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UNC Officer's License Lies in Limbo

By CHRIS HOSTETTLER
Staff Writer

A University Police officer involved in a separate lawsuit against the University will argue in a hearing today that he should not lose his license to enforce the state's laws.

Lt. C. E. Swain, an officer who challenged the ethics of the Department of the Public Safety in a complaint more than a year ago, might lose his license for lying on his N.C. police officer license application in 1988.

In a hearing in Raleigh, Administrative Law Judge Fred Morrison will hear arguments from Swain's attorney, Alan McSurely, and a

state attorney addressing whether Swain is guilty of lying on his application, McSurely said.

Morrison will recommend to the N.C. Training and Standards Commission whether Swain should be punished severely, mildly or not at all.

On his application, Swain reported that he had been



Lt. C. E. Swain will defend his license to be a police officer in an administrative hearing today.

discharged from a job, but never terminated, McSurely said. Swain was actually fired from his job at a bank because of a policy he unknowingly broke. But he left on good terms with the management, McSurely said.

The commission will also decide whether Swain should be punished for not including the fact that he wrote a bad check while in the army.

"He did not put that down, thinking it was a minor thing," McSurely said.

The most severe punishment Swain could receive is a lifetime license revocation, which would prevent him from ever being a police officer in the state.

Swain's attorney believes these charges are a form of payback for com-

plaints Swain made against his superiors.

At a UNC football game against the University of Virginia, Swain issued an alcohol citation to the daughter of Board of Trustees member Billy Armfield.

During the following weeks, the file containing the citation disappeared and Swain later filed a grievance with the University for ignoring the citation.

A few weeks after filing the grievance, a supervisor fired Swain for falsifying a time card.

Although Chancellor Michael Hooker later gave Swain his job back, McSurely said he would argue today that Swain was still the target of University animosity. "The underlying argument is that this was the

University's attempt to carry out its aim ever since Lt. Swain had the audacity to treat rich and poor alike after the Virginia football game."

McSurely said the hearing resulted from a letter sent to the commission anonymously by the University's attorneys.

But State Assistant Attorney General Bruce Ambrose, who defended the University last year, said his office had nothing to do with the hearing. "I did not send a letter to the commission," Ambrose said. "Nor am I aware of anyone sending a letter to the commission."

The University Editors can be reached at udesk@unc.edu.

UNC Police Following New Rules

The town's police provide data about crimes near campus to supplement the University's incident reports.

By SELINA LIM
Staff Writer

Without guidance from the U.S. Department of Education, University police have taken the initiative in figuring out how to comply with the 1998 amendments to the 1990 Campus Security Act.

The act previously only required schools to annually report crime statistics occurring on campus grounds by Sept. 1 each year.

With the amendments, part of the Higher Education Act of 1998, schools must now also report crimes occurring in non-campus buildings like Greek houses and in public properties next to campus like Franklin Street. But off-campus properties are considered the jurisdiction of the town police department.

In order to obtain the needed crime statistics, Jane Cousins, spokeswoman for the Chapel Hill Police Department, said University Police officers called the Chapel Hill Police Department and asked for the numbers of crimes occurring in specific locations around campus. These numbers are then put into the yearly crime statistics report.

University Police Chief Derek Poarch said that while the bill had been passed, the Department of Education had not yet distributed the regulations and procedures to the public on how to go about reporting the additional crime statistics.

"Nobody in the country really knows exactly what to do," Poarch said. "However, we have always been including those statistics in our reports so we're already complying with the bill."

Mary Sechriest, associate University counsel, said that when she read through the new statutes, they did not look any different, and the amendments to the act seemed like clarifications of existing policies.

"The new regulations haven't come out yet, so maybe we'll have to report

See FERPA, Page 11

UNC Logo Lands In National Ad

By CARRIE CALLAGHAN
Staff Writer

UNC colors and logos will show up in more than just admissions guidebooks this spring as an ad run by Microsoft Corp. gives national publicity to the University.

The image of a proud father holding up a baby dressed in and surrounded by UNC paraphernalia fills the inside of Time magazine's cover for Monday's issue.

The ad encourages Web surfers to check out Microsoft's Web site, msn.com. Microsoft's ad will run in 12 magazines for a total of 15 times throughout the spring. The ads will reach a combined circulation of 28 million people, said Nancy Davis, vice chancellor for University relations.

Eva Corets, with the Microsoft advertising department, said Microsoft paid UNC's requested fee of \$3,000 to use UNC logos and colors in the ad. Davis said proceeds from the trademark licensing fee went toward scholarships.

Corets said the Microsoft advertising team decided to use UNC after a series of considerations. "We wanted to highlight something that would be relevant to our target audience," she said.

Corets said the team considered the time of year and decided to focus on col-

legiate basketball because it appealed to alumni. "We said, 'Who's the top college basketball team?' and obviously we thought, 'North Carolina,'" she said.

UNC is the only college Microsoft is using for these ads, Davis said.

She said the academic and athletic facets of the University helped attract Microsoft, as well as the loyal and enthusiastic alumni.

Auxiliary Services Director Rut Tufts said this was not the first time the University had been asked to participate in an advertisement.

"We do get approached from time to time by companies that want to use the University's name in their ads," he said.

Tufts said the University made sure its name was used in an appropriate context. "You don't find us in things like alcohol ads," he said.

Tufts said the decision regarding whether the University accepted a company's offer depended on the scale and nature of a possible ad. He said decisions were made through discussion.

Tufts said the fee received for an ad did not matter as much as the publicity gained for UNC. "I think the more important thing is the exposure at the national level," he said.

Davis said the University welcomed the chance to participate in the advertisements. "It is a wonderful opportuni-

How 'Bout Them Heels ... and Microsoft?

Magazine readers across the nation will find a new Microsoft ad singing UNC's praises in order to encourage Web surfers to check out its Web site. The ad will appear in 12 major magazines for a total of 15 times throughout the spring. University officials say the biggest gain will be the publicity gained from the nationwide distribution, as Microsoft paid only a nominal fee to use the University's colors and logo.



Other Facts

■ The combined distribution of this advertisement is 28 million copies.

■ UNC is the only university involved in the campaign.

■ UNC received \$3,000 for the rights to use the school name and logo, which will go to scholarships.

■ Publicity is the main reason UNC officials agreed to participate.

Magazines That Will Run the Advertisement

Access Office W Advisor — March 21
Brill's Content — May 3
Business 2.0 — March 21
Entertainment Weekly — May 3

ESPN Magazine — May 3
Kiplinger's Personal Finance Magazine — May 3
Life — May 3
Money — May 3

Newsweek — March 1, March 21
Sports Illustrated — March 8
Time — March 1, March 21
U.S. News and World Report — March 1, April 12

SOURCES: UNIVERSITY RELATIONS, MICROSOFT AND TIME MAGAZINE

DTH/TED BASIADYNSKI

ty to position the University nationally," she said. "We don't have an advertising budget."

With the increasing costs of college

education, Davis said an ad of this scale helped UNC publicize itself.

"It's obvious the father (is) aspiring for his son to attend Carolina," she said.

"We thought that was a nice message."

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Journalism Relocation Set for July

Officials expect renovations to Carroll Hall, former home of the business school, to be completed on time.

By AMBERLY CALLOWAY
Staff Writer

Faculty and staff members in the School of Journalism and Mass Communication will begin packing up and shipping out their offices this semester in preparation for the July 1 move to a renovated Carroll Hall.

In fall 1996, the school announced plans to move from Howell Hall into Carroll, the former home of the Kenan-Flagler Business School.

Richard Cole, dean of the journalism school, said he was looking forward to the school's new location, which is now going through the last stages of more than \$10 million worth of renovations.

The four-story, 210-room building will contain many technical improvements, such as a television studio with a video feed delivered to 13 electronic editing suites.

The building will also house a conference center with two-way video transmission, a board room for presen-



DTH/LAURA LEIGH PAGE

Construction workers, Max Imiano (right) and Bryant Young, dig a ditch as part of the renovations being done to Carroll Hall.

tations and a career services area for recruiters to interview students.

Mary Anne Rhyne, assistant dean for development and alumni affairs, said the new building would also place the journalism school in a central location.

"Classes have been taught in as many as 12 different buildings in a semester (because they are) unable to fit into the cramped Howell Hall," she said. "Once again, we will be under the same roof."

One journalism class taught out of the journalism school this semester is Electronic Informational Sources in Manning Hall. Eight new computer labs in Carroll will provide the space to teach

this course within the school.

Lucinda Poole, an outside consultant hired by the Physical Plant, said she prepared a move manual to make the move smoother for those involved.

Poole said the 20-page guide included instructions for unplugging computers, dealing with new parking permits, new keys and other move information.

Regardless of move difficulties, Cole said the extra work was worthwhile. "This is the best thing that could happen to the school."

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Hotline, Programs Part of Plan for PCs

By LINDSAY KIM
Staff Writer

With new orientation programs and a 24-hour hotline, University administrators are looking to make the implementation of the Carolina Computing Initiative a little easier for students.

Plans for the initiative, which requires all incoming freshmen in the year 2000 to own a laptop computer, include a 24-hour hotline for computer service, computer orientation, additional classroom wiring and battery charging stations.

Executive Director of Academic Technology & Networks John Oberlin said students had an easily accessible computer support system when problems occurred on their laptops.

An Information Technology Response Center hotline is available 24 hours a day for students who already have initiative laptops, Oberlin said.

John Gorsuch, manager of the Ram Shop in UNC Student Stores, said that about 400 laptops computers had already been sold to students.

By shuffling the schedules of seven employees, the hotline caters to students at no extra cost. Nightshift hotline worker Aaron Phillips, who received about 5 calls a night, said ATN could hire more workers if calls increased.

Regarding incoming freshmen, training center manager Janet Tysinger said a pilot program would acquaint students

with using laptop computers at this summer's orientation sessions.

Tysinger said incoming students who bought computers through the University could pick them up during their C-TOPS session. "Hopefully, they will have a greater awareness and a head start."

Beyond concrete plans for the initiative, administrators are evaluating potential problems that might occur and discussing possible solutions.

Classrooms will get more Internet connections as a part of the initiative. "Some classrooms have it, but because of the age of campus, a lot (of buildings) don't have the infrastructure to support all the cables," said Stephen Fearrington, associate director for instructional services.

But Oberlin said using wireless connections, operated with radio waves, could remedy that problem.

In addition to the problem of older buildings, Fearrington said another concern would be students' frequent need to recharge computer batteries. "If you've got 50 students in a 90-minute class, and they have another class after that one, you'll run out of power."

Battery recharge stations across campus have been proposed but are still in the early stages of evaluation, he said.

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INSIDE Thursday



Comedy on Campus

UNC has become a breeding ground for comedy. Musical comedian Larry Weaver got his start at UNC, and now it's the Chapel Hill Players who generate giggles. See Page 5.

Missing the Boat

The Orange County Board of Commissioners were surprised when only one resident showed up at a public hearing Wednesday to determine the county's legislative goals for 1999. See Page 2.

War of Words

A bill that proposes changing one word, 'shall' to 'may,' in a provision in the state's Victim Compensation Act is expected to reach the General Assembly soon. See Page 2.

Today's Weather

Sunny;
Lower 50s.
Friday: Partly cloudy;
Lower 60s.

The absent are always wrong.

English proverb