during the dig, which ended Thursday, indicate the boarding houses were in their prime from the early 1900s until about 1915, when Prohibition laws banning liquor sales arrived in Memphis.

From the early 1900s through World War II, Beale Street was a cultural and entertainment center for black residents from throughout the Memphis area and the Mississippi River Delta who had been denied access to whites-only nightclubs. The city began resurrecting Beale Street as an entertainment district in the 1980s.

George W. Lee, a Memphis political leader during Beale Street's heyday, wrote about Prohibition's effects on the famous strip.

"He basically said when they enforced Prohibition here, several thousand prostitutes left Memphis

See MEMPHIS/7C

# Border retailers nervous over Powerball in N.C.

THE ASSOCIATED PRESS

FORT MILL - Eight of the top 10 lottery retailers in South Carolina are currently in York County, which borders Charlotte. Don't expect that to continue once North Carolina joins Powerball this summer.

The Tar Heel state approved a lottery earlier this year. South

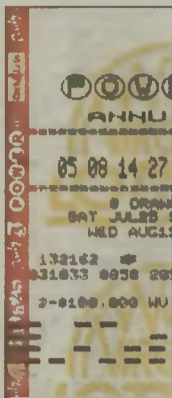
Carolina lottery officials, retailers and experts all agree York County will lose money. They just don't know how much.

"We will be cutting hours. We will have some cutbacks. We're thinking now (of) what we can do to bring up our other parts of our business," said Linda Ewing, manager of Millers

Produce & Farm in Fort Mill, where up to 85 percent of lottery customers are from North Carolina.

South Carolina lottery officials don't plan to just sit by, Education Lottery executive director Ernie Passailaigue said.

South Carolina will advertise in See BORDER/7C



MIDWAY GAMES

Midway Games' "Blitz: The League" features New York Nightmare linebacker Quentin Sands (right), voiced by pro football great Lawrence Taylor. "Blitz" features graphic violence and adult themes not usually seen in sports video games licensed by pro leagues.

# 'Blitz' on gaming reality

Video makers shed NFL license to bring crippling action to life

By Nathaniel Hernandez

THE ASSOCIATED PRESS

CHICAGO - In a gritty new video game about a fictional football league, players cripple their opponents, gamble and use performance-enhancing supplements.

"Blitz: The League" is able to feature the graphic violence and adult themes not usually seen in sports video games because it was produced without an NFL license and the restrictions that carries.

Developed by Chicago's Midway Games, "Blitz" is the first unlicensed football title to hit store shelves since the NFL reached an exclusive agreement a year ago with Electronic Arts Inc., makers of the popular "Madden NFL" franchise. "Madden NFL" and the company's edgier "NFL Street" series are both rated E for everyone.

"We decided that we wanted to make this a mature-rated game for adults, and that opened up a whole lot of doors," said Mark Bilder, executive producer for "Blitz."

Because the game is unlicensed, it can't feature markings of real teams, NFL stadiums or images of NFL players. The star of this title is New York Nightmare linebacker Quentin Sands, a fictional player voiced by former New York Giants linebacker Lawrence Taylor.

Bilder said "Blitz," which was released in October and has sold 350,000 units, fictionalizes real behavior that the NFL tries to downplay, such as off-the-field fights

See VIDEO7C



PHOTO/MARY CUTHBERTSON

McClintock Middle School teacher Mary Cuthbertson (second from left) mentors students Marquise Ardrey, Yesika Aguirre and Brianna Robinson at a Future Business Leaders of America competition earlier this month in Lincolnton.

# Teacher's goal to get students prepared for business success

By David Dawson

FOR THE CHARLOTTE POST

Business teacher Mary Cuthbertson is teaching future stockbrokers, bankers and entrepreneurs in her eighth grade Future Business Leaders of America class at McClintock Middle School.

Future Business Leaders of

America-Phi Beta Lambda is a non-profit education association of students preparing for careers in business and related fields. The FBLA-PBL mission is to bring business and education together in a positive working relationship through innovative leadership and career devel-

See CHARLOTTE/7C

# Man finds clothing that N.C. textile company treasures

THE ASSOCIATED PRESS

GREENSBORO - The 40 pieces of clothing discovered in a sharecropper's shack look like faded work duds to most people, but to Cone Denim the find was like unearthing treasure.

A man searching for ginseng root north of Greensboro found a stack of overalls and shirts and decided he could have them made into bags that he could sell.

Some of the pieces had multiple patches and others had old Cone labels so years later he gave the clothing to Cone Denim and today some of them are hanging in the company's design studio in Greensboro.

A booklet by Cone described the clothing as "nothing less than magnificent pieces of folk art."

"The overalls are key to understanding the difficult life of this family," the booklet said of the adult and children's clothing. "Most ... show, by the sewing style and coarse stitching, that the same hands repaired these items time and time again."

The garments are from the 1930s through the 1960s, say denim experts, and one of the oldest pieces was made by Blue Bell, a local company bought in 1986 by VF Corp.

Cone officials say some garments were made of a fabric called Deeptone Denim, which was produced in 1936.

"The book acts as a tour guide for our vintage denim collection," Kara Nicholas, a Cone executive, said in an in-house publication. "Customers can view the garments as they follow a written description of their design details."

