

Magazine advertising section to promote N.C. business

By **SUSAN HOLDSCLAW**
Staff Writer

N.C. government officials said recently they hope to attract more new industries and jobs to the state with an 18-page special advertising section in Business Week magazine.

William Dunn, deputy secretary of the state Department of Commerce, said the Business Week supplement, published Sept. 19, was mailed to 287,000 corporate executives throughout the country. "We want to make the CEO's aware of the business climate in North Carolina, and that brings in new jobs," he said.

Entitled "North Carolina: Heirs to a Dream," the supplement appears in

the magazine's industrial technology edition. The copy describes the Tar Heel state as "one of the greatest economic success stories of the modern South."

The state is ranked first in the nation in the placement of new manufacturing plants, Dunn said, and has brought in more than \$5 billion in new industry and 300,000 new jobs since 1985.

Illustrated with photographs of the coast, the mountains, golf courses, Research Triangle Park and other points of interest, the article describes some of the state's benefits to large companies, such as low tax rates,

good schools and worker training programs.

Magazine representatives approached state officials about six months ago to discuss the recent campaign, Dunn said. He added that North Carolina regularly advertises in Business Week because it reaches so many executives.

Although Dunn said commerce officials did not plan a specific timing strategy for the edition's publication, they wanted to get it out before the end of the year, when many busi-

nesses make their expansion decisions.

At a four-color advertising page rate of \$28,000 for the edition, Dunn estimated the N.C. section cost \$300,000. The total advertising worth of the section is close to \$500,000, he said.

Because the state budget includes only about \$500,000 for business development advertising, industries from across North Carolina picked up most of the tab. Only \$39,000 came from state funds, Dunn said.

If the state had tried to buy the same number of pages and mail the advertising to businesses and manufacturers throughout the nation, he added, the price tag would have been much more expensive.

"It was well worth the cost," he said.

Mark Flinn, the state's advertising account manager with Business Week, said the edition was "extremely consistent with North Carolina's advertising program to attract new industries."

Business Week often does these kinds of advertising projects for states, he said. The magazine hired a writer and designer, paid by Business Week, to work on the special edition.

"It has been very successful for states like North Carolina that can only enhance it (their image) by doing something like this," Flinn said.

James Sughrue, press secretary for Gov. Jim Martin, said the governor was aware of the advertising but had not made any comment on it.

Downtown group receives donations

By **JESSICA LANNING**
Staff Writer

The Chapel Hill-Carrboro Downtown Commission has been given a big boost by public and private donations totaling almost \$100,000.

The money will be used for first-year operating costs, said Debbie Dibbert, co-director of the commission.

Contributions include \$22,500 from the town of Chapel Hill and \$7,500 from the town of Carrboro. Others who donated \$10,000 each include the University, Village Companies, Kenan Transport, the Banking Commission and downtown merchants.

The purpose of the downtown

commission is to strengthen the downtown areas of both Chapel Hill and Carrboro, Dibbert said.

Plans include improving the retail mix in both towns, attracting more non-student residents to each area, organizing clean-up efforts and funding a downtown trolley, she said.

Although the donations will help fund the downtown commission in its initial year, other methods for raising money for the commission in the future are being considered.

One of the most talked-about ideas is the establishment of a new tax district for downtown businesses.

By **JULIE CAMPBELL**
Staff Writer

Looking at the outside of Sitterson Hall, the computer science building on Columbia Street across from the Carolina Inn, there is no way to tell what technological wonders are inside.

But a tour of the building shows it to be a facility on the cutting edge of current technology.

Today is the building's first anniversary, as it was dedicated on University Day last year.

Norman Vogel, communications director in the computer science department, said the building and its communication system cost about

\$10 million.

The nationally recognized facility is "second to none in the world," Vogel said.

The four-story building provides space for faculty, staff and students, including two teleclassrooms and six laboratory areas.

All of the building's facilities are connected by a state-of-the-art communication system.

The heart of the system is an Intecom digital switch located within the building. This "nerve center" regulates all connections among the

232 offices, labs, lounges and conference rooms, and among the department's computing systems.

Sitterson Hall is also a branch of the Microelectronic Center of North Carolina (MCNC).

The MCNC allows lectures to be broadcast to and from various universities across North Carolina, including Duke, N.C. State and UNC-Charlotte, Vogel said.

"The two-way voice and video system not only allows the listener to ask the lecturer questions, but also enables the speaker to see the person asking the question," Vogel said.

There are two classrooms in the building; one is an auditorium that seats 128 people, and the other is a video classroom that holds about 70.

Both rooms are suited to various types of audio and video equipment, but the video classroom is the only one that produces lectures for the MCNC.

Joe Hewitt was a student in the computer science department and now works there. He speaks with pride of Sitterson Hall, saying that being involved with its complexity has given him an edge in the job market.

"Having the opportunity to experience state-of-the-art facilities has given me the knowledge and capabilities to work in any modern technology-oriented industry," Hewitt said.

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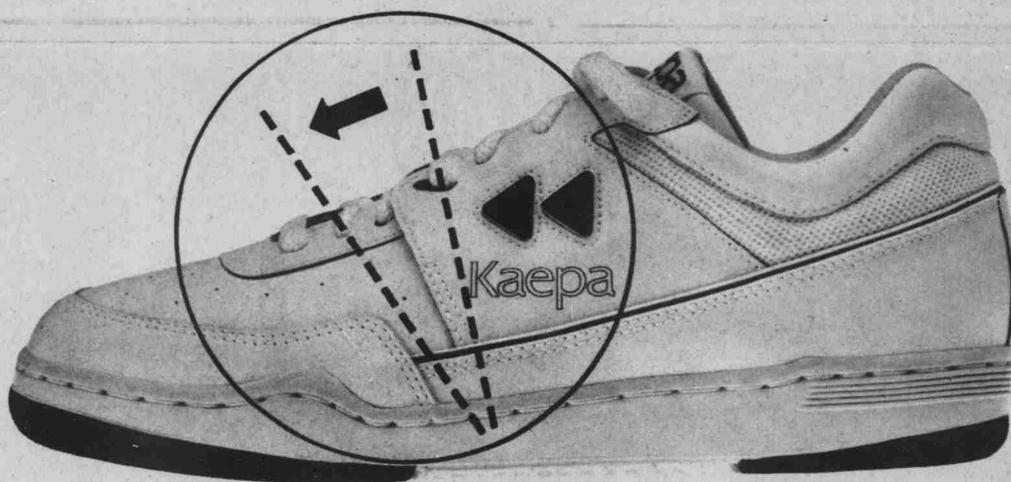
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