

Marketing of symbols for ACC teams profits colleges

By JAMES HOLDER
Staff Writer

In the good old days a sweater or sweatshirt with a university logo was a precious and prestigious item. Only available through university offices, the crest represented an honor of recognition for the wearer.

Now, for UNC fans, the Tar Heel mascot and UNC logo are on sale not only on Franklin Street, but in stores all across the state and nation.

The marketing of collegiate logos is big business in this country, and the Atlantic Coast Conference has become the first NCAA conference to sign each member to a licensing agreement designed to capitalize on this demand.

Collegiate Concepts Inc. is an Atlanta marketing firm headed by former University of Tennessee head football coach Bill Battle. Collegiate Concepts is the legal representative of all the ACC schools — and many others around the nation — for the licensing of products bearing university logos of any design.

Retail sales of items bearing UNC insignia approaches \$1.5 million per year, said Biruta Nielsen, assistant to the vice-chancellor for business and finance at UNC. There are 90 manufacturers currently licensed to sell UNC logo products, she said, with more companies awaiting approval.

"I credit the ingenuity of the American marketplace," said Lauren Brisky, assistant to the vice chancellor for business at N.C. State University, noting the amazing variety of products from over one hundred companies peddling "Pack Pride."

Brisky and Nielsen listed bookmarks, sunglasses, frisbees,

towels, dolls, puppets, puzzles, indoor basketball hoops, Christmas ornaments and garments among the common logoed products. Unusual items included an electric toy train with the Tar Heel Ram painted on one side of the engine and the score of the 1982 NCAA basketball championship game on the other, and a "Flying Rugby," a disc of flying carpet carrying Wolfpack spirit.

All the ACC schools approve each and every product that uses a school logo. Unacceptable products are those which may be a liability risk to the school, such as a potentially unsafe child's football helmet, or those that reflect poorly on the character of the school, such as bumper stickers that make references in poor taste to rival colleges.



Revenue for the schools involved ranges from \$60,000 to \$70,000 a year at UNC to about \$5,000 per year at Duke University. N.C. State's NCAA basketball championship in 1983 earned the school \$200,000 in licensing fees.

The profits from these programs go through the general scholarship programs at UNC and N.C. State and are split equally between general education and athletic scholarships.

The Daily Tar Heel SPORTS

Newly freed Perez awaits ruling

The Associated Press

ATLANTA — A tearful Pascual Perez is preparing to leave the Dominican Republic after a three-month stay in prison. But fans will have to wait to see if the Atlanta Braves' pitcher immediately rejoins his National League club.

Perez was released Monday from Fort San Luis prison in Santiago, where he had been held since Jan. 9 following his arrest on drug charges.

Although he originally was charged with felony trafficking of drugs, Perez was convicted on March 23 of a reduced charge of cocaine possession, the equivalent of a misdemeanor.

That conviction was upheld April 5 by an appellate court in Santiago while prosecutors decided whether to appeal to the Supreme Court for restoration of the

felony charge and imposition of a two-year sentence.

"I'm all choked up," the 26-year-old Perez said as he left the prison Monday when prosecutors decided not to appeal the case.

"I knew I wouldn't be let down, and I won't let down the people who supported me," the tearful Perez said as he was joined by his wife and several family members.

Perez said he expected to visit the U.S. Embassy in Santo Domingo on Tuesday to apply for a visa. He said he hoped to leave for Atlanta on Wednesday or Thursday.

Perez' return to the playing field, however, remained in doubt, as word came that baseball Commissioner Bowie Kuhn wants to meet with Perez when the pitcher returns to the United States.

Stars' Bryant out for 2-4 weeks

The Associated Press

PHILADELPHIA — Philadelphia Stars running back Kelvin Bryant will miss the next two to four weeks of action because of torn cartilage in his right knee, the Stars announced Monday.

Bryant, a North Carolina standout and most valuable player in the United States Football League last season, has piled up 597 yards and six touchdowns in six games this year.

He noticed a nagging soreness in his knee at practice, coach Jim Mora said.

Bryant underwent surgery Monday morning, and Dr. Lewis Sharps of Paoli Memorial Hospital removed the torn cartilage.

"His knee looks great," Sharps said Monday afternoon. "He's already back at the stadium, and he'll begin working out very gently and slowly before he gets back to physical contact."

"The maximum amount of time he will miss will be the next four games, and he could be back before that. If anybody can come back, Kelvin will," Mora said.

Lacrosse poll

CHARLOTTESVILLE, Va. — The top 10 teams in the United States Intercollegiate Lacrosse Association men's Division I college lacrosse poll of coaches, with first-place votes in parentheses and records through Saturday, April 7:

1. Syracuse (10)	6-0	150
2. Johns Hopkins	6-0	140
3. North Carolina	4-2	122
4. Virginia	6-1	121
5. Army	6-0	114
6. Rutgers	3-0	102
7. Pennsylvania	5-1	91
8. Navy	5-3	69
9. Hofstra	4-2	66
10. Towson State	5-1	55

Calendar

Today
BASEBALL vs. Campbell, 3 p.m. at Boshamer Stadium
MEN'S TENNIS at Duke, 2 p.m.
WOMEN'S TENNIS at Virginia, 1 p.m.

Wednesday
BASEBALL vs. Wake Forest, 3 p.m. at Boshamer Stadium
SOFTBALL vs. Winthrop College, 3 p.m. at Finley field

Scoreboard

Sports Briefs

Naber leads Olympic Hall of Fame field

SALISBURY — John Naber, who won four gold medals in swimming at the 1976 Olympics, led a group of seven former Olympic champions and one of the top U.S. Olympic basketball teams ever who were named Monday to the U.S. Olympic Hall of Fame.

Also named to the Hall was F. Don Miller, current executive director of the U.S. Olympic Committee, who was named in the special contributor category.

Second in the voting was Parry O'Brien, the gold medalist in the shot put in 1952 and 1956. Others elected were the late Duke Kahanamoku, who won three swimming gold medals in 1912 and 1920; Frank Shorter, who won the marathon in 1972; the late Frank Wykoff, a member of the gold medal 400-meter relay teams in 1928, 1932 and 1936; Bill Toomey, decathlon champion in 1968; the 1960 U.S. basketball team, coached by Pete Newell, and Billy Mills, 10,000-meter gold medalist in 1964.

hearings

From page 1

can't get it," he said.

Owens added, "I'm very much opposed to the 8,000 figure because CGC should meet the needs and interests of the students and this program is valued by the students much more than many other programs funded by CGC. To cut these 2,000 copies off is to cut your nose off to spite your face."

Kepley said in support of the 8,000 figure, "You (SCAU) will be able to have a very good, quality program with 8,000 copies, but our financial constraints will not allow us to allocate for 10,000."

"It just boils down to a matter of money," he said.

The committee also voted to cut about \$2,000 from the SCAU budget which would have gone toward 13 issues of a newsletter providing a variety of consumer information helpful to students. The committee recommended that SCAU use existing media to provide this information, although SCAU argued that that was impractical.

The committee did vote to allocate \$3,976 for an *Underground Course Guide* which will be a new service for SCAU. The guide will provide information on

who the best professors are, which courses are challenges and which are slides and student perceptions of the worth of their majors.

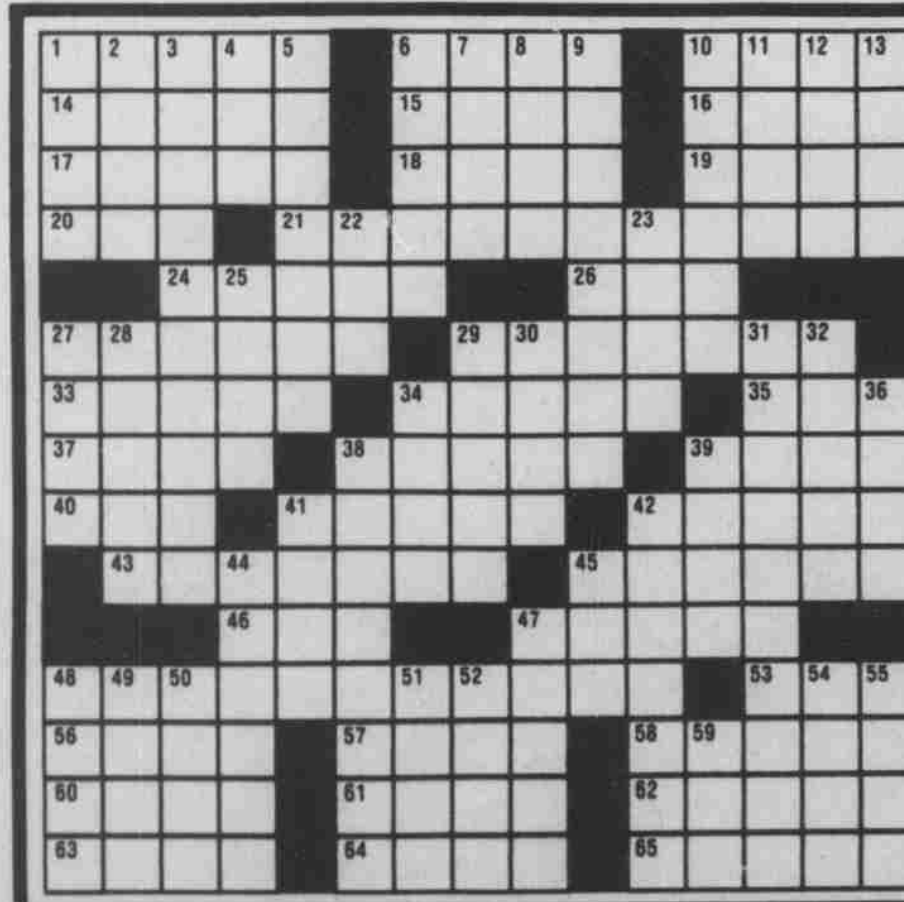
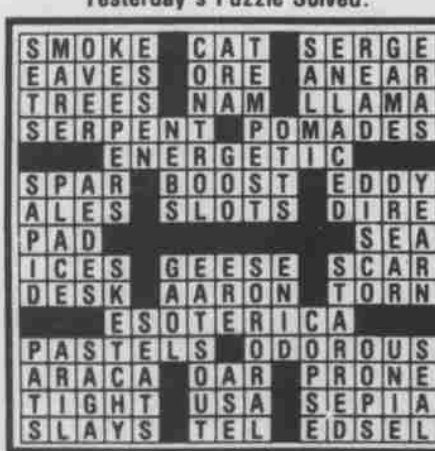
In other action Monday night, the Finance Committee set the funding freezes for three student organizations which exceeded the limit of five late requisitions in one fiscal year, and delayed action on setting the freeze of a fourth organization until Wednesday.

The Carolina Athletic Association's funds will be frozen until Wednesday, the *Phoenix* until Thursday, and Toronto Exchange until May 1. The freeze limit was not set for the Black Student Movement because outgoing BSM Treasurer David Hogan said he was cleaning up the books and needed the two days to make sure he had everything in order. The BSM had 13 late requisitions.

Another group that went before the committee Monday night was the Carolina Indian Circle, which received \$1,285 of its request of \$1,910. The Finance Committee included \$75 in the projected income category for the Circle to begin collecting dues, something the organization has not done before.

THE Daily Crossword by Madeline Miller

- | | | | |
|--------------------------------|--------------------------------|----------------------------|-------------------------------|
| ACROSS | 33 Narrow street | 48 Bogart movie | 25 Water hazard |
| 1 Man, for one | 34 Stowe's character | 53 Br. ship letters | 27 Agreement |
| 6 Restrain | 35 Bandleader | 56 Go by bus | 28 Psychologist |
| 10 Two-wheeled carriage | 37 Musical Brown | 57 Over again | Have-lock |
| 14 Habituate | 38 Artist's symbol | 58 Paragon | 29 Rule in-fractions |
| 15 Actual | 39 Artist's need | 60 Seed covering | 30 Church part |
| 16 — of Sharon | 40 Cravat | 61 City or Lacoste | 31 Reluctant riser |
| 17 Many times | 41 Commoner in "1984" | 62 Rub out | 32 On edge |
| 18 Sailor's saint | 42 Honkers | 63 NY team | 34 Walked |
| 19 Yearn | 43 Butter and cheese | 64 Eye drop | 36 Printing term |
| 20 Fortune | 44 School subj. | 65 Foamy | 38 Boastful one |
| 21 Somnambulist | 45 Persian | | 39 Corded fabric |
| 24 Bay window | 46 Fry | | 41 Unconscious |
| 26 Shame! | 47 Fishbowl inhabitants | | 42 Insurgents |
| 27 Sp. money | 48 Baker's product | | 45 Bakery need |
| 29 Most equitable | 49 More recent | | 47 Streetcar |
| | 48 Slope | | 49 Take on a newspaper |
| | 49 Puffer | | 50 Work on a district |
| | 50 Irish district | | 51 Snicker — singer |
| | 51 Move back and forth | | 52 Lump |
| | 52 Tennis name | | 54 Weaver's reed |
| | 53 Nobleman | | 59 Actress |
| | 54 Meadow | | Joanne |
| | 55 Ethereal | | |



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To punish or not to punish

An assortment of clips, quotes, quips and crumbs from the desk of the sports editor:

Frank Kennedy

Notes

One of the first things Atlanta Braves pitcher Pascual Perez said after being released from a Dominican Republic prison Tuesday: "I'm all choked up. I knew I wouldn't be let down, and I won't let down the people who supported me."

It's really hard to have much sympathy for Perez other than for the fact that he won't have to rot in a Santo Domingo jail cell for the next two years.

Perez was clearly guilty of the same crime (cocaine possession) for which other major leaguers have recently been fined, suspended or imprisoned. Yet, odds are that he won't receive anything more than a slap on the wrist from Commissioner Bowie Kuhn. Although he will have "an audience" with Perez when he returns to the United States, Kuhn will, at the most, probably place Perez on probation on the basis that Perez has already paid for his actions. That would be a mistake.

If Kuhn were wise, he would continue to maintain the trend of stiff punishments for baseball drug dealers/users and send Perez the route of Steve Howe and Willie Aikens, who were suspended for the entire 1984 season. Now is not the time to let up on player punishments just when pro sports is starting to clean up its act.

Pacific Division-clinching victory over Portland. Worthy took charge when neither Kareem Abdul-Jabbar nor Jamaal Wilkes was available to play.

Meanwhile, Geoff Crompton, who was not spectacular during his UNC career, is hanging on with the league despite being one of the biggest men in the league. Crompton earlier this year signed a series of 10-day contracts with the Cleveland Cavaliers, and will be with the team at least through the end of this season.

Don't expect much of a change in the outcome of the NBA playoffs this year. It should be Philadelphia taking on Los Angeles for the third straight year, but the Lakers will regain the crown.

Pro baseball is off to an unusual start, with the four divisional winners of 1983 off to a combined start of 5-13 as of Sunday. The New York Mets and Seattle Mariners lead their respective divisions, and Hank Aaron stepped to the batters box Sunday and knocked a souped-up baseball over the left field fence in Atlanta-Fulton County Stadium on the 10th anniversary of No. 715.

Pennant picks by select DTH staffers (to be taken with a grain of salt): Kyle Marshall, state and national editor, has Montreal, Atlanta, Detroit and Chicago, with Atlanta to win it all; Jeff Neuville, photography editor, has Pittsburgh, Atlanta, Detroit and Chicago.

Kennedy's undramatic picks: Montreal, Los Angeles, Baltimore and Chicago. Note — the Braves will not win the NL West, and will find it hard to manage even third place.

Bits: Tresa Brown and Eileen McCann will represent UNC at the Olympic trials for women's basketball April 20-23 in Colorado Springs ... This week's lacrosse game vs. Duke will be played Wednesday night at 8 p.m. on the Astroturf field. The official schedule has the game listed for Tuesday ... Wednesday's baseball game against Wake Forest will be the last home affair of the 1984 season. The ACC tournament, to begin April 18, will be held at the Durham Athletic Park.

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