New Electric Trucks to Promote Clean Air in Community

BY KATHLEEN WIRTH Staff Wri

Keeping tight air quality standards in mind, the Chapel Hill Town Council approved in April two electric-powered Ford Rangers for use by town depart-

A \$85,100 grant from the North Carolina Division of Air Quality will help absorb the cost of a three-year lease on the two vehicles, which will be used by the Chapel Hill Public Works and the Engineering Departments. The two trucks, which are expected

to arrive in August, will join four natural gas powered vehicles expected to

arrive this summer. Chapel Hill Town Council member Pat Evans said the trucks constituted a new approach to encouraging environ mentalism. "These are grants that encourage municipalities to be innovative and we're doing just that," she said. "We're trying to be creative and look into new technology. Certainly the costs are much higher, but we're going to try it out.'

Bill Terry, superintendent of Internal Services for Chapel Hill, said he would be the primary user of one of the trucks, but it would also be available to administrative personnel to use.

"We want to expose a lot of different

people to the truck," he said. "We'll have it available for secretaries for mail runs. I can't put the kind of mileage on the truck that it needs by myself." Terry said that although the trucks

were more expensive to buy and operate, they represented a national trend in favor of alternative fuel vehicles. "Right now these trucks are optional for us, but we think it's a smart move," he said. "If the federal regulations (on alternative fuel vehicles) become more stringent, we already know how to use and oper-ate the trucks."

The three-year lease on the trucks and the power stations used to charge them will cost the town a total of \$33,634. Including the four natural gas pow-ered vehicles already on the way, the six alternative fuel vehicles will make up about 2.5 percent of the town's total of about 250 cars and trucks.

Evans said even though the trucks would not have a major effect on area pollution and overall air quality, they represented a positive step in the right direction. "Two trucks is not going to make a huge impact," she said. "But, we're looking to get some kind of record of their needers." of their performance and compare them

to similar gas-powered trucks. If it works, then it could be the future."

Fellow council member Bill Strom, who has driven a similar electric-pow-ered truck, said he was thrilled about the idea of incorporating alternative fuel vehicles in the town.

"They're really impressive vehicles," he said. "They're incredibly silent, but they perform like similar (gas-powered) cars. I hope that they work out and that Public Works is able to recommend that we expand this program. Personally, I would like to see some expansion, but with this you have to take it one step at

Terry expressed his approval of the council's decision and his hope for con-tinued efforts on behalf of cleaner air.

"This represents the council's dedica-tion to air quality around the state," he said. "I think this is a future trend all around the nation."

The City Editor can be reached at citydesk@unc.edu.

Local Firm Rides Marketing Wave

A Carrboro company grabs national attention by luring young consumers with karaoke and video games.

By Amy Dobson Staff Writer

When nationally recognized artists see the Dave Matthews Band and like Radiohead need public exposure, they turn not to big-name public relations firms but to a Carrboro marketing group

Hi Frequency, a music marketing company, located at 200 N. Greensboro implements national campaigns St. geared toward the youth market. The campaigns are implemented

nationwide with the help of about 200 college representatives in about 60 markets. Teams leaders work in each market to coordinate the interns.

"We're always looking to recruit new college people," said Lydia Sherwood, head of public relations. "It's a great in for anyone interested in the music industry." Founder Ron Vos said he wanted to

keep Hi Frequency on the cutting edge of marketing techniques. "As soon as a marketing concept

becomes mainstream, as far as we're concerned, it's history," he said.

Rick Sherman, vice president of marketing, said Hi Frequency worked close-ly with major record labels, independent film companies and upstart Internet

Valerie Alter

Elizabeth Ball

Rebecca S. Baxter

Rita Billingsley

Sherilynn Black

Lauren Block

Keli Decker

Laurie Fulton

Camille Graham

Kathrvn Harris

Jamie Harper

Michael Harley

Lorin Hartley

LaMar Mack

DíAsia Morris

Robyn A. Johnson

Christine Keegan

companies. He said innovative cam-paigns were the cornerstone of the firm. "We just embarked on this amazing campaign with IMN (Independent designer Todd Oldham included an in-Music Network) where we created a fake news team to go to concerts and fes-tivals around the country," he said. "We

had the vans and video equipment and even satellite dishes – it really generated a lot of attention." The pseudo-news team is on tour up

and down the East and West Coasts, drawing attention to clients. The closest the team came to Chapel Hill was a stop in Charlotte for last weekend's Kiss Concert. "It's like a guerrilla cam-paign," said Brad

sneaky, but fun.

scheduled launch

date on cable tele-

vision, which is slat-

ed for June 1, will

IMN's

The

environment. There's a lot Bryant, assistant to of room for creativity Ron Vos. "A little

RICK SHERMAN

feature indepen-dent music videos. "A lot of the footage

and interviews will broadcast in the IMNs first week on air," Sherman said. Hi Frequency's influence extends far beyond the music and film industries. It has also delved into video games and

apparel by marketing for clients such as Acclaim Entertainment and Polo Jeans. Sherwood said Hi Frequency tailored campaigns differently to suit each pro-

ject. "The promotion we did for fashion

store scarf-signing in department stores by Todd Oldham himself," she said. "We (also) hyped the movie 'The Wedding Singer' with karaoke jams." we (also) hyped the movie 'The Wedding Singer' with karaoke jams." Other notable campaigns include MTV's "Wanna be a Vee Jay Three" and "Rock the Vote." Sherman said no one job was exactly the same, making the atmosphere exciting on a daily basis. "It is a real free spirit, free form environment," he said. "There's a lot of room for creativity (in the workplace)."

Vos started the company in the basement of his home "It is a real free spirit, free form in 1996. The firm staffs eight fullemployees time but plans to

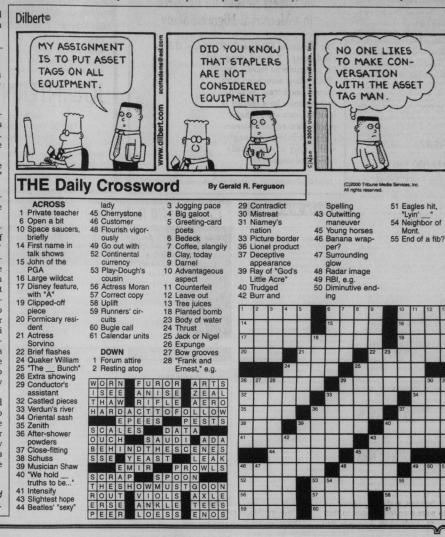
make room for (in the workplace).' future growth. "Hi Frequency's annual growth exceeds

Hi Frequency's Vice President of Marketing 50 percent," he said. "We owe it to

our high energy staff and our innovative campaigns." Brad Bryant, assistant to Vos and Sherman, said Hi Frequency used to have to look for clients, but patronage was no longer a problem. "Usually our customers come to us," he said. "They see or hear about our work and want us to bring them the same success we brought our past clients."

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Journalism & Mass Communication



The University of North Carolina Office of Greek Affairs proudly congratulates the 40 Spring 2000 Order of Omega initiates

A. Amanda Abrams Sigma Sigma Sigma sorority Phi Mu sorority Kappa Delta sorority Delta Zeta sorority Zeta Tau Alpha sorority Delta Sigma Theta Sorority, Inc. Delta Delta Delta sorority Covell Suzanne Day Delta Delta Delta sorority Kappa Delta sorority Frances C. Fennebresque Delta Delta Delta sorority Alpha Delta Pi sorority Zeta Phi Beta Sorority Inc. Chi Omega sorority Phi Mu sorority Sigma Chi fraternity Phi Mu sorority Phi Mu sorority Kappa Delta sorority Lauren Kwiat Sigma Sigma Sigma sorority Alpha Phi Alpha Fraternity, Inc. Pi Beta Phi sorority Bianca I. Misowack Delta Sigma Theta sorority

Political Science and Economics Psychology Elementary Education and Psychology Health Policy & Administration Psychology Psychology History **Business** Administration Child Development & Family Studies and Psychology Communication Studies Exercise & Sports Science Psychology **Business** Administration Business Administration and History Journalism & Mass Communication Biology Health Policy & Administration **Business** Administration Biology Environment Geology Economics English Biology Journalism & Mass Communication History Elementary Education and Psychology **Bio-statistics** Political Science and Economics **Communications** Studies **Business** Administration English **Business** Administration Journalism & Mass Communication and Creative Writing **Business** Administration **Business** Administration Psychology Political Science and History Psychology and Sociology English and Psychology

Sigma Sigma Sigma New Member Educator; Carolina Contact Phi Mu scholarship chair; Student Attorney General's staff Kappa Delta scholarship chair; Orange County Rape Crisis Center Delta Zeta Vice President of Membership; APPLES program Panhellenic Vice President of Recruitment; NC Renaissance Director Delta Sigma Theta sisterhood co-chair; Masala Delta Delta Delta President; Men's JV Basketball team manager Delta Delta Delta Assistant House Manager; Campus Y Kappa Delta Shamrock 5K chair; Big Buddy Delta Delta Delta House Fire Marshall; Honor Court Alpha Delta Pi philanthropy chair; Donate Life Bone Marrow Secretary Zeta Phi Beta service committee chair Chi Omega Recruitment Chair; Aycock Dorm President Phi Mu Executive Council; Panhellenic Council President Sigma Chi scholarship chair; Carolina Hispanic Association Big Buddy Phi Mu Treasurer; Young Democrats Treasurer Phi Mu President; NC Teaching Fellows Kappa Delta Risk Manager; Carolina Blues Sigma Sigma Sigma house manage; NC Hillel President Alpha Phi Alpha Fraternity, Inc. President; BSM special projects committee chair Pi Beta Phi Treasurer; UNC Swim Club Vice President Delta Sigma Theta President; Minorities Affairs program coordinator Sigma Phi Epsilon President; Phi Alpha Delta pre-law service fraternity Kappa Delta faculty relations chair; Bible study leader Pi Beta Phi President; Japan Club President Sigma Alpha Epsilon President; College Republicans Alpha Chi Omega Recruitment Chair; Modernextension Dance Co. Zeta Tau Alpha Vice President; Campus Y cabinet Pi Lambda Phi service chair; Honors Program Chi Omega Assistant Treasurer; Order of the Bell Tower Chi Psi Initiation Chair; March of Dimes collegiate council Chi Omega President; Carolina PALS Kappa Delta scholarship board; Durham Academy Young Life leader Alpha Delta Pi scholarship chair; Order of the Bell Tower Kappa Delta Scholarship Chair: Panhellenic Council Treasurer Phi Mu Vice President; Carolina Athletic Association Secretary Pi Beta Phi House Manager; Golden Key member Kappa Kappa Gamma scholarship chair; Student Ambassador Sigma Sigma Sigma Secretary; Campus Y cabinet Kappa Delta Assistant Vice President of Public Relations; UNC Loreleis

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William Augusta Oden, III Ivy Peed Brandee Potts Ryan Rhodenhiser Caroline Roberson Maria Runaldue Christian Lee Sawyer Allison Schwartz Andrew Shapiro Erin Teague Angelina Uyttenhove Caroline Waddell Andrea Westerfield Stacey Weston Anna White Brittany Whitesall Katy Wilder Emily Williams

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> Order of Omega initiates are junior or senior members of Greek organizations who have a 3.00 GPA or higher and significant leadership to both the Greek and the larger campus community Membership is limited to the top 3% of Greeks Greek GPA: 3.020 Non-Greek GPA: 2.951

Building the Best Fraternity and Sorority Community Through Continuous Improvement 1. Scholarship, 2. Community Service, 3. Campus Involvement, 4. Brotherhood/Sisterhood