

Ads Featuring Inmates Spark Controversy

Death row inmates are the centerpieces of a recent set of ads from Benetton, an Italian clothing company.

By RACHEL LEONARD
Staff Writer

Fashion-conscious readers of Talk magazine looking for the latest line of clothing from Benetton might be surprised to see orange jumpsuits instead of en vogue Italian styles.

The latest issue contains a 90-page Benetton advertisement insert featuring U.S. death row inmates. The advertisement is part of a new larger Benetton ad campaign titled "We, On Death Row," containing inmates' photographs and personal accounts.

The inmates will also be featured on billboards and in major news publications throughout the United States, Europe and Asia.

Seven inmates from North Carolina were featured in the controversial ads,

including the late Harvey Lee Green, who was executed in September.

The ads have sparked criticism and debate as to whether Benetton is capitalizing on the less fortunate for personal profit or raising public awareness about social issues.

While Benetton stands to make a profit from the ads, the prisoners do not. N.C. law prohibits prisoners from profiting from work outside of the prison.

State officials also allege that Benetton intentionally misled authorities in order to gain access to the inmates.

N.C. Department of Corrections Public Information Director Tracy Little said the state was not aware that the interviews would be used for ads.

"The plan was to interview death row inmates at the end of the century," he said. "The point of the project was not to take a position for or against the death penalty."

According to the Associated Press, officials in Missouri and Kentucky also claimed they were misled regarding Benetton's intentions.

In response to the ads, the state cor-

rections department is taking steps to ensure similar events will not occur again. The department will conduct thorough checks on corporations attempting to contact inmates, Little said.

But, he said, no legal action had been taken against Benetton yet.

John Sweeney, an advertising professor in the UNC School of Journalism and Mass Communication, said the ads were unethical because Benetton used prisoners to sell a product.

"They've used (pictures of) people dying with AIDS ... I never thought (Benetton's ads) were appropriate," he said.

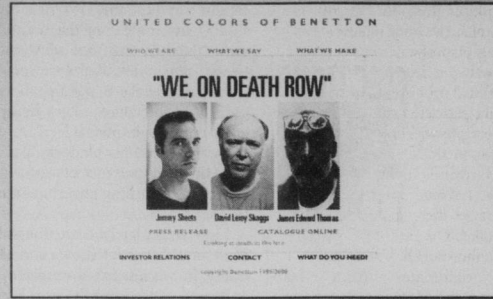
But Carol Pardun, also an advertising professor, had a different view. "I think these ads will raise public awareness about the death penalty, but I'm not sure if it's Benetton's job to do so."

Representatives from Benetton, which has run past controversial campaigns on AIDS and war, could not be reached for comment Monday.

But the company's official statement on the issue, which is posted on the

Clothing Ads or Social Commentary?

The latest issue of Talk magazine included a controversial 90-page Benetton advertisement featuring photos and interviews with death row inmates. The ads can also be found online.



SOURCE: UNITED COLORS OF BENETTON

company's Web site, is "the campaign is about the death penalty, leaving aside any social, political, judicial or moral consideration."

Benetton maintains that the campaign is not just a profit-making device,

and the company's ads helped to "tear down the wall of indifference" and raise "the awareness of world problems."

The State & National Editor can be reached at stntdesk@unc.edu.

Bush, Gore Win Iowa Caucuses

Steve Forbes ran a close second behind the winning Republican candidate, Texas Gov. George W. Bush.

Associated Press

DES MOINES, Iowa - Democrat Al Gore and Republican George W. Bush won the Iowa caucuses Monday night, validating their front-runner status in the opening contest of the 2000 presidential election season.

Gore won big over Bill Bradley while Bush's victory was tempered by a dramatic second-place showing from conservative publisher Steve Forbes.

Forbes, who has poured millions of his own dollars into his second bid for the presidency, was running close to Bush with Alan Keyes a respectable third.

John McCain, Gary Bauer and Orrin Hatch were trailing.

In the Democratic race, Gore's victory blunted Bradley's challenge and validated status as front-runner going into the New Hampshire primary next week. Bradley has polled even with Gore, or even ahead, in New Hampshire.

With results still being tallied, Bush was about 10 points ahead of Forbes. Gore was running about two-to-one against Bradley.

The caucuses were expected to draw no more than 100,000 voters from each party, concluding a lengthy runup of campaigning here.

Services Held for Students Killed in Seton Hall Blaze

Associated Press

LONG BRANCH, N.J. - Churches in three New Jersey towns were overflowing with hundreds of mourners Monday at funeral services for three 18-year-old victims of last week's residence hall fire at Seton Hall University.

Frank Caltabilla Jr., John Giunta, and Aaron Karol, all freshmen, were remembered by friends and family members as upbeat, selfless, promising young men.

In West Long Branch, teenage pallbearers carrying Caltabilla's casket cried all the way up the aisle of St. Jerome Roman Catholic Church, their sobs echoing off the marble floors and wooden rafters.

More than 800 people filled the church for the service for Caltabilla, who aspired to a career in medicine. Those who could not get a seat were ushered downstairs, where a video monitor was set up to broadcast the proceedings.

"Why did Frankie have to die so young?" asked the Rev. Frederick Jackiewicz. "We have no answers for these questions. We do not understand the ways of God. We try to the best of our limited ability to understand, but we cannot."

University Chancellor Thomas Peterson was among 450 people who crowded into St. John the Evangelist Roman Catholic Church in Dunellen to say goodbye to Karol, a soccer enthusiast and criminal justice major who

hoped to someday work for the FBI.

"We say that Seton Hall is a family, and it is," Peterson said. "We, like yourselves, have lost a son."

Three busloads of Seton Hall students went to Vineland, where about 500 people turned out for Giunta's funeral Mass at St. Francis of Assisi Roman Catholic Church.

Giunta, an elementary education major who aspired to teaching in the inner city, was remembered as a generous, loyal person with a great future.

"He seemed like he had a dream ahead of him. He knew what he wanted to do," said John Henderson, 21, of Vineland, a high school classmate.

At Seton Hall, meanwhile, some freshmen returned to their rooms at Boland Hall for the first time since the fire.

Residents of the first two floors were allowed to move back into their rooms, while third-, fourth- and fifth-floor residents were being relocated, university officials said.

PHI ALPHA DELTA
PRE-LAW FRATERNITY
is getting ready to crank up its
SPRING RUSH 2000
Come out to our info. Sessions and meet the Brothers:
Monday, January 24 at 6:00pm
Tuesday, January 25 at 6:30pm
And
Thursday, January 27 at 6:00pm
They will be held in the Cabaret (located downstairs in the Student Union)

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Exposure Outdoor Programs

Do you suffer from cold sores?
If so, then you may be just who we're looking for. We are conducting a paid (\$350) research study of an investigational medication for the treatment and possible prevention of cold sore lesions. You must be 12 years of age or older (with parental consent, if appropriate), and in good general health to participate. You do not need to have a cold sore now to qualify.
If interested, please contact: Susan or Heather at 966-0729 University of North Carolina Hospitals.

Coca-Cola. CAMPUS RECREATION UPDATE

Intramural Sports

SPORT DEADLINE

Arena Football Today, Tues. Jan. 25

SPORTS Agent Meeting Rescheduled for Today: For Students Promoting Organized Recreation To Students, the first meeting of this semester is tonight, 7PM in WG301. SPORTS Agents should register in the Campus Recreation office so enough pizza can be ordered.

EMPLOYEE INTRAMURALS: Employee free play volleyball resumes play tonight, 5:15-7'ish in Fetzer Gym B.

Fitness & Aerobics

WELLWARE Week

Date: January 24- 27
Time: 3 - 5pm
Location: SRC Main Entrance

MUSCLE MONDAY: January 24. Find out how strong you are (or how to improve your strength and endurance)! Plus information on weight training and program design. Win Prizes!

TRIM TUESDAY: January 25. Healthy nutrition and eating for peak performance.
• computerized nutritional analysis
• sports nutrition hand-outs

HEALTHY HEART WEDNESDAY: January 26. Scales won't give you the whole picture. Learn about the importance of composition (body leanness and fatness).
• body composition analysis, including percentages

TERRIFIC THURSDAY: January 27. Find out about your blood pressure and learn what you can do to control it.
• free blood pressure screening
• introduction to the Carolina Century Club

CAROLINA CLUB OF THE WEEK: EQUESTRIAN

The UNC-CH Equestrian Team (UNCET) is a sport club team consisting of thirty women. The team participates in weekly lessons, fundraising, charity activities, and 7-9 intercollegiate horse shows each academic year. Try-outs are held every August and January with officer elections in early April. There are six officer positions: 2 co-captains, secretary, treasurer, historian/sport club liaison, and ACC liaison. The team's zone ranges from mid-Virginia to upper South Carolina, which includes teams from NC State, Duke, UNC-G, Virginia Tech, and Furrum. For more information on UNCET, contact Caroline Vosnock at 370-5605 or vosnock@email.unc.edu

Upcoming Home Sport Club Events include:

Men's Rugby: Saturday, Jan. 29, 2PM, Ehringhaus Field. Contact Justin Eldreth at 960-0813 or aeldreth@email.unc.edu

Ice Hockey: Saturday, Jan. 29, 10:15PM, Hillsborough Sportsplex. Contact August Jenkins at 914-0992 or unc_hockey@hotmail.com

Come enjoy Carolina Sport Clubs action. For any questions about the UNC Sport Clubs Program or for a list of all 40 clubs and contact numbers, please call 962-1013 or email Sport Club Director Steve Bradley at smbradle@email.unc.edu

Sport Clubs

Carolina Adventures

Congratulations to everyone who took part in the first annual Leading Edge Carolina Indoor Climbing Competition. There was a great turn-out in the competitive and recreational divisions.

Winners included:

MEN'S COMP: Jae Sun Rhee, Alex Fitzner, Luke Keele
WOMEN'S COMP: Callie Gudeman
MEN'S REC: Adam March, Daniel Kono, Michael Sulock
WOMEN'S REC: Christy Peterson, Cheryl Cunningham, Jan Hughes

at the OEC
CAROLINA ADVENTURES
OUTDOOR EDUCATION CENTER

ALWAYS COCA-COLA. ALWAYS CAROLINA!!

www.unc.edu/depts/camprec