

Fans Keep UNC Merchandise Sales High

By JESSICA SLEEP
Staff Writer

UNC is chalking up financial gains from University-related merchandise even as the men's basketball team continues to record losses.

According to the Collegiate Licensing

Company, UNC led 180 other universities to earn the title of first place in licensing revenues for the second half of 2001.

During the last fiscal year, the University received \$2,974,000 in royalties from UNC-licensed merchandise – a 29 percent increase from the 1999-2000 fiscal year, said Rut Tufts, director

of auxiliary services.

Tufts said even though UNC has customarily been known for its winning men's basketball program, this year's losing season will not immediately affect the amount of merchandise revenue the University receives.

The University collects royalties after a company produces UNC-licensed apparel and sells it to retailers, Tufts said. He said the delay between the manufacturing and the actual sale of the product is usually about three months. "It takes several months to see the impact of a sports season," he said.

Tufts attributed the increased sales of UNC-licensed merchandise to three factors – fashion, the University's popularity and sports loyalty.

He said although trends fluctuate over time, UNC's logo has become increasingly fashionable since about 1997, when the University allowed the logo to be produced on nontraditionally colored hats. "We were one of the few schools at the time that would allow our interlocking 'NC' to be on a red cap," he said. "I think it allowed people to express themselves a little differently."

Tufts said rappers who wear UNC clothing in their music videos also have increased the sales of merchandise.

Many people, especially alumni, buy UNC-licensed merchandise that is unrelated to sports, and this revenue is

unlikely to fluctuate due to a subpar sports season, Tufts said.

He also said it is unlikely that the performance of a single team would adversely affect the entire perception of the UNC program.

Tufts also said Nike's national distribution power has allowed UNC's products to be sold throughout the country.

"Most schools sell their stuff locally," he said. "Only about 15 percent of our royalties come from Student Stores, and on some campuses, (local sales) are closer to 100 percent of all revenue."

Even though groups on campus traditionally have been concerned about labor rights in conjunction with merchandising, Student Body President Justin Young said UNC's increased revenue will not harm its efforts to ensure labor rights for workers.

"I know (ensuring labor rights) is a priority and it should be a priority independent of whether we're the top merchandiser or dead last," he said.

Tufts also said the amount of revenue could give UNC a larger voice in negotiating labor concerns with companies. "I think to the extent that the royalties are strong, it gives us a little more say in the way problems, such as labor rights, are addressed."

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

Developments in the War on Terrorism

U.S. General Begins Afghan Mission

■ A visit by Maj. Gen. Charles Campbell, chief of staff of the U.S. Central Command, began a mission on Monday to help Afghanistan establish a national army with fighters loyal to the central government instead of the tribal leaders or local warlords.

**America
Attacks**

Rockets Defused in Pakistan

■ A police bomb squad defused four rockets rigged with a homemade timer on Monday – explosives aimed at airport facilities in Karachi used by the U.S.-led coalition to support operations in Afghanistan.

Man Arrested at LAX With Explosive

■ An inactive Army National Guardsman was arrested early Monday after trying to pass a nonfunctioning military explosive through security at Los Angeles International Airport, police said.

Campus Calendar

Today

7 a.m. – **Vote today** for student body president and senior class officers on Student Central! Polls will be open until 10 p.m., and results will be announced on Student Television shortly thereafter.

For the Record

The graphic with the Feb. 15 article "Nearly Every State Faces Revenue Deficits, Will Have to Cut Spending" incorrectly stated that 30 states have budget deficits predicted for the 2002 fiscal year. The correct number of states with projected budget deficits is 40. The Daily Tar Heel regrets the error.

Wednesday

1 p.m. – The **Curriculum in Medieval Studies** hosts a lunchtime colloquium called "Notes from the Marriage Court: Honor, Fathers and Children in Quattrocento Venice" in 569 Hamilton Hall.

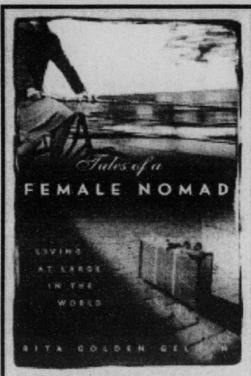
It will be hosted by history Professor Stanley Chojnacki. Please bring your lunch. Cookies and beverages will be provided.

The Daily Tar Heel

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RITA GELMAN



Tales of a FEMALE NOMAD

Fifteen years ago Gelman left an upscale California lifestyle and fading marriage to begin an odyssey of travel that lasted fifteen years and continues today.

Wednesday, February 20
at 3:30 pm

at the

Bull's Head Bookshop

Student Stores

bullshead@store.unc.edu

962-5060

Vocation House

Considering a career in Christian ministry?
Seeking to discern God's call on your life and work?
Explore Vocation House, a residential community for discerning and supporting your call to Christian service.
Programs include theologians in residence, spiritual direction, pilgrimage and internships.

**For more information, attend our open house
Sunday, February 24, 1pm
Wesley Foundation, 214 Pittsboro Street
across from the Carolina Inn**

Or email Jan Rivero, Campus Minister
wesleyunc@earthlink.net

Dialogues on the Diaspora



Examining the Changing Character of the Black Diaspora

8th Annual Student Academic Conference

Friday, Feb. 22nd, Opening Reception 4:30-6:30
Saturday, Feb. 23rd, 8:00am-5:30pm

James M. Johnson Center for Undergraduate Excellence
Graham Memorial Hall
UNC-Chapel Hill

Sponsored by the Institute of African American Research in conjunction with the Johnston Center for Undergraduate Excellence, University Center for International Studies, Office of the Provost, College of Arts and Sciences, The Sonja H. Stone Black Cultural Center, Office of the Provost, College of Arts & Sciences, UNC-Chapel Hill Graduate School, Department of African & Afro-American Studies, & Department of Anthropology

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