

# The Daily Tar Heel

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## University Updates Rameses, Unveils New Trademarks

BY JAY STONE  
STAFF WRITER

He's heartily bursting through the interlocking 'NC' and is a surly looking critter who is joining the traditional "strutting ram" as the University's chief registered trademark.

The Collegiate Licensing Company unveiled the new version of a sleek, more streamlined Rameses on Monday.

It revealed a mascot that bears little resemblance to the old, but it was enthusiastically embraced by both its marketers and the athletic department.

"The new additional logos are a nice blend of the traditional, which is important at this university, with a bolder more modern approach," UNC Director of Athletics John Swofford said.

"I think our coaches, athletes and fans will be very excited about the use of these new University marks, and we look forward to incorporating them into our athletic program."

At a cost of \$37,000, the emblems were created by Sean Michael Edwards Design, a New York-based firm that recently produced logos for N.C. State University, UVa.

and the Carolina Panthers.

UNC's new logo package includes two new primary marks, a variety of secondary marks and two wording marks consisting of stylized block letters.

Biruta Nielson, who manages the University's trademark licensing program, said the new trademarks were designed to give the ram a more updated, contemporary look.

"Basically, the old ram is pushing 50 years old and is one of the University's logos that has not recently been used by athletic teams," Nielson said.

"It has a dated look. I'd say the new ram is a more determined-looking ram. We specifically didn't want any fangs or claws."

Despite the goal of achieving a more modern look, Nielson said there were no plans to phase out the traditional "strutting ram" or any of the University's earlier trademarks.

"It's important for everyone to understand that the new logo is an addition, not a replacement for the old," Nielson said. "The interlocking 'N' and 'C' will never fade away. It's too classy."

"There are so many designs people think of that represent the University, like the



Tar Heel, the ram and the 'NC,' but they don't really relate to each other. The new primary logos consolidate them."

The new trademarks will be marketed by the Collegiate Licensing Company, which handles merchandising for over 150 colleges and universities.

Last year, UNC products were the third-best sellers in the nation, falling only behind the licensed products of Florida State and Michigan.

Keith Little, a representative of the Collegiate Licensing Company, said the new logo should bolster an already strong market for UNC paraphernalia.

"We're trying to create a fresher, more marketable image for the University," Little said. "We expect that the new logo will have a positive impact on sales."

Increased sales mean increased revenue for scholarships.

Last year the University generated more than \$2 million in royalty income from the sale of trademarked products.

Three-fourths of this income was given to a general fund for academic scholarships.

The remaining fourth went to the athletic department.

Sales of merchandise bearing the new logo began Monday in Student Stores.

Starting today, the new products can be found at Belk, Durham Sporting Goods, Champs, J.C. Penney, Sky Chefs and Wal-Mart.

## New Look For Tar Heel Elicits Mixed Reaction From Students

BY LILLIE CRATON  
STAFF WRITER

UNC's new ram and Tar Heel logos, which made their retail debut in Student Stores Monday, got a lukewarm reception from students, but managers at Student Stores said it was too early to tell if the new design would boost sales.

Meredith King, a freshman from Raleigh, said she thought the new designs gave students a wider variety from which to choose, but she said she thought they could never replace the old designs in the hearts of UNC fans.

"Change is good, but I think the tradition of the old style should be preserved," she said.

Other students weren't so open to the alteration of the UNC logo. Robin Johnstone, a freshman from Goldsboro,

said she was attached to the old ram logo and would hate to see it go out of fashion. "I'd rather stick with the old style," she said. "This school is about tradition."

Johnstone said there was something disturbing about the new ram. "He looks funny," she said.

Sarah Buchanan, a cashier at Student Stores, defended the new logos. "I think they're cute," she said. "I'm not sure why, but I like the new ones better."

Despite mixed reviews from customers, Donald Hamm, sales manager at Student Stores, said he thought it would be difficult to judge the new logos' success until students had time to get used to them. He said the logos, if successful, might boost business at Student Stores.

"It's hard to tell at this point, but we're hoping that it will be (a success)."

## DTH Pushes University To Open Committee Meetings to Public

BY JOHN PATTERSON  
STAFF WRITER

After a meeting with Chancellor Michael Hooker and members of his administration fell through Wednesday, The Daily Tar Heel continued to press the University to open many of its faculty committee meetings to the public.

The DTH sent a formal request to the chancellor this summer, and North Carolina Press Association attorney Hugh Stevens has tried to set up a meeting with Hooker.

"The reason why we are doing this is because the University is a public institution," said DTH Editor Thanassis Cambanis. "The University should make all its policy decisions in the public eye."

Stevens and representatives of The Chapel Hill News, The Chapel Hill Herald and the DTH were scheduled to meet with Hooker on Wednesday, but they decided to reschedule the meeting when they learned the chancellor would not be present.

The request filed by the DTH focuses on the University's legal interpretation of revisions to the open meetings law made in October of 1994, Cambanis said.

The open meetings law states that "each official meeting of a public body shall be open to the public, and any person is entitled to attend such a meeting."

Susan Ehringhaus, senior University legal counsel, stated in a letter to the DTH that she disagreed with Cambanis' interpretation of the law. "Agencies, councils, committees ... established by the chancellor are not public bodies unless their creation is prescribed or required by the University's governing boards," she stated. "(Those) that consist exclusively of University employees are not public bodies

because they are composed ... of the 'professional staff.'"

UNC's Board of Trustees is a public body that must comply with the N.C. Open Meetings Law, along with any standing or ad hoc committees it forms, Ehringhaus said. But Ehringhaus said standing faculty committees and committees appointed by the chancellor were not public bodies because they were made up of "professional staff."

Many of the chancellor's committees have student members, appointed by the student body president.

"The position I take is a position taken by the UNC system and other schools in the 16-member campus system," Ehringhaus said. "We believe that is what the law says."

Ehringhaus said she was concerned with what the law actually stated, not with the moral or ethical issues surrounding it. "We are not talking about right or wrong or good or bad, but about judgment calls on this issue," she said. "The first thing we have to start with is what the law requires."

Stevens said he was simply trying to set up an opportunity to discuss the DTH's position with Hooker. "I am in the process of corresponding with Chancellor Hooker, and we hope to set up a time with him soon," Stevens said on Monday. "We are taking it one step at a time at the moment."

University committees must be opened in order for the University to fulfill its role of service to the state, Cambanis said.

"These committees make important decisions that affect the entire campus," Cambanis said. "These are decisions that people need to see. How can you serve the people of North Carolina when you won't let them in to watch important policy-making decisions?"



Only rubble remains of Sallie Markham Michie's house, which was demolished Monday. Michie died in 1992 and left the house, which was located at the intersection of South Columbia Street and Cameron Avenue, to two historical groups. UNC acquired the house through eminent domain.

## Michie House Razed to Make Way for More Parking

BY JOHN SWEENEY  
STAFF WRITER

Demolition of the Michie House is expected to be completed today, opening the property up for University development, Bruce Runberg, associate vice chancellor for facilities management, said Monday.

Demolition crews began work Monday. The house is the last private residence on the UNC campus.

The demolition follows a 40-year battle over the property which ended Nov. 7 when District Court Judge Gordon Battle ordered the property sold to UNC in an eminent domain ruling. Sallie Markham Michie, who died in 1992, left the property to the National Society of the Daughters of the American Revolution and the National Society of the Dames of the Magna Carta. The state paid a total of \$550,000 to these two historical groups in order to acquire the property. Because of the poor condi-

tion of the house, located near the intersection of South Columbia Street and Cameron Avenue, renovations were not feasible, Runberg said. "The property will be turned into a parking lot for now," Runberg said. Faculty and staff who work on the northeast corner of the campus will use the lot until future plans are made for the property.

Runberg said the site might eventually be used for extension or replacement of either Abernethy or Swain Hall.

## Fraternity Court Parking Lot Gets Face-Lift

BY JAY MOYE  
STAFF WRITER

In an effort to improve parking, safety and sanitary conditions in Fraternity Court, the University spent \$13,500 to re-pave the fraternity court parking lot last week and signed an agreement with the five houses located there to keep the area clean, said Wayne Jones, associate vice chancellor for Business and Finance.

"Hopefully everyone will keep up with the agreement, especially on the weekends," Jones said. "It should eliminate overcrowding and make it easier to keep emergency vehicle lanes open."

In recent years, both the town and the University have received complaints about excessive noise and trash in the areas surrounding Fraternity Court.

Ron Binder, director of Greek Affairs, and the fraternities located in the courtyard agreed that the fraternity members would clean their properties by 8 a.m. each day.

"Dean Binder has encouraged us to clean up every morning in an effort to improve the overall appearance of the



The University has made Fraternity Court's newly paved parking lot a permit zone in an effort to increase safety and cut down on overcrowding.

Greek community," Sigma Nu President Casey Carroll said.

Chapel Hill Police Department spokeswoman Jane Cousins said she hoped the decision would reduce the amount of complaints the town received concerning fraternities.

"We frequently receive complaints about fraternity members parking on the (Columbia Street) sidewalks, broken bottles and trash in the lot on Friday mornings and excessive noise," Cousins said.

The Chapel Hill Police Department also has placed a representative on the Chan-

cellors' Committee for Greek Affairs, which oversees the activities of all fraternities and sororities, Cousins said.

"It is important for both sides to be heard, so we enjoy an ongoing relationship with the residents and officers of the fraternities," she said. "We're optimistic that this decision will improve the situation and make everyone feel safer and happier."

Within the next few weeks, the University plans to further its efforts to improve

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## Chambers To Argue Before Supreme Court

North Carolina's minority redistricting case will go before the court next week.

BY ROBYN TOMLIN HACKLEY  
STATE & NATIONAL EDITOR

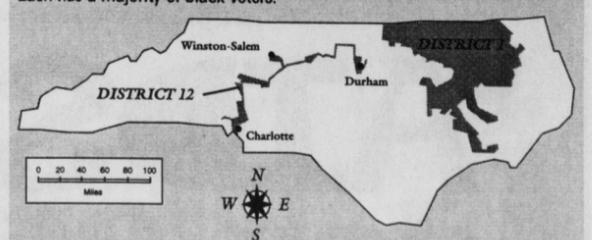
In an historic move, N.C. Central University's chancellor will step out of his administrative role next week and back into court — the Supreme Court, to be exact.

Julius Chambers, who has been NCCU's chancellor since 1994, will return to his old stomping grounds Tuesday, where he will be one of three lawyers arguing a landmark legislative redistricting case before the court.

"I've never lost interest in the practice of law, and this case presented me with a good opportunity to keep up with the law," Chambers said. "I'm involved because the case is important to North

### North Carolina Voting Districts

These two N.C. congressional districts were redrawn after the 1990 census. Each has a majority of black voters.



SOURCE: 1996 ALMANAC OF U.S. POLITICS

DTH/DANIEL NIBLOCK AND ALANA SMITH

Carolina, to black people and to the United States."

After earning a law degree from UNC, Chambers served as director of the NAACP's Legal Defense Fund. He left that post two years ago to return to NCCU, his undergraduate alma mater.

During his noteworthy legal career, Chambers has successfully argued before the high court on several occasions, including a desegregation case against the Charlotte-Mecklenburg School System in the 1970s.

This case will force the court to decide the constitutionality of two N.C. congress-

sional districts that were redrawn after the 1990 census according to provisions in the 1965 Voting Rights Act. The act was intended to ensure equitable minority representation in states where there have been past incidents of discrimination.

North Carolina's 1st and 12th Districts

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### Weather

TODAY: Cloudy; high 65-70.  
WEDNESDAY: Rain; high 60-65.

A quotation at the right moment is like bread to the famished.

The Talmud